

**AGENDA ITEM**

May 17, 2022

Subject: Tourism funding for 2019 Bushwhacker Museum Special Events

Department: Tourism

This ordinance will authorize payment from the tourism Fund to the Nevada/Vernon County Historic Society for marketing, advertising, and promotion of 2022 Bushwhacker Museum Special Events in 2022.

**BILL NO. 2022-047**

**ORDINANCE NO.**

**A SPECIAL ORDINANCE OF THE CITY OF NEVADA, MISSOURI, AUTHORIZING PAYMENT FROM THE NEVADA TOURISM FUND TO THE NEVADA/VERNON COUNTY HISTORIC SOCIETY FOR MARKETING, ADVERTISING, AND PROMOTION OF THE 2022 BUSHWHACKER MUSEUM AND SPECIAL EVENTS IN 2022.**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NEVADA, MISSOURI THAT:**

**Section 1:** Nevada Tourism submitted recommendation for local Tourism allocations for City Council approval on May 17,, 2022, within that recommendation was marketing, advertising, and promotion of 2022 Bushwhacker Museum and Special Events in the amount of \$7,000.00.

**Section 2:** The City Manager and City Treasurer are herby directed to authorize and execute payment to the Nevada/Vernon County Historic Society in the amount of \$7,000.00 for marketing, advertising, and promotion of 2022 Bushwhacker Museum and Special Events

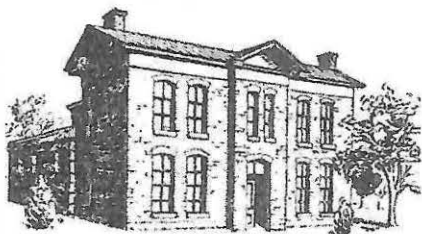
**Section 3:** This ordinance shall be in full force and effect from and after its adoption and approval.

**PASSED, APPROVED, AND ADOPTED** by the City Council of the City of Nevada, Missouri, this \_\_\_\_\_ day of June, 2022.

(seal)  
ATTEST

\_\_\_\_\_  
George Knox, Mayor

\_\_\_\_\_  
Stephanie M. Martin, City Clerk



Will Tollerton  
Vernon County Historical Society  
212 W. Walnut Street  
Nevada, MO 64772

Attn: Mark Mitchell  
City Manager  
110 S. Ash Street  
Nevada, MO 64772

April 12, 2022

Dear Mark,

The Vernon County Historical Society respectfully submits its request for a Nevada Tourism Local Grant to fund advertising of the Bushwhacker Museum and Special Events in 2022. Our advertising needs are as follows:

- |  |                                |
|--|--------------------------------|
| 1) Targeted Digital Advertising (4) one-month long campaigns of 150,000 impressions each.  | <b>___\$3,000.00</b>           |
| 2) KNEM/KNMO Radio Ad Buys _____   | <b>_____ \$1,000.00</b>        |
| 3) Highway Billboard from Lamar Signs. _____   | <b>_____ \$2,000.00</b>        |
| 4) Direct Mail to Advertise Special Events (i.e Cemetery Tour, Jim the Wonder Dog Program for Kids,<br>Victorian Homes Christmas Tour: _____ | <b>_____ \$1,000.00</b>        |
|  | <b>Grand Total: \$7,000.00</b> |

The board of the Vernon County Historical Society thanks you for your consideration.

Sincerely,

*Will Tollerton*

**Museum Coordinator  
Vernon County Historical Society**