

RESOLUTION #2017-02

A RESOLUTION APPROVING A SYMBOL FOR PROMOTION OF ECONOMIC DEVELOPMENT INITIATIVES OF THE CITY OF WILDWOOD, MISSOURI

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 initiatives; and

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

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

Section One. That the City of Wildwood hereby adopts the Economic Development Symbol attached hereto as **Exhibit A**, 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 Two: This Resolution shall be effective upon its passage and approval.

PASSED AND RESOLVED BY THE CITY COUNCIL OF THE CITY OF WILDWOOD THIS _____ DAY OF _____, 2017.

JAMES R. BOWLIN, MAYOR

ATTEST:

CITY CLERK

EXHIBIT A

