

RESOLUTION NO. 00-13

A RESOLUTION OF THE RIDGECREST CITY COUNCIL  
AUTHORIZING AN AGREEMENT WITH THE  
RIDGECREST AREA CONVENTION AND VISITORS  
BUREAU FOR ADVERTISING, MARKETING, AND  
PROMOTION SERVICES

**WHEREAS**, the City of Ridgecrest's economy is based, in part on tourism, visitation, and film industry activity; and

**WHEREAS**, the City Council recognizes that investing in advertising, promotion, and marketing will result in increased visitation and commercial activity within the City; and

**WHEREAS**, The City Council had determined the Ridgecrest Area Convention and Visitors Bureau is well qualified to provide advertising, promotion, and marketing services;

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Ridgecrest that the City Administrator is hereby authorized to sign the agreement with Ridgecrest Area Convention and Visitors Bureau attached as Exhibit "A."

**APPROVED AND ADOPTED** this 16th day of February, 2000, by the following vote:

AYES: Mayor Darnell, Council Member Carter, Holloway, Morgan, and Rollins

NOES: None

ABSTAIN: None

ABSENT: None

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Donna Darnell, Mayor

ATTEST:

  
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Harry Jensen  
City Clerk