

**Resolution Authorizing a Purchase Order to Journal Communications, Inc.
for Tourism Advertising: \$9,810**

SUBJECT: Finance/Administrative

ACTION REQUESTED:

The Board of Commissioners is requested to authorize a purchase order to Journal Communications, Inc., for Tourism advertising in the 2007 NC Travel Guide in the amount of \$9,810.00.

HISTORY/BACKGROUND:

Pender Tourism has an overall advertising budget of \$12,500 for 2006 - 2007. Each year, Pender County advertises in the NC Travel Guide which is the official travel guide of the state of North Carolina.

EVALUATION:

The NC Travel Guide is distributed throughout the state to all Tourism Development Authorities and Welcome Centers. It has a circulation of 8000, with a website presence. It is the best statewide advertising that directly relates to travel. This is a budgeted expenditure and it has been approved by the Tourism Development Authority.

MANAGER'S RECOMMENDATION:

Respectfully Recommend Approval.

ABP
INITIALS

RESOLUTION: NOW, THEREFORE, BE IT RESOLVED, by the Board of Commissioners that

a purchase order be authorized to Journal Communications, Inc., for advertising in the 2007 NC Travel Guide. The Chairman and/or County Manager is authorized to execute any/all agreements necessary to implement the resolution.

670-407000 Promotions \$9,810.00

AMENDMENTS:

MOVED _____ SECONDED _____

APPROVED _____ DENIED _____ UNANIMOUS

YEA VOTES: Rivenbark ___ Blanchard ___ Brown ___ Moore ___ Williams ___

F.D. Rivenbark, Chairman 01/02/07
Date

Attest 01/02/07
Date