

**RESOLUTION 10-95**

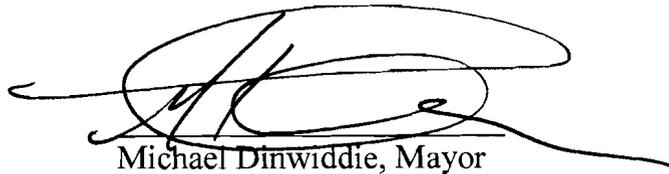
**A RESOLUTION TO AUTHORIZE AN EXPENDITURE FOR  
MARKETING SERVICES OF THE SPRING HILL ECONOMIC  
DEVELOPMENT COMMISSION**

**WHEREAS**, the Spring Hill Economic Development Commission promotes to economic growth of Spring Hill; and

**WHEREAS**, the Economic Development Commission wishes to enlist a company for Marketing Services; and

**NOW, THEREFORE BE IT RESOLVED**, that the City of Spring Hill authorizes the expenditure of \$8,900.00 to Journal Communications.

**Passed and adopted by the Board of Mayor and Aldermen of the City of Spring Hill, Tennessee on the 20<sup>th</sup> day of September, 2010.**



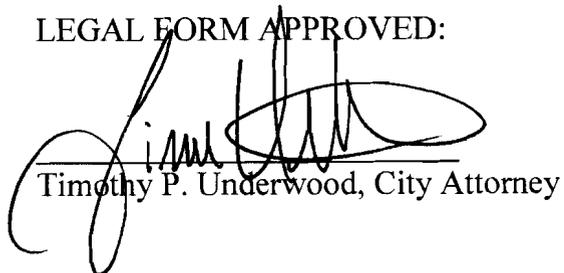
Michael Dinwiddie, Mayor

ATTEST:



April Goad, City Recorder

LEGAL FORM APPROVED:



Timothy P. Underwood, City Attorney

**Microsite Agreement Between**  
**The City of Spring Hill and Journal Communications, Inc.**

•Journal Communications will create and host a Spring Hill quality of life microsite similar to the *Welcome to Spring Hill* sample site which can be viewed at:  
<http://jcicms.com/iWeb/SpringHill/Spring Hill TN/Spring Hill TN.html>

*a one time*

•Journal will charge the city ~~an annual~~ development and maintenance fee of \$8,900 which includes creation of the site and usage of Journal photography and video.

•The City of Spring Hill will have the opportunity to review the contents of the site and request factual changes and updates to the sample content. In addition, sections on education or other significant city assets will be added with assistance from the city in gathering appropriate information.

•Journal will periodically update the site with new information on developments or events that positively convey the benefits of living in Spring Hill.

• To fund ongoing hosting, site maintenance and updating, Journal will solicit advertising sponsorships on the site from real estate companies and other businesses interested in targeting individuals considering relocating to Spring Hill.

•The City of Spring Hill will assist Journal in promoting the site, placing a prominent link to the site on the city home page and assist in securing additional links from other sources such as prominent businesses to drive traffic to the site.

•Journal will assist the city in utilizing social media, e-mail marketing and other means to build awareness of the site.

•The term of this agreement will be three years from the date on which the agreement is signed.

•This agreement is not a partnership or joint venture.

•The City of Spring Hill retains ownership of any content or creative materials supplied by the City of Spring Hill. Journal retains ownership of any content or creative materials supplied by Journal Communications.

~~•This agreement will automatically renew unless either party notifies the other of its intent to cancel at least 90 days before the end of the third year of the agreement.~~