

**RESOLUTION NO. \_\_\_\_\_****A RESOLUTION AUTHORIZING FUNDING IN AN AMOUNT NOT TO EXCEED \$185,000 AND APPROVAL OF A PROPOSAL WITH AD GIANTS, LLC OF DALLAS, TEXAS FOR AN ECONOMIC DEVELOPMENT PRODUCTION AND ADVERTISING CAMPAIGN**

**WHEREAS**, the proposed purchase is necessary to provide production and advertising services to create a one-of-a-kind campaign to raise brand awareness; and,

**WHEREAS**, the Proposal from Ad Giants was determined to be the most beneficial and effective method for a brand awareness campaign; and,

**WHEREAS**, the Mansfield Economic Development Corporation authorized funding for the campaign in an amount not to exceed \$185,000 of Type A sales tax at their May 3, 2022 board meeting.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MANSFIELD, TEXAS, THAT:**

**SECTION 1.**

Funding is hereby authorized in the amount of One Hundred Eighty-Five Thousand and 00/100 Dollars (\$185,000.00) for the work.

**SECTION 2.**

The City Manager or his designee is hereby authorized and directed to execute necessary contracts to complete the production and advertising campaign with Ad Giants, LLC for professional services in an amount not to exceed One Hundred Eighty-Five Thousand and 00/100 Dollars (\$185,000.00).

**SECTION 3.**

This resolution shall be effective immediately upon adoption.

**PASSED AND APPROVED THIS THE 23<sup>rd</sup> DAY OF MAY, 2022.**

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**Michael Evans, Mayor**

**ATTEST:**

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**Susana Marin, City Secretary**