

## RESOLUTION 2011-07

### A RESOLUTION ESTABLISHING POLICIES AND PROCEDURES FOR REIMBURSEMENT OF SUBMITTED ADVERTISING RECEIPTS FROM THE TRANSIENT ROOM TAX FUND.

**WHEREAS**, the State of Oregon allows Transient Room Tax funds to be spent on promotional advertising and marketing to increase tourism; and

**WHEREAS**, the Garibaldi Budget Committee has repeatedly budgeted for advertising to promote the City of Garibaldi; and

**WHEREAS**, Resolution 2010-08 established administrative guidelines for processing advertising reimbursement requests from the public and that resolution expires 30 June 2010; NOW THEREFORE,

#### THE COMMON COUNCIL OF THE CITY OF GARIBALDI RESOLVES AS FOLLOWS:

**Section 1. Committee.** A sub-committee ("committee") consisting of the Mayor and City Manager will review all requests as submitted to the City of Garibaldi for reimbursement through this program and approve requests that qualify under the policies and procedures outlined in this resolution.

**Section 2. Applicant.** Any group or individual ("applicant") may request that the City pay for committee-approved advertising. An applicant may qualify for reimbursement through this program provided they; 1) are a licenses business in the City of Garibaldi; or 2) are non-profit organization, including but not limited to civic and governmental entities, that operates, or has a primary interest, in Garibaldi.

**Section 3. Advertising.** Qualifying advertising includes print, radio, televised, or internet advertising, and can include any marketing materials such as brochures, posters, fliers, websites, etc.... For the committee to determine that submitted advertising qualifies for reimbursement it must; 1) promote the City of Garibaldi as a destination; and 2) be likely to generate over-night occupancy within the City of Garibaldi or be for the promotion of special events sponsored by non-profit organizations; and 3) be completely paid for by the applicant; and 4) be published, aired, online or otherwise implemented by whatever means is appropriate for such form of advertising prior to receiving a reimbursement request.

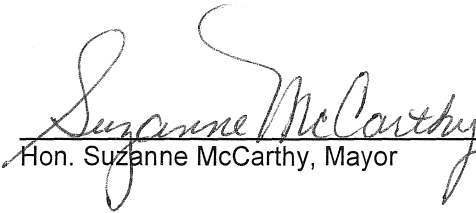
**Section 4. Submissions.** Any request for advertising reimbursement should be made in writing and must include a form as provided by the City Manager. Sufficient documentation of the advertising (i.e. audio or video recording, tear-sheet, brochure, website address and printouts); copy of the invoice, bill or agreement that provides sufficient information to determine what services were paid for; and a proof of payment of the advertising (i.e. canceled check or receipt), must be included with the submission. Deadlines for submissions are 5:00 p.m. on September 30, 2011, and 5:00 p.m. on March 30, 2012.

**Section 5. Approval.** The committee will review all requests made prior to September 30, 2011, and March 30, 2012, for completeness and compliance the criteria of this resolution. The committee will then approve reimbursement of each qualifying submission for up to one-half of the applicant's total advertising cost. Approved requests will be entered into the City's payment cycle and paid within 45-days of approval. The committee has full authority for determining whether a request will be reimbursed up to one-half or less based upon available funds and the total amount requested through all submissions. No requests will be accepted after March 30, 2012 for 2011-2012 Fiscal Year.

**Section 6. Indemnification.** Applicants agree to defend, indemnify, protect and hold harmless the City from and against any suit, administrative proceedings, claims, damages or liability that may arise from the procedures outlined in this resolution. The City's name will not appear on any advertising contracts and the City will only reimburse the approved amount to the applicant. Any unreported or unpaid charges, fees, penalties or interest are the responsibility of the applicant and not of the City.

**Section 7. Expiration.** This Resolution expires June 30, 2012.

**PASSED BY THE COMMON COUNCIL AND APPROVED BY THE MAYOR**, this 16<sup>th</sup> day of May 2011.

  
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Hon. Suzanne McCarthy, Mayor

ATTEST:

  
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John O'Leary, City Manager