

RESOLUTION 2019-25

**A RESOLUTION OF THE CITY OF CAMERON, MISSOURI
ESTABLISHING POLICIES AND GUIDELINES FOR THE CITY TO
PROMOTE AREA EVENTS ON ITS WEBSITE AND SOCIAL MEDIA
OUTLETS**

WHEREAS, the City of Cameron desires to promote events and activities in or around the Cameron area to market our community for tourism; and

WHEREAS, promoting area events and activities on the City's website and social media outlets will attract consumers to the City's local businesses and industry.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CAMERON, MISSOURI, AS FOLLOWS:

Section 1. The Events Clearing House Policy attached hereto and made a part hereof is hereby adopted.

Section 2. The Mayor is authorized to sign this Resolution approving it on behalf of the City of Cameron, Missouri.

Section 3. The City Clerk is directed to attest to the Mayor signature.

PASSED AND APPROVED this 5th day of August 2019.



ATTEST.



Mayor Darlene Breckenridge



City Clerk

CITY OF CAMERON EVENTS CLEARING HOUSE POLICY

The purpose of this policy is to set guidelines for area events to be advertised through the City of Cameron's website and social media outlets. The benefits of having an events clearing house are the positive public image for the City of Cameron as a hub for events and activities as well as drawing consumers to the community to support local businesses and industry. Events fall into three categories:

Endorsement: The City's only involvement is allowing advertisement on its sites.

Sponsor: This City has some interest, financial or otherwise, in the event being promoted.

Host: The event is being organized and funded by the City of Cameron.

GUIDELINES:

Event must be open for the general public – no restricted access.

Ex: If attendance is restricted to members of a group/organization, then it is not a public event.

Event must not be controversial in nature – as determined by the City Manager.

Ex: An event which may objectify people or based on a controversial topic will not be allowed.

Event should not be solely commercial/marketing in nature.

Ex: A business which has an open house with refreshments solely for the purpose of attracting customers to the business site would not be advertised on City sites.

Events should occur within an approximate 20 mile radius of Cameron.

Events close to Cameron will draw the public to our shopping, eating and hotel offerings.

Events should be submitted at least one week in advance of the event and must include complete details of date, time, location, and nature of event. Also, an electronic flyer or graphic should be submitted if possible/available.