

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

2020 BUDGET

DESCRIPTION

Advertising/Promotional	563,000	
Billboards		40,000
Brochures		5,000
Brochure Distribution		11,000
Contests/Giveaways		6,000
Direct Mail		15,000
E-Marketing		224,000
Media Production		28,000
Print: Magazines		12,000
Television		200,000
Vacation Guides		10,000
Welcome Bag		12,000
Information Services	32,000	
Miscellaneous	2,000	
Professional Services	20,000	
Telephone/Internet Service	3,000	
TOTAL	620,000	

CITY OF OCEAN CITY
CAPE MAY COUNTY, NEW JERSEY
RESOLUTION

TC20 - 21

**AUTHORIZING A PROFESSIONAL SERVICES CONTRACT BETWEEN THE
TOURISM DEVELOPMENT COMMISSION AND WEBIMAX FOR MAINTENANCE
OF THE MOBILE TELEPHONE APP AND INTERACTION WITH THE
WEBSITE AND SOCIAL MEDIA**

WHEREAS, the Ocean City Tourism Development Commission (OCTDC) has a need for maintenance of the mobile telephone app and interaction with the website and social media to promote vacationing in Ocean City, New Jersey, and

WHEREAS, it is determined to be in the best interest of the OCTDC to have said maintenance of the mobile telephone app and interaction with the website and social media, and

WHEREAS, Webimax has submitted a Business Entity Disclosure Certification which certifies that Webimax has not made any contributions to a political or candidate committee for an elected office in the City of Ocean City, County of Cape May, New Jersey in the previous one (1) year period and that the contract will prohibit Webimax from making any contributions through the term of the contract; and

BE IT FURTHER RESOLVED, that the Ocean City Tourism Development Commission is hereby authorized to enter into a formal contract agreement with Webimax, 2 Aquarium Dr., Suite 140, Camden, NJ 08103 for professional services for the Ocean City Tourism Development Commission in the amount of \$29,825.00.

A copy of the Pay-to-Play Certification & the Business Registration Certificate (BRC) for Webimax has been submitted and shall be placed on file in the City's Purchasing Office.

A copy of this resolution shall be available for inspection in the Ocean City Tourism Development Commission's Office.

The Director of Financial Management certifies that funds are available and shall be charged to the following account of the Ocean City Tourism Development 0-13-56-200-013.

Burton Wilkins, Chairman

CITY OF OCEAN CITY
CAPE MAY COUNTY, NEW JERSEY
RESOLUTION

TC20 – 22

**AUTHORIZING THE 2021 BUDGET OF THE OCEAN CITY
TOURISM DEVELOPMENT COMMISSION**

BE IT RESOLVED, by the Ocean City Tourism Development Commission that the Budget printed below is hereby adopted as the 2021 Budget of the Ocean City Tourism Development Commission.

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

2021 BUDGET

DESCRIPTION

Advertising/Promotional	563,000
Billboards	40,000
Brochures	5,000
Brochure Distribution	11,000
Contests/Giveaways	6,000
Direct Mail	15,000
E-Marketing	224,000
Media Production	28,000
Print: Magazines	12,000
Television	200,000
Vacation Guides	10,000
Welcome Bag	12,000
Information Services	32,000
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TOTAL	620,000

Burton Wilkins, Chairman