

AN ORDINANCE OF THE CITY OF WILDWOOD, MISSOURI, APPROVING A NEW IDENTIFICATION LOGO FOR ALL FUTURE PUBLIC SIGNAGE AND OTHER MATERIALS OF THE CITY, AND APPROVING A SYMBOL FOR PROMOTION OF ECONOMIC DEVELOPMENT INITIATIVES OF THE CITY OF WILDWOOD, MISSOURI

WHEREAS, the City of Wildwood, Missouri, incorporated on September 1, 1995, used a single Identification Logo for the purposes of public signage and official documents created by this community until 1998, when the City elected to develop a new Identification Logo as the community had grown past the incorporation stage and its first years; and

WHEREAS, the City has continued to create its image as a progressive, responsive community attuned to its surroundings and intent on maintaining its unique character in a metropolitan area where these characteristics are less valued; and

WHEREAS, the development of a new Identification Logo has been considered as part of Wildwood’s continual efforts to define its character and maintain its identity as the community continues to grow and develop; and

WHEREAS, the City Council finds and determines that it is to the benefit of the City to develop and use an updated Identification Logo, the visual elements of which accurately and effectively communicate the values of the community and better lends itself for use on both printed and electronic media; and

WHEREAS, the City Council further finds and determines that it is to the benefit of the City to develop and use a symbol representative of the City’s economic development initiatives; and

WHEREAS, the City engaged the Gerard Marketing Group, LLC, a St. Louis-based marketing firm specializing in strategic marketing, to create images for Wildwood that reflect these values and initiatives; and

WHEREAS, the new Identification Logo, attached hereto as **Exhibit A**, and Economic Development Symbol, attached hereto as **Exhibit B**, were presented to the public for comment and discussed at length by the members of the City Council.

NOW THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF WILDWOOD, MISSOURI, AS FOLLOWS:

Section One. That the City of Wildwood hereby adopts the new Identification Logo attached hereto as **Exhibit A**, and incorporated by reference herein, as the official Identification Logo of the City. That the new Identification Logo be and is hereby authorized

and directed for use on all City signage, communications, and other items bearing the City's name and which shall be created after the date of this Ordinance; *provided, however*, any signage, communications or other items that include thereon the Identification Logo approved pursuant to Resolution 98-07 may continue to be used until such time as their replacement is necessitated by normal wear and tear.

Section Two. That the City of Wildwood hereby adopts the Economic Development Symbol attached hereto as **Exhibit B**, and incorporated by reference herein, as the official symbol of the City's economic development initiatives. That the Economic Development Symbol be and is hereby authorized and directed for use on all City signage, communications and other items intended for use in promoting or furthering economic development initiatives of the City.

Section Three. Nothing contained herein shall in any manner be deemed or construed to alter, modify, supersede, supplant, or otherwise nullify any other Ordinance of the City or the requirements thereof whether or not relating to or in any manner connected with the subject matter hereof, unless expressly set forth herein.

Section Four. If any term, condition, or provision of this Ordinance shall, to any extent, be held to be invalid or unenforceable, the remainder hereof shall be valid in all other respects and continue to be effective and each and every remaining provision hereof shall be valid and shall be enforced to the fullest extent permitted by law, it being the intent of the City Council that it would have enacted this Ordinance without the invalid or unenforceable provisions. In the event of a subsequent change in applicable law so that the provision which had been held invalid is no longer invalid, said provision shall thereupon return to full force and effect without further action by the City and shall thereafter be binding.

Section Five. This Ordinance shall be in full force and effect from and after its passage and approval.

This Bill was passed and approved this ____ day of January, 2017, by the City Council of the City of Wildwood, Missouri, after having been read by title, or in full, two (2) times prior to passage.

Presiding Officer

James R. Bowlin, Mayor

ATTEST:

ATTEST:

City Clerk

City Clerk

EXHIBIT A



WILDWOOD

EXHIBIT B

