

BILL NO. _____

ORDINANCE NO. _____

AN ORDINANCE AUTHORIZING ACCEPTANCE OF ROUND ONE AND ROUND TWO OF SHOW ME STRONG DMO PROGRAM GRANT FUNDS THROUGH THE STATE OF MISSOURI, DIVISION OF TOURISM IN THE AMOUNT OF \$1,055,998.00; AWARDING A CONTRACT WITH THE MADDEN MEDIA, THE CITY'S TOURISM MARKETING AGENCY OF RECORD FOR PROGRAM GRANT ADMINISTRATION AND IMPLEMENTATION; AUTHORIZING FUTURE CHANGE ORDERS FOR ADDITIONAL FUNDING AND/OR TIME EXTENSIONS; AND MAKING THE NECESSARY APPROPRIATIONS, AND DECLARING AN EMERGENCY.

WHEREAS, the U.S. Congress passed, with overwhelming bipartisan support, the Coronavirus Aid, Relief, and Economic Security ("CARES") Act (Pub.L. 116-136), which was signed into law on March 27, 2020, and provides more than \$2 trillion in economic relief, and the State received funds pursuant to Title VI of the Social Security Act, as added by §5001 of the CARES Act; and,

WHEREAS, the CARES Act reflects the federal government's commitment to the public purposes of protecting the American people from the public health and economic impacts of the Coronavirus Disease 2019 ("COVID-19") public health emergency, in part by providing fast and direct economic assistance for American workers, families, and small businesses, and preserving jobs for American industries; and,

WHEREAS, the State received CARES Act funding and has authorized and empowered DED to provide grants to DMOs for the purposes of resuming normal business operations and restoring economic activity statewide by reimbursing eligible expenses incurred for the promotion and resumption of tourism-related activities, as well as steps taken to ensure implementation of health and safety guidelines, in response to the COVID-19 public health emergency; such DMOs, through their core marketing mission, have a significant impact on Missouri's economy by creating incremental visitation and the resulting incremental visitor spending; and,

WHEREAS, the State used these funds to create the Show Me Strong DMO Grant Program and must expend all grant funds for eligible costs expended during the period that began on March 1, 2020, and the State is required to make all grant payments on or before December 30, 2020; and,

WHEREAS, the City of Independence submitted to DED applications for two rounds of Show Me Strong DMO Grant funding was awarded \$55,998 in round one and \$1,000,000 in round two; and,

WHEREAS, Madden Media is the City's Tourism Marketing Agency of Record and is very familiar with the Show Me Strong DMO Grant Funding program; and,

WHEREAS, the City of Independence received proposals from Madden Media to administer and implement the two grants awarded to the City through this program; and,

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF INDEPENDENCE, MISSOURI, AS FOLLOWS:

SECTION 1. That the City Manager of the City of Independence, Missouri, is hereby authorized to accept Show Me Strong DMO Grant funds, from the Missouri Division of Tourism in the amount of One Million Fifty-Five Thousand Nine Hundred and Ninety-Eight Dollars and 00/100 (\$1,055,998.00), a copy of which is attached hereto, incorporated by reference thereto, and made a part hereof as though full set out herein.

SECTION 2. That the City Manager of the City of Independence, Missouri, is hereby authorized to enter into an agreement with Madden Media to administer and implement the Show Me Strong DMO Grant funds awarded to the City, a copy of which is attached hereto, incorporated by reference thereto, and made a part hereof as though full set out herein.

SECTION 3. Emergency. This Ordinance, in the judgment of the Council, is deemed to be of an urgent nature and that its immediate passage is necessary in order to receive and expend the grant funds and submit receipts to the State of Missouri, Division of Tourism, by November 20, 2020 in accordance with the terms of the grant agreement.

PASSED AS AN EMERGENCY THIS _____ DAY OF _____, 2020, BY THE CITY COUNCIL OF THE CITY OF INDEPENDENCE, MISSOURI.

Presiding Officer of the City Council
of the City of Independence, Missouri

ATTEST:

City Clerk

APPROVED AS TO FORM AND LEGALITY:

City Counselor

REVIEWED BY:

City Manager