



City of Carthage, Missouri

PUBLIC SERVICES COMMITTEE

July 16, 2024 - 5:30 PM
CITY HALL COUNCIL CHAMBERS

AGENDA

- 1. Call to Order**
- 2. Old Business**
 1. Approval of Previous Minutes
- 3. Citizen Participation**

(Citizens wishing to address the Council or Committee should notify the City in advance and provide the item they want to address in written format at least 24 hours before the meeting. Please call Angie Judd at the Parks & Recreation office at 417-237-7035, or email a.judd@carthagemo.gov.)
- 4. New Business**
 1. Consider and Discuss Pup Walk and Pet Show.
 2. Consider and Discuss Soles 4 Paws 5k Run and 1M Dog/Cat-Walk.
 3. Consider and Discuss Rallye in the Park event.
 4. Consider and Discuss options for future Aquatic Facility.
 5. Consider and Discuss contract with Placer AI.
 6. Consider and Discuss grant from State of Missouri.
 7. Consider and Discuss MOU with the City of Joplin.
- 5. Staff Reports**
- 6. Other Business**
- 7. Adjournment**

PERSONS WITH DISABILITIES WHO NEED SPECIAL ASSISTANCE CALL 417-237-7000 (VOICE) OR 1-800-735-2466 (TDD VIA RELAY MISSOURI) AT LEAST 24 HOURS PRIOR TO MEETING



City of Carthage, Missouri

PUBLIC SERVICES COMMITTEE

June 18, 2024 - 5:30 PM
CITY HALL COUNCIL CHAMBERS

MINUTES

1. Call to Order

2. Old Business

1. Approval of Previous Minutes

Ms. Leece made a motion to approve the previous minutes.

ACTION: Motion to accept/approve item 2.1. by Lori Leece; second by None;

Motion passed with a 3:0

AYES: Dustin Edge, Jana Schramm, Lori Leece

NOES: None

ABSTAIN: None

3. Citizen Participation

(Citizens wishing to address the Council or Committee should notify the City in advance and provide the item they want to address in written format at least 24 hours before the meeting. Please call Angie Judd at the Parks & Recreation office at 417-237-7035, or email a.judd@carthagemo.gov.)

4. New Business

1. Consider and Discuss budget adjustment for Civic Enhancement Fund.

Ms. Almandinger reported that donations are received into the Civic Enhancement Fund. She noted that the Little League program has received several donations in recent months. Specifically, the donation from Carthage Youth Baseball is designated for the purchase of baseball equipment at the start of the season.

2. Consider and Discuss budget adjustment for Golf.

Ms. Almandinger reported an increase in golf revenue, noting that the higher usage of golf carts has led to exceeding the budget due to additional gasoline expenses. She also mentioned issues with the grass seed at the golf course. The maintenance crew is currently testing new grass seed and plans to purchase more to complete the remaining areas. She advised that the resolution for the budget adjustment was just a straightforward resolution to move funds to offset these expenses. Ms. Leece made a motion to forward the resolution to the budget committee.

ACTION:	Motion to accept/approve item 4.2. by Lori Leece; second by None; Motion passed with a 3:0
AYES:	Dustin Edge, Jana Schramm, Lori Leece
NOES:	None
ABSTAIN:	None

5. Staff Reports

Ms. Almandinger informed the committee that the Parks Department, with assistance from Jon Skinner from the Missouri Department of Conservation, successfully completed the requirements for a tree inventory grant. This grant will cover the majority of the tree inventory throughout the city parks. She mentioned that the Little League season is winding down, with the All Stars tournaments set to begin soon. Additionally, she reported that the Parks Department has been collaborating with City Hall on insurance claims related to recent storm damage, and repairs at the dog park have begun. Ms. Almandinger noted that the Parks building suffered structural damage in the tornado, and staff have been advised to vacate as soon as possible. Memorial Hall has available office space, though it may require some reconfiguring, as the American Legion hosts meetings there a few times a year in the evenings. Mr. Edge suggested the possibility of sharing the space with the American Legion to benefit all parties involved. Ms. Almandinger also reported that the Parks Department, Tree Board, and Vision Carthage have been contacted by individuals wishing to donate to replace trees lost in the storms. They are working on a plan to partner with the Missouri Department of Conservation for a potential grant. She advised the committee that while the Griggs Park playground equipment has been received, contractors are currently clearing rocks before proceeding with the installation.

Ms. Kirby reported that the recent Stampede event went well and was well attended following extensive marketing efforts. She stated that Q4 print, billboard, TV, radio, and digital ads are now in distribution. The Battle of Carthage reenactment saw over 300 reenactors, 12 cannons, and cavalry on both sides, and despite the heat, the event was successful with only a few heat-related emergencies. Ms. Kirby also noted that June's Food Truck Friday hosted 20 food trucks, with Rosalie Peterson providing music and educational information about Civil War period music. She mentioned she is working with Precious Moments to connect tourism leads.

Ms. Cox advised that efforts to transfer the budget software are underway, though it will take some time to complete the transition.

6. Other Business

7. Adjournment

PUP Walk & Pet Show

PUP Walk & Pet Show Benefitting the MK5K

Sat Sept 28, 2024, 10a, Carthage Central Park

Participant fee \$35* includes tshirt & dog bandana. OR Dog Days of Summer \$20*(no swag)
*100% of proceeds donated to the foundation

What its all about:

In 2024, the MK5K® is celebrating its 20th-straight year as an annual fundraising event for the Mary Kay Ash Foundation. A physical 5K is held in Addison TX at the Mary Kay headquarters. Mary Kay Consultants throughout the US hold satellite events all to support the Mary Kay Ash Foundation's two-fold mission of funding research to cure cancers affecting women and ending domestic violence against women. We come together from across the city, across the state, and across the country. It's because we show up for each other. We're moving and empowering women.

The Mary Kay Ash Foundation is guided by Mary Kay Ash's dream to enrich the lives of women everywhere, the Mary Foundation raises and distributes funds to invest in breakthrough cancer research and clinical trials to find a cure for women-related cancers and ending domestic violence.

Since 1996, the Mary Kay Ash FoundationSM, a 501(c)3 organization, has contributed more than \$96 million to organizations aligned with its two-fold mission. In addition, the Foundation supports awareness initiatives, community outreach programs, and advocates for legislation to ensure women are healthy and safe. Through our global charitable foundations in Brazil, Canada, China and the United States, we are collectively making a deeper impact on the lives of women around the world.

SAVE THE DATE

Pink Fight Night Presents

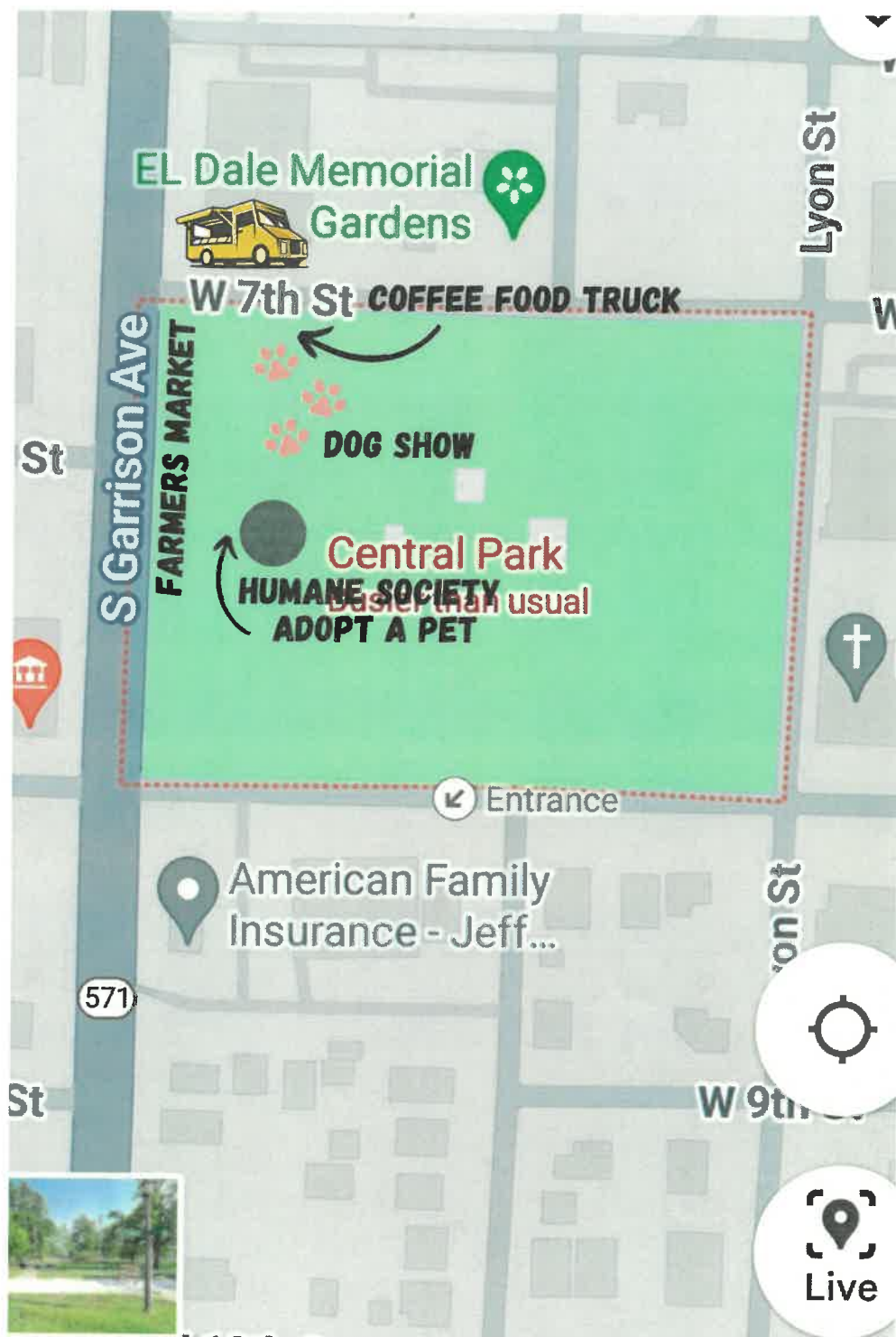
PUP WALK & PET SHOW

Saturday • Sept 28

Central Park, Carthage MO

Benefitting the MK5K







July 11, 2024

To
Abi Almandinger
Carthage Park & Recreation

Re: Soles-4-Paws – Charity run to benefit the Carthage Humane Society
Date of the race: Nov 17, 2024

In response to your request for a list of needs during the race, attached is a description of the event and below the needs for the race

- The event will start and finish at the parking lot indicated in attached race map
- Joplin Roadrunners will be setting up the start/finish line on the indicated parking lot and occupy a few parking spaces in doing so, without the need to interrupt other traffic on that parking lot
- No road closures are needed. Volunteers will be located at critical intersections to alert drivers of a race in progress.

For the Carthage Humane Society and the Joplin Roadrunners, thank you for your approval of access for this race

Henri Coeme
President Joplin RoadRunners
info@joplinroadrunners.com
(417) 622-8912

Joplin RoadRunners Inc., PO Box 283, Duenweg, MO 64841

!!! All dog and cat lovers, unite !!!



SOLES 4 PAWS

5K RUN

1M DOG/CAT-WALK

SUNDAY NOVEMBER 17, 3PM

CARTHAGE MUNICIPAL PARK

**NET PROCEEDS GO TO
CARTHAGE HUMANE SOCIETY**

ENTRY FEE 5K: \$25 UNTIL 11/14/2024; \$30 ON RACE DAY

ENTRY FEE 1MILE: \$20 (\$25 ON RACE DAY)

CUSTOM-DESIGNED QUALITY TECH SHIRT OPTIONAL



Registration Form

PARTICIPANTS FIRST / LAST NAME: _____

BIRTHDATE: ____/____/____

[if not a JRR member, please fill out below contact info]

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: (____) _____

EMAIL ADDRESS (in CAPS please): _____

GENDER:

MALE

☐

FEMALE

☐

RACE:

1M

☐

5K

☐

Combo 1M + 5K

☐

Shirts are optional at \$15 for S, M, L and XL, \$20 for 2XL and 3XL

Shirt size (circle your selection): S M L XL 2XL 3XL No Shirt

WAIVER

In consideration of you accepting this entry, I, the participant, intending to be legally bound do hereby waive and forever release any and all rights and claims for damages or injuries that I may have against the Race Director, The Joplin RoadRunners, and all of their agents assisting with the event, sponsors and their representatives, volunteers and employees for any and all injuries to me or my personal property. This release includes all injuries and/or damages suffered by me before, during or after the event. I recognize, intend and understand that this release is binding on my heirs, executors, administrators, or assignees.

I know that running a road race is a potentially hazardous activity. I should not enter and run unless I am medically able to do so and properly trained. I assume all risks associated with running in this event including, but not limited to: falls, contact with other participants, the effects of weather, traffic, and course conditions, and waive any and all claims which I might have based on any of those and other risks typically found in running a road race. I acknowledge all such risks are known and understood by me. I agree to abide by all decisions of any race official relative to my ability to safely complete the run. I certify as a material condition to my being permitted to enter this race that I am physically fit and sufficiently trained for the completion of this event and that a licensed Medical Doctor has verified my physical condition.

In the event of an illness, injury or medical emergency arising during the event I hereby authorize and give my consent to the Event Director to secure from any accredited hospital, clinic and/ or physician any treatment deemed necessary for my immediate care. I agree that I will be fully responsible for payment of any and all medical services and treatment rendered to me including but not limited to medical transport, medications, treatment and hospitalization.

Further, I grant permission to all the foregoing to use my name, voice and images of myself in any photographs, motion pictures, results, publications or any other print, videographic or electronic recording of this event for legitimate purposes.

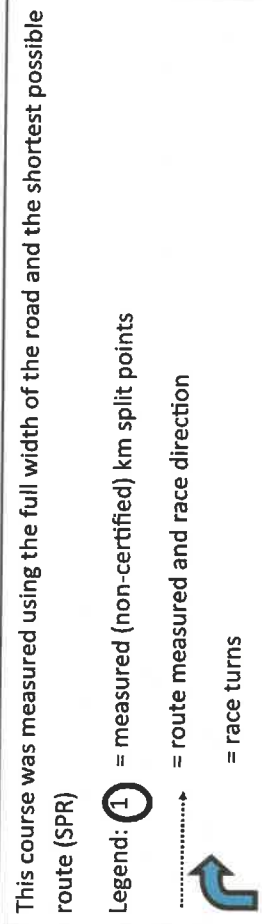
This event follows the standard running industry policy: All entry fees are non-refundable. We reserve the right to postpone or cancel the event due to circumstances beyond our control such as a natural disaster or emergency or as required to protect the safety of participants and staff. No refunds will be issued under these circumstances. We reserve the right to change the details of the event without prior notice. I understand that my entry fee is nonrefundable and bib numbers are non-transferable.

By signing this waiver, I acknowledge (or a parent or adult guardian for all children under 18 years) having read and agreed to the above release and waiver including the no refund policy.

Name _____ Date _____

Signature _____

RACE DAY: SUN NOV 17, 2024



The Rallye In The Park is a community event sponsored and paid for by theBridge-A Christian Church located at 800 S Main St in Carthage. The purpose of the event is create a safe, family friendly event for all members of our community to enjoy. Everything we offer for the public to attend is free of charge to those attending. The elements of the day included:

1. **8am-The Rallye66 Benefit 5K Run/Walk & Kids Obstacle Run (KOR)**- Held at theBridge
2. **10am-Service in the Park** -stage rented from Grand Rental Station in Carthage allows us to set and have a church service in Central Park.
3. **11:30am-Lunch begins.** Burgers are cooked and served free of charge.
4. **11:30am**-Car Show registration begins Car show lasts from 11:30am-3pm.
5. **Noon-inflatables are set up and ready for use.** Free of charge and designed to meet the needs of different age groups. This includes the Obstacles from the Kids Obstacle Run.
6. **3pm-Rallye in the Park concludes & awards are handed out** to the winners of the car show.

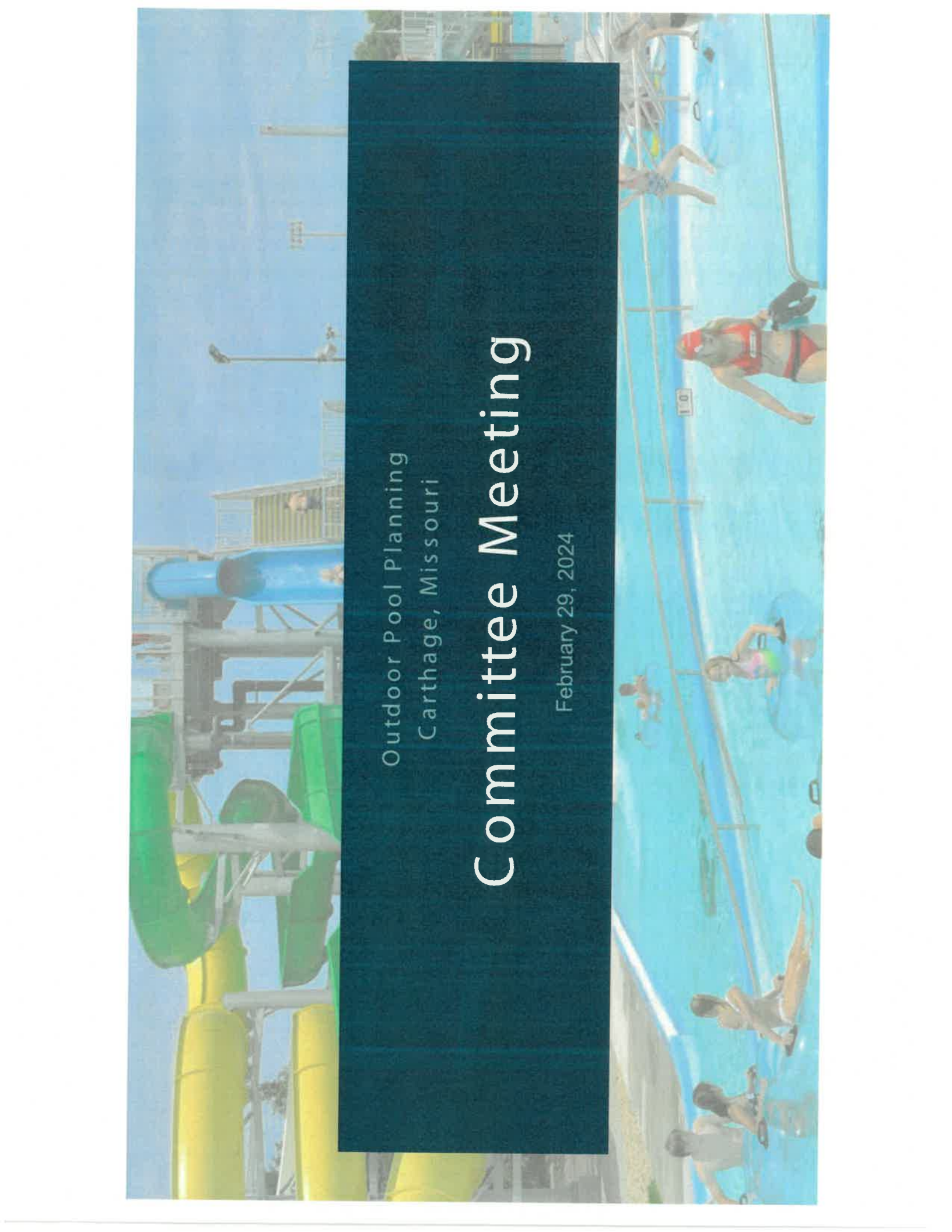
Total time of the event from set up to tear down completion is 6:30am (street closures for the 5K at theBridge) to 4:30pm from Central Park.

The event serves two purposes. Our first purpose is to be a blessing to the community we live in by providing fun, safe events for all ages at no cost to those attending. All music, events and announcements are vetted as to not be offensive in content for children. The second purpose is a fundraiser to raise money for a local ministry that works with our nation's combat veterans and first responders.

If you have any questions, please reach out to Jude Champagne (Executive Minister & event coordinator) at:

theBridge
800 S Main St
Carthage, MO 64836
417-358-4044

Or email at: jude@bridgecarthage.com

The background of the slide is a photograph of a water park. On the left, there are several large, colorful slides in yellow, green, and blue. To the right, a large swimming pool is visible with several people swimming and playing. A person in a red swimsuit is in the foreground of the pool, and others are further back. The sky is clear and blue.

Outdoor Pool Planning
Carthage, Missouri

Committee Meeting

February 29, 2024

Agenda

- Project Background
- Online Survey Summary
- Options & Costs
- Open Discussion

The background image shows a vibrant water park scene. On the left, there are several large, colorful slides in shades of yellow, green, and blue. In the center and right, a large swimming pool is filled with people of various ages enjoying the water. Some are swimming, while others are standing near the edge. The sky is clear and blue, suggesting a sunny day. A dark blue rectangular box is overlaid in the center of the image, containing the text "Project Background".

Project Background

Overall Conditions

Age: 37 years (1987 reno) – 90 years (1934 original)

- 40 – 50 years expected life span

Overall Condition: **Poor**

- Ongoing and significant water loss
- Pool basin deterioration with unsound areas
- Lacks modern amenities
- Bathhouse needs improvements, but is in good enough condition to renovate it
- Pool has reached the end of its lifespan



Outdoor Pool Planning: Current Phase

Concept Development and Magnitudes of Cost

- 2D concept options based on desired features, amenities, and programs
- Magnitudes of capital cost for each option
- Prepare preferred concept on the site to test spatial feasibility



The background image shows a vibrant water park scene. On the left, there are several large, colorful slides in shades of yellow, green, and blue. In the center and right, a large swimming pool is filled with people of various ages enjoying the water. Some are swimming, while others are standing near the edge. The sky is clear and blue, suggesting a sunny day. A dark blue rectangular box is overlaid in the center of the image, containing the title text.

Online Survey Summary

Online Survey

Jan. 17 – Feb. 5, 2024
1,361 Responses

Q8 Please check all the reasons that prevent you or members of your household from using the Carthage Municipal Pool. Select all that apply.

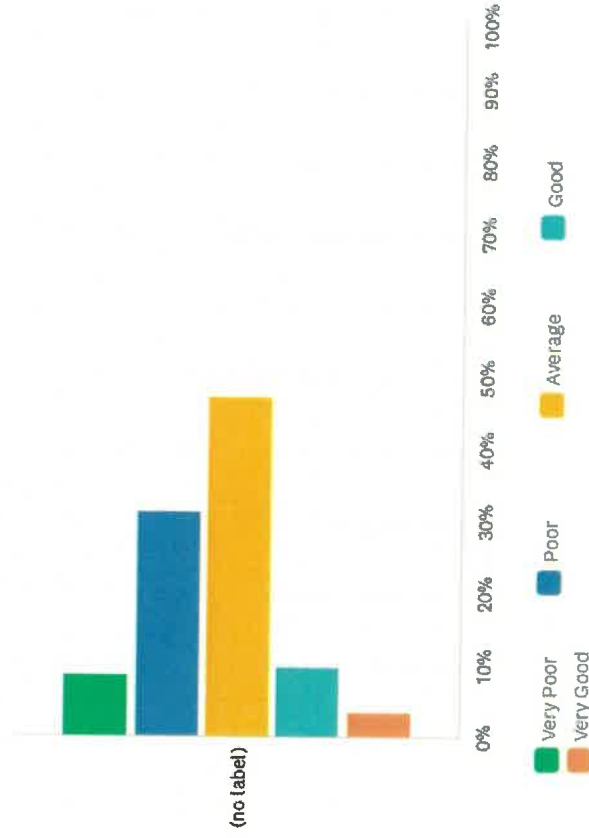
ANSWER CHOICES	RESPONSES
None of the above	14.32% 191
1 Facility lacks amenities	50.90% 679
Availability/proximity of parking	7.87% 105
Location not convenient	4.20% 56
Too far from my home	2.77% 37
Too far to walk/bike	2.17% 29
Safety concerns	13.87% 185
3 Facility does not meet the needs of my household	21.89% 292
2 Facility is not well maintained	27.44% 366
Not interested in this facility	8.55% 114
Do not know about the facility	1.12% 15
Do not know where it is	0.52% 7
4 Use outdoor pools outside of Carthage	20.54% 274
Use private club/neighborhood/HOA/YMCA pools	15.14% 202
Do not use outdoor pools	1.72% 23
Other (please specify)	16.34% 218
Total Respondents: 1,334	

Online Survey

Jan. 17 – Feb. 5, 2024
1,361 Responses

Q9 Please rate your overall satisfaction of the Carthage Municipal Pool.

Answered: 1,329 Skipped: 32



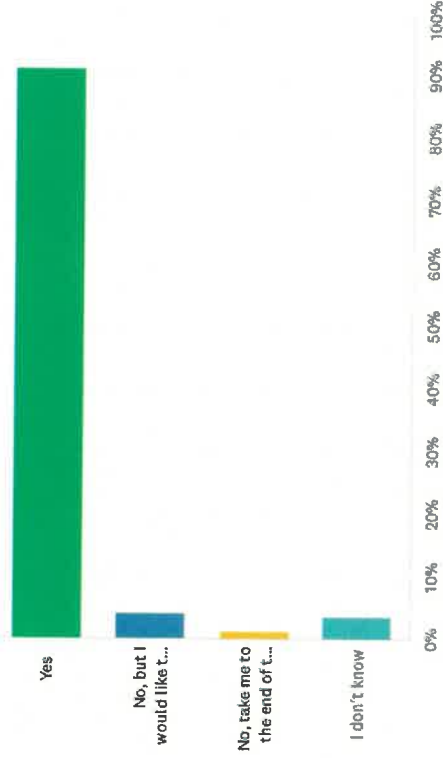
	VERY POOR	POOR	AVERAGE	GOOD	VERY GOOD	TOTAL	WEIGHTED AVERAGE
(no label)	8.50% 113	31.30% 416	47.33% 629	9.56% 127	3.31% 44	1,329	1.68

Online Survey

Jan. 17 – Feb. 5, 2024
1,361 Responses

Q13 In general, do you support the development of a new outdoor aquatic center in Carthage?

Answered: 1,300 Skipped: 61



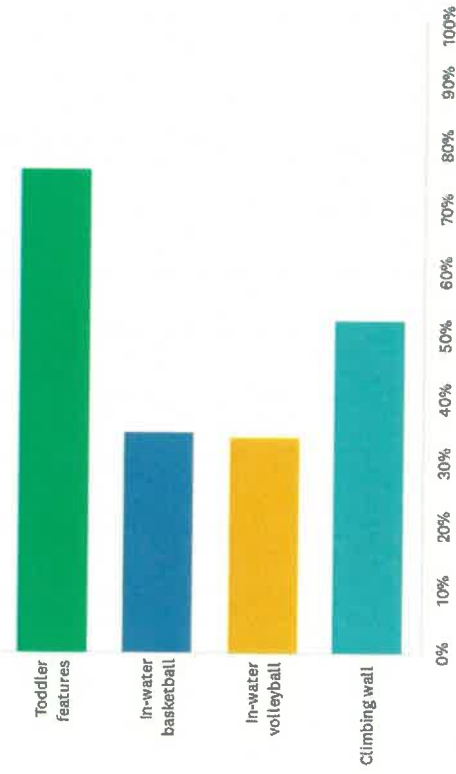
ANSWER CHOICES	RESPONSES
Yes	1,184
No, but I would like to continue with the survey	53
No, take me to the end of the survey	15
I don't know	48
TOTAL	1,300

Online Survey

Jan. 17 – Feb. 5, 2024
1,361 Responses

Q14 Select which SMALL AMENITIES your household is most interested in.

Answered: 1,096 Skipped: 265



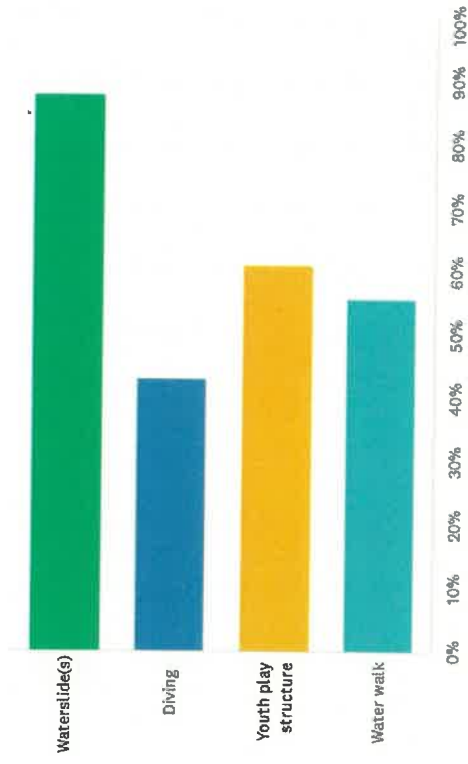
ANSWER CHOICES	RESPONSES
toddler features	76.09% 834
water basketball	34.85% 382
water volleyball	33.94% 372
climbing wall	52.55% 576
Total Respondents: 1,096	

Online Survey

Jan. 17 – Feb. 5, 2024
1,361 Responses

Q15 Select which MEDIUM AMENITIES your household is most interested in.

Answered: 1,151 Skipped: 210



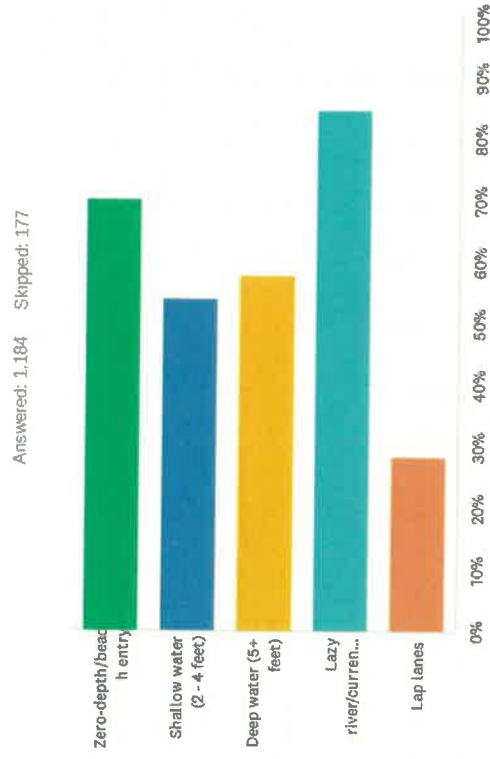
ANSWER CHOICES	RESPONSES
Waterslide(s)	1,013
Diving	496
Youth play structure	703
Water walk	644
Total Respondents: 1,151	



Online Survey

Jan. 17 – Feb. 5, 2024
1,361 Responses

Q16 Select which LARGE AMENITIES your household is most interested in.



ANSWER CHOICES	RESPONSES
Zero-depth/beach entry	830
Shallow water (2 - 4 feet)	638
Deep water (5+ feet)	685
Lazy river/current channel	1,001
Lap lanes	335
Total Respondents: 1,184	

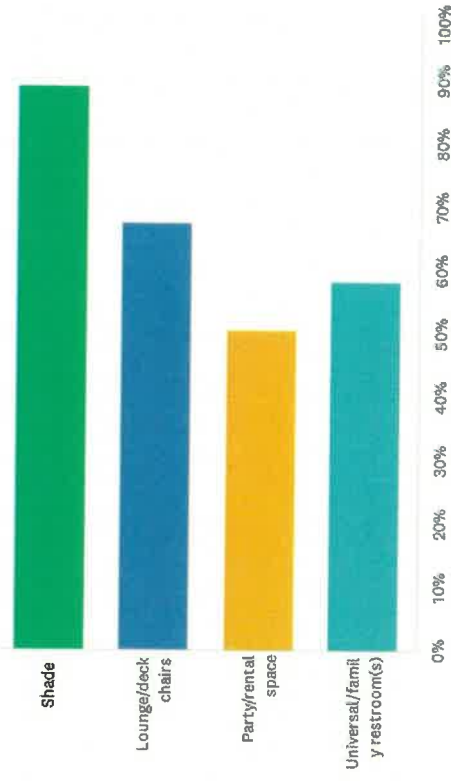


Online Survey

Jan. 17 – Feb. 5, 2024
1,361 Responses

Q17 Select which SUPPORT AMENITIES your household is most interested in.

Answered: 1,173 Skipped: 188



ANSWER CHOICES	RESPONSES
Shade	1,043
Lounge/deck chairs	791
Party/rental space	594
Universal/family restroom(s)	684
Total Respondents: 1,173	

Online Survey

Jan. 17 – Feb. 5, 2024
1,361 Responses

Q18 Please rank how important the following features are to you and/or your household for a new outdoor aquatic center.

	1	2	3	4	5	6	7	N/A	TOTAL	SCORE
1 Family-oriented leisure area (e.g., zero-depth entry, water sprays and play features for children, toddler slide, etc.)	48.23% 558	17.80% 206	10.72% 124	7.26% 84	6.05% 70	4.06% 47	4.32% 50	1.56% 18	1,157	5.66
2 Lazy river/current channel	27.31% 316	30.86% 357	14.17% 164	8.64% 100	6.05% 70	6.05% 70	5.19% 60	1.73% 20	1,157	5.26
3 Waterslide(s)	8.64% 100	26.27% 304	32.84% 380	15.30% 177	8.12% 94	5.27% 61	2.42% 28	1.12% 13	1,157	4.86
5 Deep water	2.17% 25	6.24% 72	13.00% 150	27.99% 323	22.10% 255	20.36% 235	5.89% 68	2.25% 26	1,154	3.50
4 Open swim space	4.39% 51	8.70% 101	14.21% 165	19.81% 230	32.04% 372	17.05% 198	2.50% 29	1.29% 15	1,161	3.71
6 Active features (e.g., basketball, volleyball, water walk, climbing wall, etc.)	2.83% 33	6.18% 72	11.85% 138	16.82% 196	18.71% 218	29.36% 342	11.59% 135	2.66% 31	1,165	3.18
7 Lap lanes	6.69% 78	3.34% 39	2.66% 31	3.26% 38	4.97% 58	13.38% 156	59.01% 688	6.69% 78	1,166	2.08

Online Survey

Jan. 17 – Feb. 5, 2024
1,361 Responses

Q19 Does anyone in your household have an interest or need for any of these programs? Select all that apply.

ANSWER CHOICES		RESPONSES
1	Inclusive/special populations programming	8.26% 91
	Birthday or private parties	60.25% 664
	Dive team or dive programs	6.72% 74
	Lap swimming (not swim team)	14.88% 164
	Programs for adults	25.23% 278
2	Recreational swimming	52.45% 578
	Senior aquatic programs	17.88% 197
	Special aquatic events	10.34% 114
3	Swim lessons	43.01% 474
	Swim team	14.70% 162
5	Toddler time/baby swim hours	33.21% 366
4	Water aerobics/fitness	33.85% 373
	Other (please specify)	1.63% 18
Total Respondents: 1,102		

Online Survey

Jan. 17 – Feb. 5, 2024
1,361 Responses

Q20 From your perspective, how important are each of the following for when planning for a new aquatic center?

	NOT AT ALL IMPORTANT	NOT IMPORTANT	NEUTRAL	IMPORTANT	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
4 Classes and programs offered	4.07% 48	7.37% 87	37.37% 441	38.05% 449	13.14% 155	1,180	2.49
3 Fees and cost to use	1.27% 15	2.20% 26	22.57% 267	42.18% 499	31.78% 376	1,183	3.01
1 Fun features and amenities	0.51% 6	1.10% 13	9.00% 106	40.66% 479	48.73% 574	1,178	3.36
2 Operate efficiently to maximize income and lesson costs	0.68% 8	1.52% 18	21.05% 249	41.93% 496	34.83% 412	1,183	3.09

Online Survey

Additional themes:

- Overall support
- Consider various ages and abilities
- Have more exciting amenities
 - Some would prefer keeping it a pool versus an aquatic center/water park
- Heat the pool water
- Keep the existing bathhouse
- Fees to visit are important

The background of the slide is a photograph of a water park. On the left, there are several large water slides in yellow, green, and blue. On the right, there is a large swimming pool with people swimming and playing. A dark blue rectangular box is centered over the image, containing the text "Options and Costs" in white. Two thin blue horizontal lines are positioned above and below the dark blue box.

Options and Costs

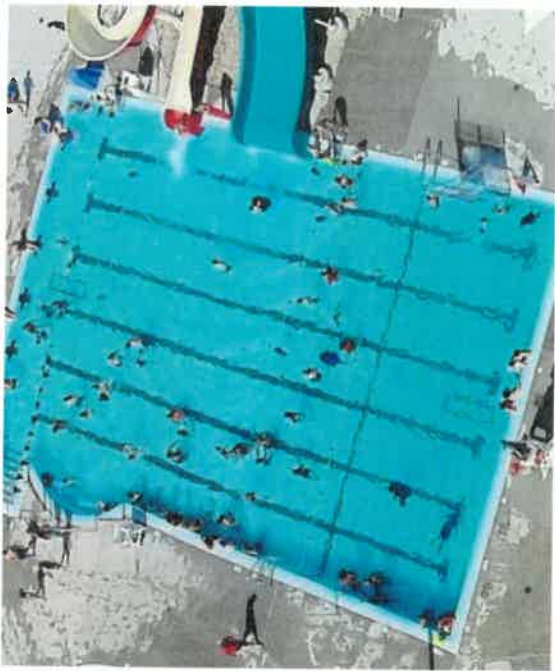
Renovation of the Existing Bathhouse





Open body waterslide with a runoff

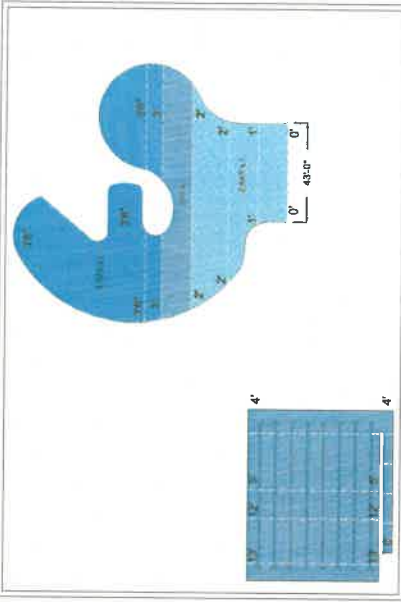








Leisure Pool	7,600	S.F.
Lap Pool	4,600	S.F.
Total Water Surface Area	12,200	S.F.
Concrete Deck Area	27,300	S.F.
Grass Deck Area	12,300	S.F.
Rockscape Area	3,300	S.F.
Landscaping Area	2,600	S.F.
Splashpad Area	3,700	S.F.



CARTHAGE, MO MUNICIPAL POOL -01

CARTHAGE, MISSOURI 04/10/2024





BUBBLER FEATURES



8 LANE LAP POOL



WATER FEATURES



SHADE STRUCTURES



PLAY STRUCTURE



WATER BENCH



FAMILY SLIDE



WATER WALK



CONFESSION AREA



RUNOUT SLIDE

CARTHAGE, MO MUNICIPAL POOL -01

CARTHAGE, MISSOURI 04/10/2024

Carthage Aquatic Center - Concept 1 (v2a)

4/10/2024

Pool Structures & Deck	Unit	Qty	Total Cost
<i>*Includes construction of swimming pools and treatment systems.</i>			
Splashpad	sf	3,700	\$ 740,000
Leisure pool	sf	7,600	\$ 3,610,000
Lap pool (8 lanes)	sf	4,600	\$ 2,070,000
New pool deck	sf	27,300	\$ 273,000
Total WSA (Pools)		12,200	

Pool Building(s)	Unit	Qty	Total Cost
<i>*Includes an approximate 1,200 - 1,400 s.f. new building area for mechanical equipment, with approximately 3,000 s.f. of improvements on the existing building</i>			
Demo existing pool mechanical space (basement)	sf	880	\$ 5,300
New pool mechanical & chemical space (at grade)	sf	1,600	\$ 480,000
Renovate existing: chemical and storage	sf	315	\$ 78,800
Renovate existing bathhouse: admission and concessions	sf	1,261	\$ 346,800
Renovate existing bathhouse: restrooms	sf	1,431	\$ 393,500

Pool Amenities	Unit	Qty	Total Cost
Play Structure	ea	1	\$ 250,000
Diving board (1-meter springboard)	ea	2	\$ 60,000
Diving board (3-meter springboard)	ea	1	\$ 60,000
Starting blocks	ea	8	\$ 36,000
Climbing wall	ea	1	\$ 65,000
Basketball goal	ea	1	\$ 5,000
Water walk	ea	1	\$ 75,000
Water slide(s) - swirl (Whitewater - 360 Rush)	ea	-	\$ -
Water slide(s) - open body with runout	ea	2	\$ 555,500
Water slide(s) - family slide	ea	1	\$ 101,000
Pool heater	ea	1	\$ 175,000
ADA lift	ea	2	\$ 16,000
Spray features	ls	1	\$ 30,000
Bleachers	ls	1	\$ 12,000
Lazy river pump and piping	ls	-	\$ -
Water features piping, pumps, pits		25% of features	\$ 234,100

Shade	Unit	Qty	Total Cost
Square (15')	ea	11	\$ 93,500
Hexagon (20' diam)	ea	1	\$ 9,000
Rectangle (30'x15')	ea	2	\$ 30,000
Rectangle (30'x20')	ea	3	\$ 54,000
Sails (various sizes)	ea	4	\$ 88,000

Electrical	Unit	Qty	Total Cost
<i>*Includes pool area and pool equipment electrical. Also includes public address and sound system.</i>			
Pool area and equipment	sf	15,900	\$ 397,500
Sound system	ls	1	\$ 30,000
Pool security lights	ls	1	\$ 50,000
Pool overhead lights (for night swimming)	sf	15,900	\$ 143,100
Parking lot lighting (per overhead lights)	ea	-	\$ -

Site	Unit	Qty	Total Cost
Demo existing pool and deck	sf	32,000	\$ 192,000
Excavation	cy	6,183	\$ 185,500
Pool subgrade/grading	cy	2,208	\$ 176,700
Grass deck	sf	12,300	\$ 49,200
Sodding	ls	1	\$ 20,000
Post and rope (waterslide)	lf	285	\$ 17,100
Rock (waterslide)	sf	3,300	\$ 13,200
Parking	sf	-	\$ -
Landscape/hardscape	sf	1,500	\$ 18,000
Fencing and gates	lf	1,100	\$ 66,000
Utilities	ls	1	\$ 40,000
Misc. electrical	ls	1	\$ 40,000

Pool Structures	\$ 6,693,000
Pool Building	\$ 1,304,400
Pool Amenities	\$ 1,674,600
Shade	\$ 274,500
Electrical	\$ 620,600
Site Costs	\$ 817,700
Mobilization	\$ 150,000
General Conditions (8%)	\$ 910,800
Construction Subtotal	\$ 12,445,600

Contractor O&P (10%)	\$ 1,244,600
Total Construction Subtotal	\$ 13,690,200

Contingency (10%)	\$ 1,369,000
Design & CA (5%)	\$ 1,232,100
Testing (.5%)	\$ 62,200
Geotech and Survey	\$ 15,000
FFE Allowance	\$ 100,000
Subtotal	\$ 16,468,500

Note: These costs are opinions only and cannot guarantee costs submitted during bidding.

Carthage Aquatic Center - Concept 1 (v2b)

4/10/2024

Possible areas for reduction

Pool Structures & Deck	Unit	Qty	Total Cost
<i>*Includes construction of swimming pools and treatment systems.</i>			
Splashpad	sf	2,000	\$ 400,000
Leisure pool	sf	7,100	\$ 3,372,500
Lap pool (6 lanes)	sf	3,550	\$ 1,597,500
New pool deck	sf	27,300	\$ 273,000
Total WSA (Pools)		10,650	

Pool Building(s)	Unit	Qty	Total Cost
<i>*Includes an approximate 1,200 - 1,400 s.f. new building area for mechanical equipment, with approximately 3,000 s.f. of improvements on the existing building</i>			
Demo existing pool mechanical space (basement)	sf	880	\$ 5,300
New pool mechanical & chemical space (at grade)	sf	1,400	\$ 420,000
Renovate existing: chemical and storage	sf	315	\$ 78,800
Renovate existing bathhouse: admission and concessions	sf	1,261	\$ 346,800
Renovate existing bathhouse: restrooms	sf	1,431	\$ 393,500

Pool Amenities	Unit	Qty	Total Cost
Play Structure	ea	1	\$ 200,000
Diving board (1-meter springboard)	ea	2	\$ 60,000
Diving board (3-meter springboard)	ea	1	\$ 60,000
Starting blocks	ea	8	\$ 36,000
Climbing wall	ea	1	\$ 65,000
Basketball goal	ea	1	\$ 5,000
Water walk	ea	1	\$ 75,000
Water slide(s) - swirl (Whitewater - 360 Rush)	ea	-	\$ -
Water slide(s) - open body with runoff	ea	2	\$ 555,500
Water slide(s) - family slide	ea	1	\$ 101,000
Pool heater	ea	1	\$ 175,000
ADA lift	ea	2	\$ 16,000
Spray features	ls	1	\$ 30,000
Bleachers	ls	-	\$ -
Lazy river pump and piping	ls	-	\$ -
Water features piping, pumps, pits		25% of features	\$ 221,600
Shade	Unit	Qty	Total Cost
Square (15')	ea	8	\$ 68,000
Hexagon (20' diam)	ea	1	\$ 9,000
Rectangle (30'x15')	ea	1	\$ 15,000
Rectangle (30'x20')	ea	3	\$ 54,000
Sails (various sizes)	ea	3	\$ 66,000

Electrical	Unit	Qty	Total Cost
<i>*Includes pool area and pool equipment electrical. Also includes public address and sound system.</i>			
Pool area and equipment	sf	12,650	\$ 316,300
Sound system	ls	1	\$ 30,000
Pool security lights	ls	1	\$ 50,000
Pool overhead lights (for night swimming)	sf	12,650	\$ 113,900
Parking lot lighting (per overhead lights)	ea	-	\$ -

Site	Unit	Qty	Total Cost
Demo existing pool and deck	sf	32,000	\$ 192,000
Excavation	cy	4,919	\$ 147,600
Pool subgrade/grading	cy	1,757	\$ 140,600
Grass deck	sf	12,300	\$ 49,200
Sodding	ls	1	\$ 20,000
Post and rope (waterslide)	lf	285	\$ 17,100
Rock (waterslide)	sf	3,300	\$ 13,200
Parking	sf	-	\$ -
Landscape/hardscape	sf	1,500	\$ 18,000
Fencing and gates	lf	1,100	\$ 66,000
Utilities	ls	1	\$ 40,000
Misc. electrical	ls	1	\$ 40,000

Pool Structures	\$ 5,643,000
Pool Building	\$ 1,244,400
Pool Amenities	\$ 1,600,100
Shade	\$ 212,000
Electrical	\$ 510,200
Site Costs	\$ 743,700
Mobilization	\$ 150,000
General Conditions (8%)	\$ 796,300
Construction Subtotal	\$ 10,899,700

Contractor O&P (10%)	\$ 1,090,000
Total Construction Subtotal	\$ 11,989,700

Contingency (10%)	\$ 1,198,970
Design & CA (9%)	\$ 1,079,100
Testing (.5%)	\$ 54,500
Geotech and Survey	\$ 15,000
PPE Allowance	\$ 100,000
Subtotal	\$ 14,437,300

Note: These costs are opinions only and cannot guarantee costs submitted during bidding.

REQUEST FOR COUNCIL BILL

I request a council bill be drafted to accomplish the following:

An ordinance authorizing the Mayor to enter into an agreement with Placer ai for the use of an advanced location analytics platform to provide visibility and accurate, actionable insights into consumer demand for any location, with reporting that includes visit trends

Date 07/11/24

/s/ Jen Kirby
Signature

This request was referred to
the
recommendation.

**Public services
committee**

for their

Date: 7/11/24


Mayor

The _____
sponsoring the above council bill.

Committee has voted in favor of

Date: _____

/s/
Committee Chairperson

The attached council bill has been prepared in accordance with the above request and is ready to be included on the agenda of the next council meeting. I have sent copies to the various departments listed below.

Date: 7-12-24


City Attorney

COUNCIL BILL NO. _____

ORDINANCE NO. _____

An Ordinance authorizing the Mayor to enter into an Agreement between the City of Carthage, Missouri and Placer Labs, Inc. for the use of an advanced location analytics platform to provide visibility and accurate, actionable insights into consumer demand for any location, with reporting that includes visit trends.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF CARTHAGE, JASPER COUNTY, MISSOURI as follows:

SECTION I: The Mayor of the City of Carthage, Missouri is hereby authorized to enter into an Agreement with Placer Labs, Inc. for the use of an advanced location analytics platform to provide visibility and accurate, actionable insights into consumer demand for any location, with reporting that includes visit trends, a copy of which is attached hereto and incorporated herein as if set out in full.

SECTION II: This ordinance shall take effect and be in force from and after its passage and approval.

PASSED AND APPROVED THIS ____ DAY OF _____, 2024.

Dan Rife, Mayor

ATTEST:

Miranda Deal, City Clerk

Sponsored by: Public Services Committee



PLACER LABS, INC.

ORDER FORM

City of Carthage, Missouri	("Customer")	Placer Labs, Inc.	("Placer")
Address:	326 Grant Street	Address:	440 N Barranca Ave., #1277
	Carthage, MO 64836		Covina, CA 91723
Contact Person:	Traci Cox	Contact Person	Chris Harder
Email:	t.cox@carthagemo.gov	Billing Contact Person:	Jason Tsui
Phone:	417-237-7000	Billing Email*:	billing@placer.ai
Billing Contact Email:	t.cox@carthagemo.gov	Billing Phone*:	415-228-2444 ext 806
			*Not for use for official notices.

1. Services.

The services provided under this Order Form (the "Services") include:

- Access, via Placer Venue Analytics Platform ("Placer's Platform"), to all major venues within the United States
- Customer may not provide access to any third party agents acting on its behalf (including any consultants, contractors, or other agents of Customer) without prior written consent from Placer. Any such approved access may be subject to an additional fee pursuant to a written amendment to this Order Form
- Access, via Placer's Platform, to reports, including Visits, Trade Areas, Customer Journey, Customer Insights, Dwell Times, and Visitation by Hour/Day
- Actionable insights include:
 - Foot traffic counts and dwell time
 - True Trade Areas displaying frequent-visitors-density by home and work locations
 - Customers' demographics, interests, and time spent at relevant locations
 - Where customers are coming from and going to, and the routes they take
 - Benchmarking of Foot Traffic, Market Share, Audiences, and other key metrics
 - Competitive insights
 - Void Analysis Reports
- Access to Xtra reports per ad hoc needs; in Excel, KML, Tableau, and other formats: Quarterly Maximum of 26 credits; Annual Maximum of 104 credits
- Premier Customer Support
 - Regular meetings with Placer's Customer Success Team
 - Live, Virtual Training support as reasonably needed
- Access to STI Demographics Bundle + Mosaic Data Set, and AGS CrimeRisk. The applicable Advanced Demographics and Psychographics are generated using the Input Datasets from the data vendors as set forth below:

Description	Input Datasets Used
STI Demographics Bundle	PopStats
	Spending Patterns
	Workplace
	Market Outlook
Experian Mosaic	Mosaic Segmentation
AGS CrimeRisk	CrimeRisk

2. Permitted Uses

The data, information and materials accessible via the Services are referred to as “**Placer Data**”. Customer may use Placer Data solely for the following purposes (“**Permitted Uses**”): (a) Customer may use Placer Data for Customer’s internal business purposes; and (b) Customer may incorporate Placer Data into Research Data, as described and subject to the restrictions below.

“**Research Data**” means datasets and other materials created by Customer that result in any part from Customer’s use of Placer Data. The Customer may share Research Data with current and potential customers, and in marketing materials; provided that the Customer shall cite Placer as a provider of such information (for such purpose only, Placer grants Customer the rights to use the Placer.ai name and logo, provided that any such use of the Placer.ai name and logo must clearly indicate that Placer is the provider of data only, and is not involved in any analysis, conclusion, recommendation). Customer shall not, directly or indirectly, resell, distribute, sublicense, display or otherwise provide Placer Data to any third parties, except that Customer may display Placer Data as part of Research Data.

3. Term and Termination.

Initial Term: The initial term of this Order Form will begin as of the last signature date set forth below, and will continue for 12 consecutive months thereafter (the “**Initial Term**”). Each renewal or additional term, if any, is referred to as “**Additional Term**,” and the Initial Term and any Additional Terms are referred to collectively as the “**Term**.”

Additional Term: Following expiration of the Initial Term, this Order Form shall be automatically renewed for additional periods of the same duration as the Initial Term, unless either party provides written notice of non-renewal at least thirty (30) days prior to the expiration of the then-current term.

Termination: Either party may terminate this Order Form upon thirty (30) days’ notice if the other party materially breaches any of the terms or conditions of this Order Form or the Agreement (as defined below), and the breach remains uncured during such thirty (30) days. In addition, Placer may immediately suspend Customer’s access to the Services, or terminate the Order Form, in the event of non-payment by the Customer or breach by Customer of any restrictions regarding usage of the Services.

4. Fees.

\$19,500/year invoiced: in full upon signing this Order Form.

Invoice sent electronically to Customer’s billing contact email via NetSuite.

Customer shall pay the fees set forth above in this Order Form.

Unpaid amounts are subject to a finance charge of 1.5% per month on any outstanding balance, or the maximum permitted by law, whichever is lower, plus all expenses of collection.

Customer is responsible for all applicable taxes arising directly from the Services other than U.S. taxes based on Placer’s net income.

If Customer believes that Placer has billed Customer incorrectly, Customer must contact Placer no later than sixty (60) days after the closing date on the first billing statement in which the error or problem appeared in order to receive an adjustment or credit. Inquiries should be directed to Placer’s customer support department at support@placer.ai.

Placer may increase the Fees any time following the Initial Term (but not more frequently than once in any twelve (12) month period). The amount of such annual increase will equal the greater of CPI or five percent (5%) per annum.

In the event of any termination, Customer will pay in full for the Services.

All billing will be sent via electronic invoice to the Customer contact indicated above. Customer shall pay all fees within thirty (30) days of the invoice date.

5. Support.

Placer will use commercially reasonable efforts to provide customer service and technical support in connection with the Services on weekdays during the hours of 9:00 A.M. through 5:00 P.M. Pacific Time, with the exclusion of federal holidays. For any such support, please contact us at support@placer.ai.

6. Mutual NDA.

Each party (the “Receiving Party”) understands that the other party (the “Disclosing Party”) has disclosed or may disclose business, technical or financial information relating to the Disclosing Party’s business (hereinafter referred to as “Proprietary Information” of the Disclosing Party). Proprietary Information of Placer includes, without limitation, non-public information regarding features, functionalities and performance of, and pricing for, the Services. The Receiving Party agrees: (i) to take reasonable precautions to protect such Proprietary Information, and (ii) not to use (except in performance of the Services or as otherwise permitted by the Agreement) or disclose to any third party any Proprietary Information. The foregoing shall not apply with respect to any information that the Receiving Party can document (a) is or becomes generally available to the public, (b) was in the possession of or known to the Receiving Party, prior to disclosure thereof by the Disclosing Party, without any restrictions or confidentiality obligations, (c) was rightfully disclosed to it, without any restrictions or confidentiality obligations, by a third party, (d) was independently developed without use of any Proprietary Information of the Disclosing Party, or (e) is required to be disclosed by law, provided that the Receiving Party provides the Disclosing Party with prompt written notice of such requirement and reasonably cooperates with the Disclosing Party to limit or challenge such requirement. These provisions regarding Proprietary Information shall apply in perpetuity and shall survive any termination of the Order Form or the Agreement.

7. Miscellaneous.

All notices under the Order Form and the Agreement will be in writing and will be deemed to have been duly given (a) upon delivery by a recognized delivery service (e.g., FedEx) with delivery confirmation, (b) upon receipt, if sent by U.S. certified or registered mail, return receipt requested, or (c) when sent via email, if sent during normal business hours of the recipient, and on the next business day if sent after normal business hours of the recipient. Notices shall be sent to the addresses set forth in the Order Form, which addresses may be subsequently modified by written notice given in accordance with these provisions.

Trial Offering. If Placer provides Customer with additional Services or Placer Data during the Term and identifies such Services or Placer Data as for evaluation or trial purposes only (a "Trial Offering"), access to the Trial Offering is permitted only during the period designated by Placer (or if not designated, 30 days from receipt of access) ("Trial Subscription Term"), unless the Trial Offering is earlier terminated as provided below. Notwithstanding any provision included in this Order Form or the Agreement to the contrary, in respect of the Trial Offering Customer acknowledges and agrees that: (i) either party may terminate the Trial Subscription Term immediately and without liability upon written notice to the other party; (ii) any Trial Offering is provided "as is"; (iii) Placer provides no warranty, service levels or indemnity for any Trial Offering and (iv) Placer's liability related to any Trial Offering will not exceed USD \$100. Notwithstanding the foregoing, the Services and Placer Data provided in this Order Form is not considered a Trial Offering.

Customer grants Placer the right to use Customer's company name and company logo, for Placer's promotional purposes.

This Order Form is entered into by and between Customer and Placer effective as of the date of the last signature below. This Order Form and use of the Services are governed by, and Customer and Placer agree to, the License Agreement located at <https://www.placer.ai/placer-license-agreement/> (the "Agreement"); provided, however, that in the event of any conflict between this Order Form and the Agreement, this Order Form shall control. Unless otherwise defined in this Order Form, capitalized terms herein have the same meaning as in the Agreement.

"Customer"

City of Carthage, Missouri
By:
Name:
Title:
Date:

"Placer"

Placer Labs, Inc.
By:
Name:
Title:
Date:

REQUEST FOR COUNCIL BILL

I request a council bill be drafted to accomplish the following:

An ordinance accepting the MMG grant from the State of Missouri for tourism marketing funds

Date 07/11/24

emergency

/s/ Jen Kirby
Signature

This request was referred to
the
recommendation.

**Public services
committee**

for their

Date: 7/11/24


Mayor

The _____
sponsoring the above council bill.

Committee has voted in favor of

Date: _____

/s/

Committee Chairperson

The attached council bill has been prepared in accordance with the above request and is ready to be included on the agenda of the next council meeting. I have sent copies to the various departments listed below.

Date: 7-12-24



City Attorney

COUNCIL BILL NO. _____

ORDINANCE NO. _____

An Emergency Ordinance authorizing the Mayor to sign an agreement with Missouri Division of Tourism to be the DMO, and to accept and administer \$55,970.00 for Missouri Fiscal Year 2025

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF CARTHAGE,
JASPER COUNTY, MISSOURI** as follows:

SECTION I: The Mayor of the City of Carthage is hereby authorized to enter into agreement with Missouri Division of Tourism to administer and accept \$55,970.00 as the DMO for Missouri Fiscal Year 2025, a copy of which contract is attached hereto and incorporated herein as if set out in full.

SECTION II: This ordinance is to be considered an emergency ordinance under the terms of the charter of the City of Carthage.

SECTION III: This ordinance shall take effect and be in force from and after its passage and approval.

PASSED AND APPROVED THIS _____ DAY OF _____, 2024.

Dan Rife, Mayor

ATTEST:

Miranda Deal, City Clerk

Sponsored by: Public Services



July 1, 2024

Jen Kirby
City of Carthage
326 Grant Street
Carthage, Missouri 64836

Dear Jen:

Welcome back and congratulations!

We are pleased to announce that the City of Carthage will participate in the FY25 Cooperative Marketing Program. State funds in the amount of \$55,970.00 have been reserved for the reimbursement of qualified expenses for "City of Carthage, Experience Carthage" as outlined in the approved application. Attached you will find a copy of contract number 25-039-20-093027. Please refer to the assigned contract number in all related communications. Also, review all materials carefully, including the Terms and Conditions of this contract found on pages four and five of this letter.

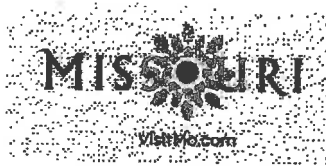
To accept this award, please follow these instructions:

1. Print out the *Notice of Award*, which is page three of this letter.
2. Secure the signatures and date of signatures for both the project director and the President/CEO of the DMO. If it is not possible to secure both signatures on one copy, you may collect the signatures on two separate copies.
3. Scan and upload a copy of the signed *Notice of Award* to your Submittable account. You may do this by opening your application submission and uploading through the Messages tab.
4. After the Division of Tourism (MDT) Director signs the contract, you will receive a finalized copy via Submittable.

Some important things to note:

- All awards are contingent on MDT funding. Award amounts may change at anytime.
- It is important that this process be completed by July 1, 2024. If we do not receive a signed "Notice of Award" we will assume that you are declining the funding.
- You may not begin incurring costs for this project until July 1, 2024. This is also the contract's effective date.

Conveniently located on the Program tab of <https://Industry.VisitMO.com/>, you will find information on a variety of relevant topics developed to assist you as you complete your FY25 Cooperative Marketing Program project. It is important that the most current versions of the Guidelines and the appropriate forms be used.



Participants are expected to complete all activities as outlined in the timeline presented with the application. It is important to keep the Cooperative Marketing staff informed of any delays to the approved project and changes must be approved in advance. Also, please notify the appropriate MDT staff of any changes in your organization including project director, address, email address, etc., so that your organization receives all important program information promptly.

The Division of Tourism values our cooperative partnerships. We wish you every success with your project and want to assist you in every way we can. You will be contacted via phone and email from time to time throughout the year with important information and reminders relating to your project. Please feel free to contact us with any questions or concerns.

Leslie Hoey, Cooperative Marketing Program Coordinator:

573-526-1551 or Leslie.hoey@ded.mo.gov

Megan Rogers, Cooperative Marketing Manager:

573-751-3246 or Megan.rogers@ded.mo.gov

Sincerely,

Megan Rogers
Cooperative Marketing Manager



NOTICE OF AWARD

State Of Missouri

Division Of Tourism

Cooperative Marketing Program

PO Box 1055, Jefferson City, MO 65102

CONTRACT NUMBER 25-039-20-090327	CONTRACT TYPE Marketing Matching Grant
PROJECT NAME City of Carthage, Experience Carthage	CONTRACT PERIOD July 1, 2024 through June 30, 2025
CONTRACTOR/DMO NAME City of Carthage	VENDOR NUMBER 44-6000157
ADDRESS 326 Grant Street Carthage, MO 64836	AMOUNT APPROVED \$55,970.00
ACCEPTED BY THE DIVISION OF TOURISM AS FOLLOWS: The proposal submitted is accepted in accordance with the following additions, amendments and/or revisions: • Terms and Conditions (attached) • <u>Required outcome measurement:</u> 1. Project Assessment Report form 2. Tax Revenue Comparison Report • Award amount is contingent on MDT funding levels and may be reduced unilaterally by the Division of Tourism due to the unavailability of funds or reduced appropriation authority, including but not limited to withholdings made pursuant to Mo. Const. Art. IV §27.	
DIRECTOR OF THE DIVISION OF TOURISM <i>Signature</i> Stephen Foutes	DATE

ACCEPTANCE OF AWARD	
This Award Agreement may be executed in one or more counterparts, each of which is an original and all of which constitute the Award Agreement. As representatives for the above mentioned DMO, we hereby accept the award of the Cooperative Marketing Grant, matching funds for implementation of the project/contract described herein. IN WITNESS WHEREOF, the parties hereto have executed this Award Agreement effective as of the date last set forth below.	
CEO, Dan Rife <i>Signature</i>	DATE
PROJECT DIRECTOR, Jen Kirby <i>Signature</i>	DATE

STATE OF MISSOURI
DIVISION OF TOURISM, COOPERATIVE MARKETING PROGRAMS
TERMS AND CONDITIONS

This contract expresses the complete agreement of the parties and performance shall be governed solely by the specifications and requirements contained herein. Any change must be accomplished by a formal signed amendment prior to the effective date of such change.

1. APPLICABLE LAWS, REGULATIONS AND GUIDELINES

- The contract shall be construed according to the laws of the State of Missouri (state). The contractor shall comply with all local, state, and federal laws and program guidelines related to the performance of the contract to the extent that the same may be applicable.
- To the extent that a provision of the contract is contrary to the guidelines of the Cooperative Marketing programs, the provision shall be void and unenforceable. However, the balance of the contract shall remain in force between the parties unless terminated by consent of both the contractor and the state.
- The contractor must be registered and maintain good standing with the Secretary of State of the State of Missouri and other regulatory agencies, as may be required by law or regulations.
- The contractor must timely file and pay all Missouri sales, withholding, corporate and any other required Missouri tax returns and taxes, including interest and additions to tax.
- The contractor shall only utilize personnel authorized to work in the United States in accordance with applicable federal and state laws and Executive Order 07-13 for work performed in the United States.
- In connection with the furnishing of equipment, supplies, and/or services under the contract, the contractor and all subcontractors shall comply with all applicable requirements and provisions of the Americans with Disabilities Act (ADA).
- In connection with the furnishing of equipment, supplies, and/or services under the contract, the contractor and all subcontractors shall agree not to discriminate against recipients of services or employees or applicants for employment on the basis of race, color, religion, national origin, sex, age, disability, or veteran status.

2. COMPLETION OF CONTRACTED SERVICES

- The contractor understands and agrees that the marketing activities approved in the application or subsequently approved revision must be completed as described within the application and that all activities must comply with all provisions of the program requirements as listed in the most current Program & Reports Guides.
- The contractor shall not transfer any interest in the contract, whether by assignment or otherwise.

3. APPROVAL AND ACCEPTANCE

- Advertising and marketing activities must take place within the time frame stated in the contract or approved revision.
- No creative execution received by the agency of the state pursuant to a contract shall be deemed accepted until the agency has had reasonable opportunity to inspect and approve said materials, artwork, and/or creative design.
- All marketing and advertising creative that does not comply with the specifications and/or requirements or that is otherwise unacceptable may be rejected. In addition, creative execution that is discovered to be of poor quality or does not conform to reasonable standards upon inspection may be rejected.
- Artwork for ads placed with funding from the Marketing Matching Grant program must receive approval from MDT prior to placement each program year.

4. QUARTERLY REPORTING AND REIMBURSEMENT OF APPROVED EXPENSES

- Reimbursement for all approved services shall be made in arrears as a part of a Quarterly Project Update/Reimbursement Request form submitted each fiscal quarter with all required documentation as stated in the most current Grant Program & Reports Guide and must utilize official, current program forms or database.
- At least 50% of the cost of each invoice must be paid by the contractor before an invoice may be submitted for reimbursement.
- The State of Missouri assumes no obligation for activities beyond those specifically outlined in the application. Any unauthorized activity is subject to the state's rejection and shall be denied reimbursement.

5. OUTCOME MEASUREMENT

The contractor agrees and understands that measurement of the marketing project outcome is required as outlined in the most current Program & Reports Guide, that the required documents must be submitted in a timely manner, and that failure to do so will be considered a breach of contract.

6. CONFLICT OF INTEREST

Officials and employees of the state agency, its governing body, or any other public officials of the State of Missouri must comply with Sections 105.452 and 105.454 RSMo regarding conflict of interest.

7. WARRANTY

The contractor expressly warrants that all services provided shall: (1) conform to the specifications, drawings, samples or other descriptions which were furnished to the agency, (2) are fit and sufficient for the purpose intended, (3) be of good creative quality, and (4) meet the terms of performance as described in the FY2025 Program & Reports Guide. Such warranty shall survive delivery and shall not be deemed waived either by reason of the state's acceptance of or payment for said products and services.

8. REMEDIES AND RIGHTS

- No provision in the contract shall be construed, expressly or implied, as a waiver by the State of Missouri of any existing or future right and/or remedy available by law in the event of any claim by the State of Missouri of the contractor's default or breach of contract.
- The contractor agrees and understands that the contract shall constitute an assignment by the contractor to the State of Missouri of all rights, title and interest in and to all causes of action that the contractor may have under the antitrust laws of the United States or the State of Missouri for which causes of action have accrued or will accrue as the result of or in relation to the particular equipment, supplies, and/or services purchased or procured by the contractor in the fulfillment of the contract with the State of Missouri.

9. CANCELLATION OF CONTRACT

- In the event of material breach of the contractual obligations by the contractor, the state may cancel the contract. At its sole discretion, the state may give the contractor an opportunity to cure the breach or to explain how the breach will be cured. The actual cure must be completed in a timeframe determined by the state agency.
- If the contractor fails to cure the breach or if circumstances demand immediate action, the state agency will issue a notice of cancellation terminating the contract immediately and /or suspending or revoking the DMO's certification.
- If the state cancels the contract for breach, the state reserves the right to obtain the services to be provided pursuant to the contract from other sources and upon such terms and in such manner as the state deems appropriate.
- The contractor understands and agrees that funds required to reimburse the contract must be appropriated by the General Assembly of the State of Missouri for each fiscal year included within the contract period. The contract shall not be binding upon the state for any period in which funds have not been appropriated, and the state shall not be liable for any costs associated with termination caused by lack of appropriations.
- The funding for this project/application may be reduced unilaterally by the Division of Tourism due to the unavailability of funds or reduced appropriation authority, including but not limited to withholdings made pursuant to Mo. Const. Art. IV §27.

10. COMMUNICATIONS AND NOTICES

Any notice to the contractor shall be deemed sufficient when deposited in the United States mail postage prepaid, transmitted by facsimile, transmitted by e-mail or hand-carried and presented to an authorized employee of the contractor.

REQUEST FOR COUNCIL BILL

I request a council bill be drafted to accomplish the following:

An Ordinance entering into an MOU with the City of Joplin for participating in the MMG program with the State of Missouri.

Date 07/11/24

emergency

/s/ Jen Kirby

Signature

This request was referred to
the
recommendation.

**Public services
committee**

for their

Date: 7/11/24



Mayor

The _____
Committee has voted in favor of
sponsoring the above council bill.

Date: _____

/s/

Committee Chairperson

The attached council bill has been prepared in accordance with the above request and is ready to be included on the agenda of the next council meeting. I have sent copies to the various departments listed below.

Date: 7-12-24



City Attorney

COUNCIL BILL NO. _____

ORDINANCE NO. _____

An Emergency Ordinance to enter into a Memorandum of Understanding Agreement with the City of Joplin, for Participation in the Missouri Division of Tourism (“MDT”) Marketing Matching Grant (“MMG”) program, in the City of Carthage, Missouri.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF CARTHAGE, JASPER COUNTY, MISSOURI as follows:

SECTION I: The Mayor of the City of Carthage is hereby authorized to enter into a Memorandum of Understanding with the City of Joplin, for Participation in the Missouri Division of Tourism (“MDT”) Marketing Matching Grant (“MMG”) program, a copy of which is attached hereto and incorporated herein as if set out in full.

SECTION II: This ordinance is to be considered an emergency ordinance under the terms of the charter of the City of Carthage.

SECTION III: This ordinance shall take effect and be in force from and after its passage and approval.

PASSED AND APPROVED THIS ____ DAY OF _____, 2024.

Dan Rife, Mayor

ATTEST:

Miranda Deal, City Clerk

Sponsored by: Public Services

MEMORANDUM OF UNDERSTANDING

This Agreement is made and entered into this ____ day of _____, 2024, by and between the **City of Carthage, Missouri** (hereinafter referred to as “Carthage”), and the **City of Joplin, Missouri** (hereinafter referred to as “Joplin”), collectively referred to as “the parties”.

WHEREAS, the Missouri Division of Tourism (“MDT”) has implemented the Marketing Matching Grant (“MMG”) program for the purpose of increasing visitation and tourism spending in Missouri; and

WHEREAS, the MMG program reimburses up to 50% of approved media projects; and

WHEREAS, the City of Carthage, Missouri, is a Destination Marketing Organization (“DMO”) and responsible for disbursing MMG program funds for Jasper County, Missouri; and,

WHEREAS, the City of Joplin, Missouri, is an MMG program recipient; and

WHEREAS, the purpose of this Agreement is to better define the responsibilities of Carthage and Joplin regarding participation in the MMG program.

NOW, THEREFORE, in exchange for valuable consideration each received from the other, the receipt and sufficiency of which is hereby acknowledged, the Parties do hereby agree as follows:

1. MMG program. The Parties acknowledge and agree that Joplin has applied for and been granted an approved project and will buy the media for said project to be reimbursed by MDT through Carthage as its DMO. The current estimate of the award to Joplin is \$35,971.00. Carthage shall have no financial obligation under this Agreement other than to disburse MDT funds consistent with MDT DMO guidelines.
2. Term. This Agreement shall be effective from July 1, 2024, through June 30, 2025.
3. Termination. Either party may terminate its obligations under this Agreement by giving thirty (30) days’ written notice to the other party.
4. Amendments. The covenants and obligations herein contained are the full and complete terms of this Agreement, and no alteration, amendments, or changes to such terms shall be binding unless first reduced to writing and executed with the same formality as this Agreement.
5. Assignment. This Agreement, including payment hereunder, shall not be sub-let, assigned, or otherwise disposed of, except with the prior written consent of the other party.
6. Choice of Law and Venue. This Agreement has been made, and its validity, performance, and effect shall be determined in accordance with the laws of the State of Missouri and venue for litigation between the parties shall be solely and exclusively in Jasper County, Missouri.

7. Compliance with laws. The Parties shall observe and comply with all Federal, State, and local laws and ordinances that affect those employed or engaged by it on the project, or the material or equipment used, or the conduct of the work, and shall procure all necessary licenses, permits, and insurance.

8. Consequential Damages. In no event shall either party be liable to the other party for special, indirect, or consequential damages.

9. Entire Agreement. This Agreement (including any Exhibits) contains the entire understanding of the parties with respect to the subject matter hereof. It may not be altered or amended except by an agreement in writing signed by both parties.

10. Headings. The headings of paragraphs in this Agreement are for convenience only. The headings form no part of this Agreement and shall not affect its interpretation.

11. Indemnification. Subject to the sovereign immunity of each party which is expressly preserved by each party, each party agrees to indemnify, defend, and hold harmless the other party from any and all claims, demands, suits, actions, recoveries, judgments, costs, and expenses therewith made, brought, or obtained on account of the loss of life or property or injury or damage to the person or property of any person or persons whomsoever, whether such person or persons be either party, their elected officials, officers, agents, contractors, or employees, or any third person in any way connected with the parties hereto, which loss of life or property, or injury or damage to persons or property, shall be due to the indemnifying party's intentional, reckless, or grossly negligent acts performed under this Agreement.

12. Notices. All notices required or permitted hereinunder and required to be in writing may be given by first class mail addressed to City and District at the addresses as follows:

City of Carthage, Missouri
ATTN: City Administrator
326 Grant Street
Carthage, MO 64836

City of Joplin, Missouri
ATTN: City Manager
602 S. Main St.
Joplin, MO 64801

The date of delivery of any notice given by mail shall be the date falling on the second full day after the day of its mailing.

13. Representations. The signatories hereto represent and warrant that they have read this Agreement, that they are fully authorized in the capacities shown, that they understand the terms of this Agreement, and that they are executing the same voluntarily and solely for the consideration described herein.

14. Severability. If any of the provisions of this Agreement shall be construed to be invalid or illegal, the legality or validity of the other provisions of this Agreement shall not be affected thereby. Any illegal or invalid provision of this Agreement shall be severable and any other provisions shall remain in full force and effect.

15. Waiver. Waiver of any provision of this Agreement or breach of this Agreement shall not thereafter be deemed to be a consent by the waiving party to any further waiver, modification or breach by the other party, whether new or continuing, of the same or any other covenant, condition or provision of this Agreement. Failure by one of the parties to this Agreement to assert its rights for any breach of this Agreement shall not be deemed a waiver of such rights.

IN WITNESS WHEREOF, the Parties have caused these presents to be executed in duplicate as of the day and year first above written.

CITY OF CARTHAGE, MISSOURI

CITY OF JOPLIN, MISSOURI

By:
Its: authorized signatory

By:
Its: authorized signatory

ATTEST:

ATTEST:

Miranda Deal, City Clerk

Holly Nagy, City Clerk

June 2024 Golf Report

June 2024 Rounds – 3,174 | Revenue - \$106,772.05

June 2023 Rounds – 3,510 | Revenue - \$116,182.84

June 2022 Rounds – 3,089 | Revenue - \$80,967

Green Fee	Membership	Cart Fee	Driving Range	Event Services	Golf Gift Certificate	Merchandise Gift Certificate	Pro Shop	Food & Beverage	Pre Paid Rounds	Golf Rentals
\$31,950.63	\$11,571.50	\$23,894.88	\$2,131.02	\$22,198.45	\$539.70	\$845 (Club Credit)	\$9,531.20	\$4,011.11	\$0	\$98.57

June 2024 Summary

June was an okay month for us. What we saw in rounds played was the hot weather kept a lot of people away. We always had busy mornings, but by the time afternoon hit it was very slow. We had a lot of hot days in the mid 90's this month that I believe is the cause of less rounds than previous years. All in all, it was still a decent month for revenue.

Cody and his maintenance crew have started working on the areas on the course where the grass is not growing in. They have seeded these areas and roped them off for play to allow for a healthy growth.

We are still working on tornado damage here and there. As of now, it is mostly small limbs that need picked up, but with the higher winds that we have had a few nights have knocked down some larger limbs that were already weak from the initial tornado. It is a work in progress and should be done soon.

We held 7 events in June and are awaiting payment on 1 of those events. You will see this revenue on July's report. All the events went well and most of them were maxed out on players. A couple of these events were played on a reschedule date due to the tornado damage.

We sold 10 Junior Memberships. We also sold 1 senior membership with cart, and 1 family membership. The rest of the balance on membership is the monthly automatic withdrawals.

June Maintenance

- Mow greens
- Mow green surrounds
- Roll greens
- Top dressed and dragged in sand on greens
- Mowed tees
- Sprayed broadleaf herbicide and
- Watered greens
- Fixed irrigation heads
- Cleaned up storm damage
- Fertilized fairways
- Sprayed greens with fertilizer
- Mowed rough
- Mowed tee surround
- Raked bunkers
- Cleaned up storm damage from tornado
- Started test plot for fairway winterkill
- Test plot did very well
- Pump station isn't working properly
- Edged bunkers
- Treated pond for algae
- Added sod from driving range to number 2 tee box
- Prepped fairways for seed
- Verticut winterkill area
- Added seed to fairways

June 2024 Events & Recreation Report

MEMORIAL HALL RENTAL REVENUE

June 2024 Revenue - \$1645.00

June 2023 Revenue – N/A

CLASS REVENUE

June 2024 Revenue - \$100

June 2023 Revenue - N/A

Main Auditorium Rentals	Lower Level Auditorium Rentals	City Municipal Court	Drivers Testing	Meeting Room Rentals
7	8	2	4	3

June 2024 Summary

In June, Memorial Hall hosted for the Chamber Banquet and a blood drive as well as private events. Recreation had 1 paint Class, a Sushi101 class, and 2 dance classes, and a dance workshop. Little league has been the focus of the month and getting everything needed for All-Stars!



A Stay Worth Experiencing!



Tourism Staff Report

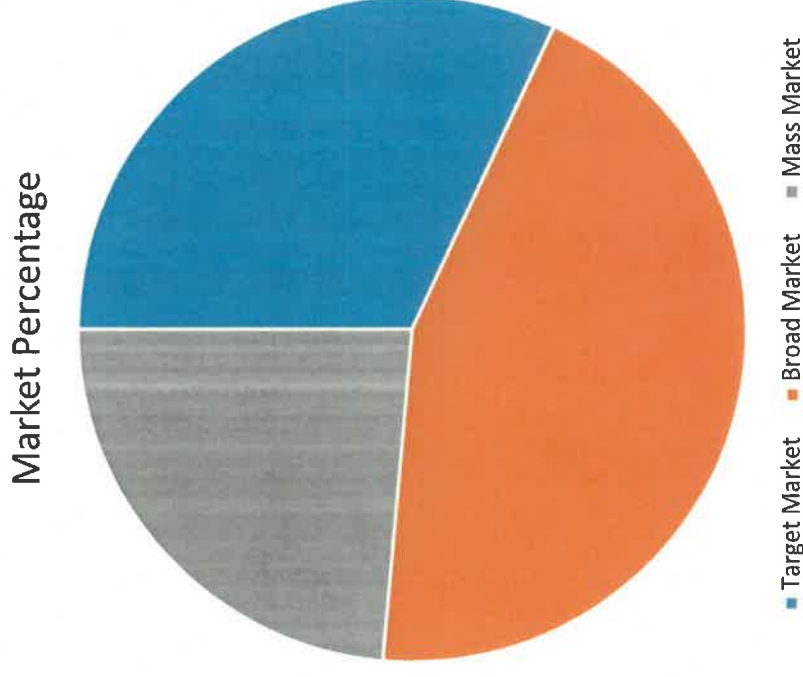
Monthly Highlights

- Marketing Strategy Breakout
- MMG FY25 Budget & Award
- FY 25 Local Marketing Budget
- FY24 Expenditures
- DMO Administration & Local Marketing
- Groups Tours

Mission: To create awareness of Carthage as *A Stay Worth Experiencing* for travelers and locals alike to boost economic impact and establish unforgettable experiences.

FY 25 Marketing Strategy

- **Target Market**
 - Route 66
 - Travel
- **Broad Market**
 - Focuses on a relatively large segment of the overall market but is narrowly defined
- **Mass Market**
 - Large diverse groups of consumers with varied demographics, interest and needs.



FY 25 Marketing Strategy Cont.

1st Quarter

- Route 66 & Travel (Print, Billboard)

2nd Quarter

- Route 66 & Travel (Print, Billboard)
- Christmas/Travel (Digital Billboard)
- Local Events & Activities (Print, Radio, TV, Digital)

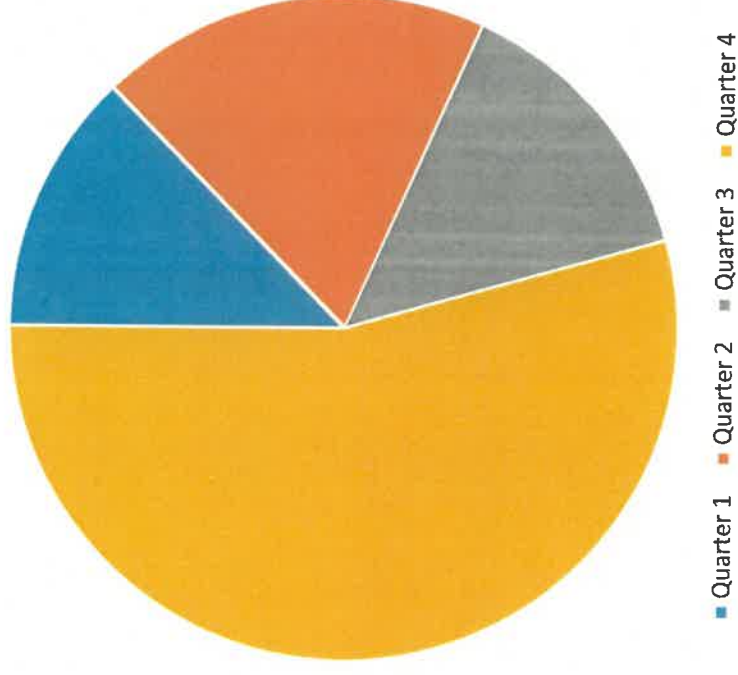
3rd Quarter

- Route 66 & Travel (Print, Billboard)
- Local Events & Activities (Print)

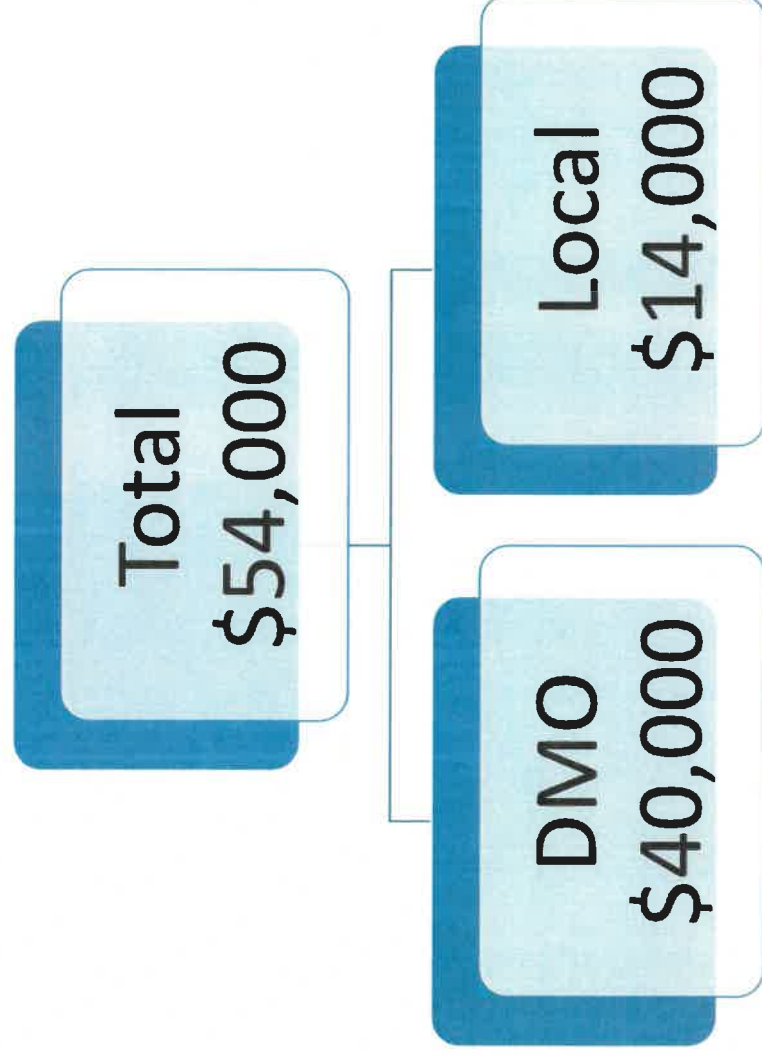
4th Quarter

- Route 66 & Travel (Print, Billboard, Digital Billboard, TV, Digital)
- Staycation & 2-Day Events (Radio, Digital)
- Local Events & Activities (Print, Radio, TV, Digital)

Spend Per Quarter



Marketing Budget Distribution



FY2025 MARKETING MATCHING GRANT
PROJECT BUDGET

FY2025 MARKETING MATCHING GRANT DISCLOSURE OF MATCHING FUNDS						
DMO:	City of Carthage			TOTAL PROJECT COST: \$111,941		
	Owner/Contact	Organization Name City of Carthage, Experience Carthage	Address 326 Grant Street Carthage, MO 64836	Telephone 417-423-8075	Email j.kirby@carthagemo.gov	County Jasper
Applicant Organization	Jen Kirby					\$20,000
Partner	Patrick Tuttle	Visit Joplin	602 S. Main Street Joplin, MO 64801	417-625-4789	ptuttle@joplinmo.org	Jasper
						\$35,971

DMO Budget – Print: \$12,350

PRINT - Separate by publication and placement schedule										FY2025 MMG ITEMIZED BUDGET GRIDS				
City of Carthage										TOTAL PROJECT COST:				
Contract #:										Allocated to Print Advertising:				
00-000-00-000000										49%				
Item #	Pub Type	Publication	Circulation	Ad Schedule	Approx. # of Ads	Ad Cost Per Ad	Ad Size	In-State %	In-State \$	Out-of-State %	Out-of-State \$	Total \$ per Line Item		
1	Magazine	ROUTE	100,000	July-Sept '24 (Q1)	1	\$2,500	Full Page	22.0%	\$550	78.0%	\$1,950	\$2,500		
2	Magazine	ROUTE	100,000	Oct-Dec '24 (Q2)	1	\$2,500	Full Page	22.0%	\$550	78.0%	\$1,950	\$2,500		
3	Magazine	ROUTE	100,000	Jan-Mar '25 (Q3)	1	\$2,500	Full Page	22.0%	\$550	78.0%	\$1,950	\$2,500		
4	Magazine	ROUTE	100,000	Apr-June '25 (Q4)	1	\$2,500	Full Page	22.0%	\$550	78.0%	\$1,950	\$2,500		
5	Magazine	Missouri Life	30,000	July-Sept '24 (Q1)	1	\$2,350	Full Page	88.6%	\$2,081	11.4%	\$269	\$2,350		
6	Magazine	ROUTE	100,000	July-Sept '24 (Q1)	1	\$2,588	Full Page	22.0%	\$569	78.0%	\$2,019	\$2,588		
7	Magazine	ROUTE	100,000	Oct-Dec '24 (Q2)	1	\$2,588	Full Page	22.0%	\$569	78.0%	\$2,019	\$2,588		
8	Magazine	ROUTE	100,000	Jan-Mar '25 (Q3)	1	\$2,588	Full Page	22.0%	\$569	78.0%	\$2,019	\$2,588		
9	Magazine	ROUTE	100,000	Apr-June '25 (Q4)	1	\$2,588	Full Page	22.0%	\$569	78.0%	\$2,019	\$2,588		
10	Magazine	KC Magazine	165,000	July-Sept '24 (Q1)	3	\$2,412	1/2 Page	100.0%	\$7,236	0.0%	\$0	\$7,236		
11	Magazine	Terrain	10,000	Oct-Dec '24 (Q2)	1	\$844	1/2 Page	74.0%	\$624	26.0%	\$219	\$844		
12	Magazine	Terrain	10,000	Apr-June '25 (Q4)	1	\$844	1/2 Page	74.0%	\$625	26.0%	\$219	\$844		
13	Magazine	Roadrunner Motorcycle Touring & Travel	67,000	Oct-Dec '24 (Q2)	1	\$4,835	Full Page	22.0%	\$1,064	78.0%	\$3,771	\$4,835		
14	Magazine	Roadrunner Motorcycle Touring & Travel	67,000	Jan-Mar '25 (Q3)	1	\$4,835	Full Page	22.0%	\$1,064	78.0%	\$3,771	\$4,835		
15	Magazine	Missouri Tour Guide	150,000	Oct-Dec '24 (Q2)	1	\$11,306	1/2 Page	8.0%	\$904	92.0%	\$10,402	\$11,306		
16	Magazine	KC Magazine	165,000	Oct-Dec '24 (Q2)	1	\$2,412	1/2 Page	100.0%	\$2,412	0.0%	\$0	\$2,412		

DMO Budget – Out of Home: \$12,750

OUT OF HOME - Separate by location and placement schedule										FY2025 MMG ITEMIZED BUDGET GRIDS			
DMO:		City of Carthage								TOTAL PROJECT COST:			
Contract #:		00-000-00-0000000								Allocated to Out of Home Advertising:			
Item #	Type	In / Out-of-State	Vendor Name	Location or Market	Placement Schedule	D.E.C	Ad Cost	Size	In-State %	In-State \$	Out-of-State %	Out-of-State \$	Total \$ per Line Item
1	Billboard	In	Lamar	Ozark/Springfield	July-Sept '24 (Q1)	104,634	\$1,500	20'X40'	100%	\$1,500	0%	\$0	\$1,500
2	Billboard	Out	Lamar	Bentonville, AR	July-Sept '24 (Q1)	Pending	\$2,250	10' 6"X36"	0%	\$0	100%	\$2,250	\$2,250
3	Billboard	In	Lamar	Ozark/Springfield	Oct-Dec '24 (Q2)	104,634	\$1,500	20'X40'	100%	\$1,500	0%	\$0	\$1,500
4	Billboard	In	Lamar	Ozark/Springfield	Jan-Mar '25 (Q3)	104,634	\$1,500	20'X40'	100%	\$1,500	0%	\$0	\$1,500
5	Billboard	In	Lamar	Ozark/Springfield	Apr-June '25 (Q4)	104,634	\$1,500	20'X40'	100%	\$1,500	0%	\$0	\$1,500
6	Billboard	Out	Lamar	Tulsa	Apr-June '25 (Q4)	Pending	\$2,250	10'6"X36"	0%	\$0	100%	\$2,250	\$2,250
7	Billboard	In	Lamar	Kansas City	Apr-June '25 (Q4)	Pending	\$2,250	10'6"36"	100%	\$2,250	0%	\$0	\$2,250

DMO Budget – TV: \$8,000

TV - Separate by DMA, station and flight dates										FY2025 MMG ITEMIZED BUDGET GRIDS				
DMO:		City of Carthage								TOTAL PROJECT COST:				
Contract #:		00-000-00-0000000								Allocated to TV Advertising:				
Item #	Type	State	Station	Designated Market Area (DMA)	Reach	Flight Dates	Approx. # of Outlets	Ad Cost Per	Number & Length of	In-State %	In-State \$	Out-of-State %	Out-of-State \$	Total \$ per Line Item
1	Traditional	MO + 3 States	KOAM	Kansas, Missouri, Oklahoma, Arkansas	113,705	Apr-June '25 (Q4)	2	\$2,750	:30	25%	\$1,375	75%	\$4,125	\$5,500
2	Traditional	MO + 1 State	Fox 49-Ozarks	Missouri, Arkansas	445,800	Apr-June '25 (Q4)	1	\$2,500	:30	50%	\$1,250	50%	\$1,250	\$2,500
3										0%	\$0	0%	\$0	\$0
4										0%	\$0	0%	\$0	\$0

DMO Budget – Radio: \$3,000

RADIO - Separate by market, station and flight dates										FY2025 MMG ITEMIZED BUDGET GRIDS							
DMO:		City of Carthage								TOTAL PROJECT COST:		\$111,941					
Contract #:		00-000-00-0000000								Allocated to Radio Advertising:					3%		
Item #	Type	State	Station	Designated Market Area (DMA)	Reach	Flight Dates	Approx. # of Outlets	Ad Cost Per	Number & Length of	In-State %	In-State \$	Out-of-State %	Out-of-State \$	Total \$ per Line Item			
1	Traditional	MO + 3 States	AMI Radio	NW AR, SW MO, NW MO, SE KS, NE KS, NE OK	130,216	Apr-June 25 (Q4)	4	\$750	:30	25%	\$750	75%	\$2,250	\$3,000			
2										0%	\$0	0%	\$0	\$0			

DMO Budget – Digital: \$3,900

DIGITAL - Separate by Vendor, DMA and flight dates										FY2025 MMG ITEMIZED BUDGET GRIDS			
DMO:		City of Carthage								TOTAL PROJECT COST:			
Contract #:		00-000-00-000000								Allocated to Digital Advertising:			
Item #	Type	State	Vendor, Network or Exchange	Designated Market Area (DMA)	Placement Schedule	Impressions	Ad Cost	In-State %	Out-of-State %	Total \$ per Line Item			
1	Display	MO + 3 States	Stealth	SW MO, NW MO, SE KS, NE K	Apr-June '25 (Q4)	Pending	\$3,000	25%	75%	\$2,250			\$3,000
2	Social	MO + 3 States	Facebook	SW MO, NW MO, SE KS, NE K	Apr-June '25 (Q4)	Pending	\$900	25%	75%	\$675			\$900
3	Display	MO + 4 States	Placed by Paradise - Adara	W MO, NW MO, SE KS, NE KS	July-Sept '24 (Q1)	1,437,500	\$11,765	20%	80%	\$9,412			\$11,765
4	Native	MO + 4 States	Placed by Paradise - Storygize	W MO, NW MO, SE KS, NE KS	July-Sept '24 (Q1)	2,142,857	\$17,512	20%	80%	\$14,010			\$17,512

FY 25 Orders

DMO

Type	Amount	Status
Lamar Billboards – Panel#5464	\$6000	Signed
Lamar Billboards-Digital	\$6750	In Progress
Route	\$10,000	Signed
Stealth	\$3000	Signed
KOAM	\$5500	In Progress
Fox 49	\$2500	In Progress
AMI	\$3000	In Progress

Local Marketing

Type	Amount	Status
Show Me the Ozarks	\$5000	Signed
Mike FM	\$2000	In Progress
KSN/KODE TV & Digital	\$2500	In Progress
KOAM TV & Digital	\$2500	In Progress

FY 24 Expenditures

Submitted

Type	Amount
Lamar Billboards 2.26-3.24.24	\$10,650
Route Magazine – Q4 April/May & June/July	\$6000
Show Me the Ozarks – Feb	\$500
Lamar Billboards 3.25.24-4.21.24	\$7650
Show Me the Ozarks – March	\$500
Lamar Billboards 4.22.24-5.19.24	\$7,650
Mike FM – April	\$495
KOAM TV & Digital	\$3685
Show Me the Ozarks – April 2024	\$500
Lamar Billboards 5.20.24-6.16.24	\$7,650
Mike FM – May	\$588
KOAM TV & Digital May 2024	\$11,560
Show Me the Ozarks – May	\$500
Show Me the Ozarks – June	\$500
Show Me Missouri – Q4 Summer Issue	\$1200

In Progress

[illegible]

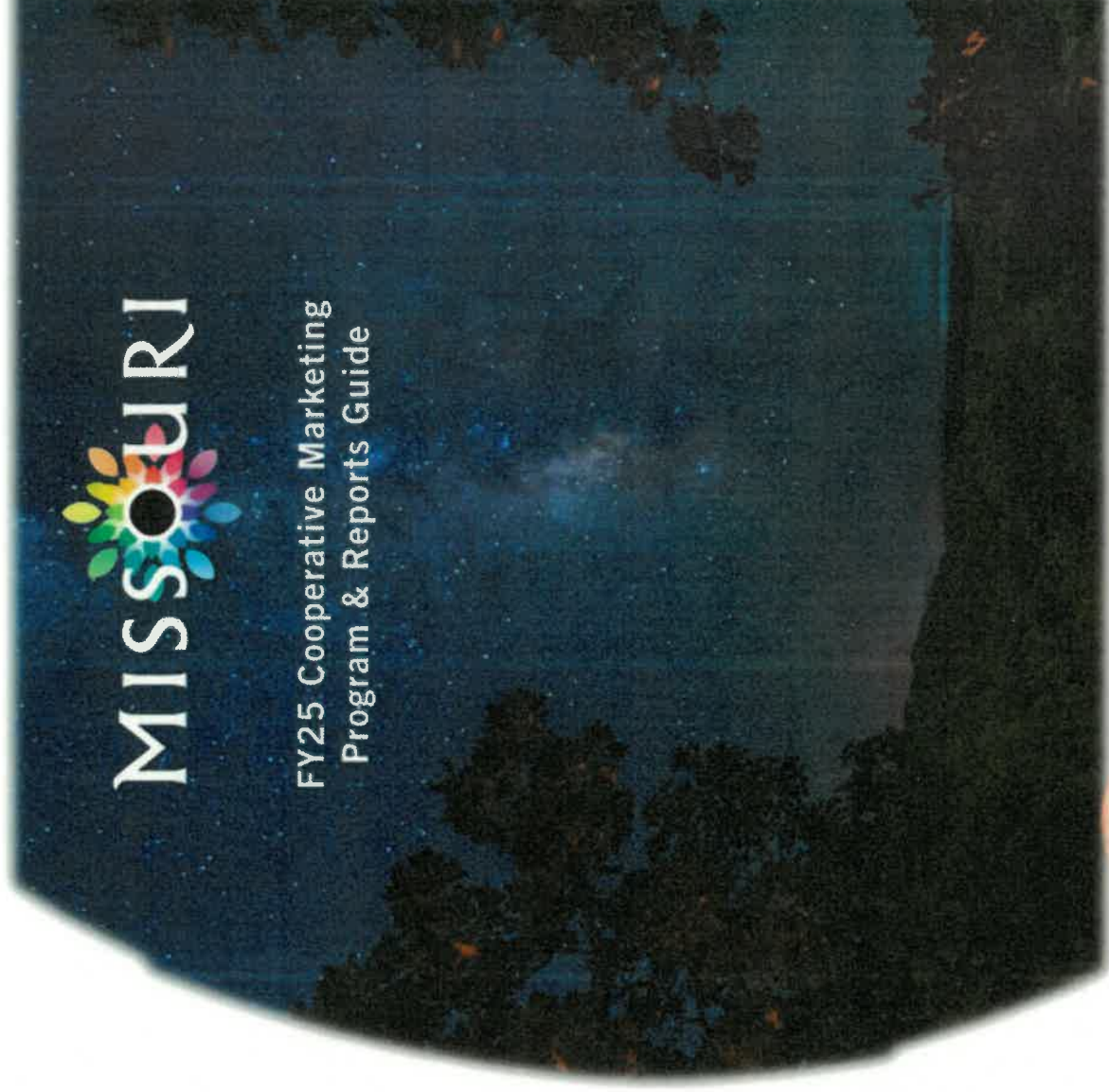
DMO

Administration

- Q1 Creative: Route & Missouri Life Print Ads – Route 66 theme
- Q1 Billboard Panel#5464 reserved
 - Vinyl was produced in FY24
- FY 25 MMG Grant Completion
- Preparing for Q4 Reimbursement request: Due August 31st

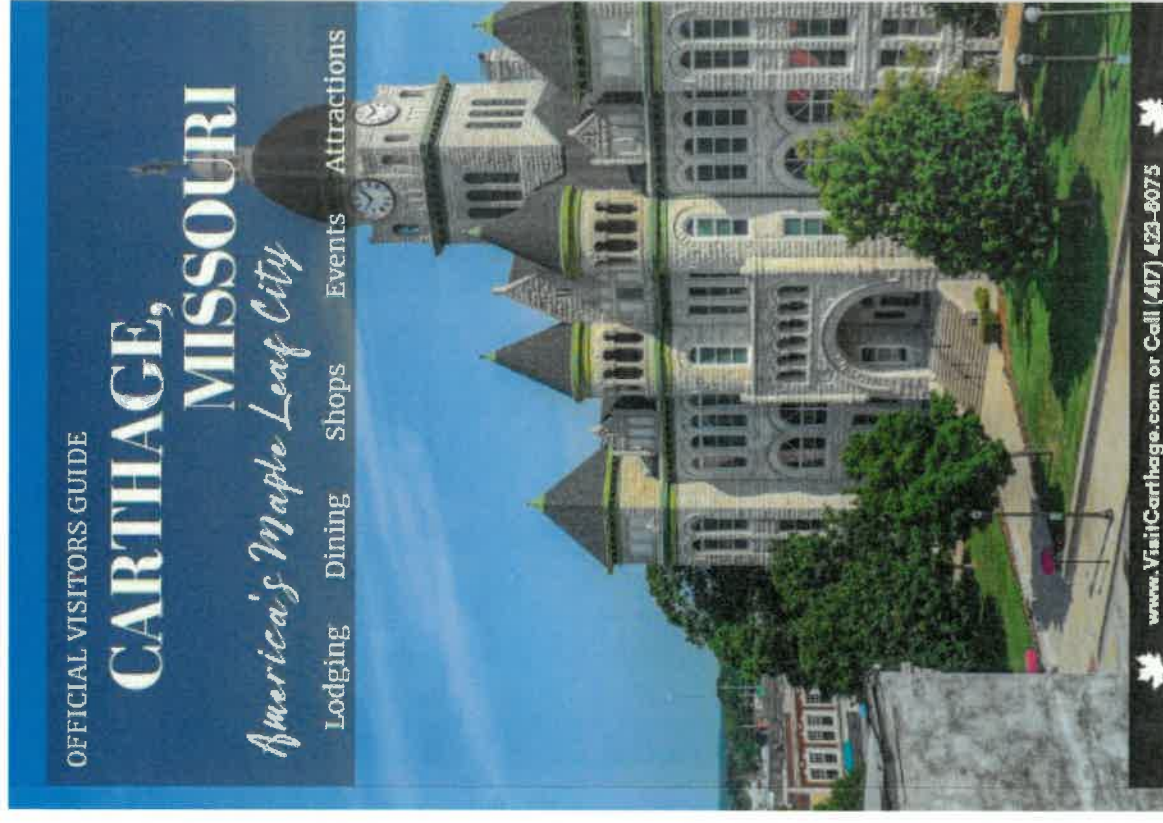


FY25 Cooperative Marketing
Program & Reports Guide



Local Marketing

- Visitor Guide Updates Complete
- GMFS: Food Truck Friday & Jasper County Youth Fair, Parks
- Mike FM – Food Truck Friday
- Route 66 website updates & additions



Group Tours Hotel Accom.

- Met w/contacts from Art Henry Tours
 - Toured: Route 66 & Downtown
- Created Group Tour Sell Sheet
- Created website landing page



The brochure features a large background image of a historic building at sunset. The title "Experience Carthage MISSOURI" is prominently displayed in a stylized font. Below the title, three circular images show local landmarks: a historic building, a church, and a monument. The text is organized into sections: "ABOUT US" describing Carthage's history, "ATTRACTIONS" listing key sites, "GROUPS" for group travel, and "TRIP IDEAS" with contact information. A logo for "Carthage, MO" is in the top right corner.

Experience Carthage MISSOURI

ABOUT US
Carthage, Missouri, known as *America's Maple Leaf City*, welcomes travelers from all over the world. Carthage is a unique crossroad of history, art, and inspiration that sits at the junction of the Historic Route 66 & Jefferson Highway. Carthage is the location of the first land battle of the Civil War.

ATTRACTIONS

- Route 66
- Battle of Carthage-Civil War Museum
- Precious Moments Chapel & Gardens
- Historic Downtown & Shopping
- Historic & Scenic Stops

GROUPS
We have attractions and restaurants fitting for large groups. For more information in planning your group itinerary call (417) 423-8075.

TRIP IDEAS
CALL (417) 423-8075
VisitCarthage.com

CARTHAGE, MO

A Stay Worth Experiencing

Springfield
8928 West Carnahan Street
Springfield, MO 65802
Phone: 417-862-3778
Fax:



CONTRACT # 4633789

Date: 6/28/2024
New/Renewal: RENEWAL
Account Executive: Doug Allard
Phone: 417-862-3778

CONTRACTED DIRECTLY BY ADVERTISER	
Customer #	839202-0
Name	CITY OF CARTHAGE - EXPERIENCE CARTHAGE
Address	326 GRANT STREET
City/State/Zip	CARTHAGE, MO 64836
Contact	JEN KIRBY
Email Address	j.kirby@carthagemo.gov
Phone #	(417) 423-8075
Fax #	
P.O./ Reference #	
Advertiser/Product	CITY OF CARTHAGE - EXPERIENCE CARTHAGE
Campaign	Experience Carthage Panel 5484 Renewal

Space

of Panels: 2

Billing Cycle: Every 4 weeks

Panel # TAB ID	Market	Location	Ilum	Media Type	Size	Misc	Service Dates	# Service Periods	Invest Per Period	Cost
5484 589601	230-OZARK, MO	[5] W/S US 65 1.7 MI S/O HWY F F/S - Illuminated	Yes	Perm Bulletin	20' 0" x 40' 0"		06/17/24-06/30/24	1	\$0.00	\$0.00
5484 589601	230-OZARK, MO	[5] W/S US 65 1.7 MI S/O HWY F F/S - Illuminated	Yes	Perm Bulletin	20' 0" x 40' 0"		07/01/24-06/01/25	12	\$500.00	\$6,000.00

Total Space Costs: \$6,000.00

Special Considerations: *6/17/24 - 6/30/24 at \$0. Bonus Space - One Time Offer

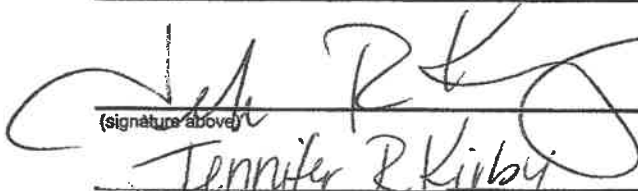
Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solidio with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the Media Buyer

(Officer/Title)

of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

Customer:	CITY OF CARTHAGE - EXPERIENCE CARTHAGE
Signature:	 (signature above)
Name:	Jennifer R Kirby (print name above)
Date:	6-28-24 (date above)

THE LAMAR COMPANIES

This contract is NOT BINDING UNTIL ACCEPTED by a Lamar General Manager.

Doug Allard
ACCOUNT EXECUTIVE: Doug Allard

GENERAL MANAGER

DATE

STANDARD CONDITIONS

1. Late Artwork: The Advertiser must provide or approve art work, materials and installation instructions ten (10) days prior to the Initial Service Date. In the case of default in furnishing or approval of art work by Advertiser, billing will occur on the initial Service Date.



Springfield
6926 West Carnahan Street
Springfield, MO 65802
Phone: 417-862-3778
Fax:



CONTRACT # 4633789

Date: 6/28/2024
New/Renewal: RENEWAL
Account Executive: Doug Allard
Phone: 417-862-3778

2. Copyright/Trademark: Advertiser warrants that all approved designs do not infringe upon any trademark or copyright, state or federal. Advertiser agrees to defend, indemnify and hold Lamar free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character contents or subject matter of any copy displayed or produced pursuant to this contract.

3. Payment Terms: Lamar will, from time to time at intervals following commencement of service, bill Advertiser at the address on the face hereof. Advertiser will pay Lamar within thirty (30) days after the date of invoice. If Advertiser fails to pay any invoice when it is due, in addition to amounts payable thereunder, Advertiser will promptly reimburse collection costs, including reasonable attorney's fees plus a monthly service charge at the rate of 1.5% of the outstanding balance of the invoice to the extent permitted by applicable law. Delinquent payment will be considered a breach of this contract. Payments will be applied as designated by the Advertiser; non designated payments will be applied to the oldest invoices outstanding.

4. Service Interruptions: If Lamar is prevented from posting or maintaining any of the spaces by causes beyond its control of whatever nature, including but not limited to acts of God, strikes, work stoppages or picketing, or in the event of damage or destruction of any of the spaces, or in the event Lamar is unable to deliver any portion of the service required in this contract, including buses in repair, or maintenance, this contract shall not terminate. Credit shall be allowed to Advertiser at the standard rates of Lamar for such space or service for the period that such space or service shall not be furnished or shall be discontinued or suspended. In the case of illumination, should there be more than a 50% loss of illumination, a 20% pro-rata credit based on four week billing will be given. If this contract requires illumination, it will be provided from dusk until 11:00p.m. Lamar may discharge this credit, at its option, by furnishing advertising services on substitute space, to be reasonably approved by Advertiser, or by extending the term of the advertising service on the same space for a period beyond the expiration date. The substituted or extended service shall be of a value equal to the amount of such credit.

5. Entire Agreement: This contract, all pages, constitutes the entire agreement between Lamar and Advertiser. Lamar shall not be bound by any stipulations, conditions, or agreements not set forth in this contract. Waiver by Lamar of any breach of any provision shall not constitute a waiver of any other breach of that provision or any other provision.

6. Copy Acceptance: Lamar reserves the right to determine if copy and design are in good taste and within the moral standards of the individual communities in which it is to be displayed. Lamar reserves the right to reject or remove any copy either before or after installation, including immediate termination of this contract.

7. Termination: All contracts are non-cancellable by Advertiser without the written consent of Lamar. Breach of any provisions contained in this contract may result in cancellation of this contract by Lamar.

8. Materials/Storage: Production materials will be held at customer's written request. Storage fees may apply.

9. Installation Lead Time: A leeway of five (5) working days from the Initial Service Date is required to complete the installation of all non-digital displays.

10. Customer Provided Production: The Advertiser is responsible for producing and shipping copy production. Advertiser is responsible for all space costs involved in the event production does not reach Lamar by the established Service Dates. These materials must be produced in compliance with Lamar production specifications and must come with a 60 day warranty against fading and tearing.

11. Bulletin Enhancements: Cutouts/extensions, where allowed, are limited in size to 5 feet above, and 2 feet to the sides and 1 foot below normal display area. The basic fabrication charge is for a maximum 12 months.

12. Assignment: Advertiser shall not sublet, resell, transfer, donate or assign any advertising space without the prior written consent of Lamar.



ROUTE

MAGAZINE

SPACE ORDER FORM

PLEASE RETURN THE INFORMATION REQUESTED BELOW
AND RETURN THE FORM TO brennen@routemagazine.us

Company Name:	CITY OF CARTHAGE	Street Name :	326 Grant Street
Contact Name:	Jen Kirby	City:	Carthage
Phone Number:	417-356-0271	State:	MO
Email Address:	j.kirby@carthagemo.gov	Zip Code:	64836

PLEASE BOOK THE FOLLOWING ISSUES

☒ 1 Issue ☐ 2 Issues ☒ 3 Issues ☐ 6 Issues

COMMENTS: Aug/Sept 2024, Oct/Nov 2024, Apr/May 2025 and June 2025

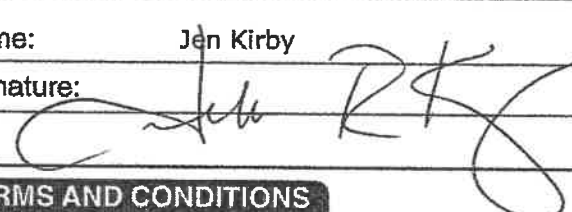
DISPLAY ADVERTISING

☐ Outside Back Cover	☒ Full Page
☐ Inside Back Cover	☐ Half Page
☐ Inside Front Cover	☐ Third Page
☐ Double Page Spread	☐ Quarter Page
☐ Other	

ADVERT ORIENTATION MAKE UP

☒ Portrait	☐ Landscape
--	------------------------------------

SIGNATURE AND NAME OF PERSON AUTHORISING THIS BOOKING FORM

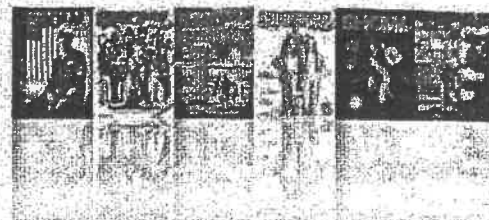
Name:	Jen Kirby	Subtotal:	\$2,500.00 per insertion
Signature:		APPLICABLE TAXES:	
		Total:	\$10,000.00

TERMS AND CONDITIONS

1. This is deemed to be a firm order and is not subject to cancellation.
2. ROUTE Magazine reserves the right to design artwork if not supplied in time for publication deadline and to charge the advertiser for any additional expense involved in such a contingency.
3. The Advertiser hereby accepts to pay all costs within 30 days of presentation of an invoice.
4. The Advertiser hereby indemnifies ROUTE Magazine against any damage and/or loss or expense which ROUTE may incur as a direct or indirect consequence of the Advertiser's

announcement.
5. Production materials, artwork, photographs and other work prepared on behalf of Advertisers may be charged for, at the discretion of ROUTE Magazine.
6. All colour reproductions will be undertaken with printer's standard colours. Final color representation will be based on the principle of what is best for the overall standard of the publication.
7. In the event of an advertisement not appearing by reason of the fault of ROUTE Magazine, all charges will be reversed and all monies refunded.

8. The charges and rates for advertising are set out on the Rate Card, a copy of which the Advertiser accepts he/she has read and understood.
9. Adverts that are not presented according to specifications will be resized by ROUTE Magazine.
10. Acceptance of all advertisements is conditional upon the Advertiser's warranty that advertisements do not contravene any law or regulation and do not infringe any third party rights.



Advertising Agreement

Advertiser Experience Carthage, MO agrees to purchase

Ad size Full Page

Months Sept, Oct, Nov, Dec, Jan, Feb, Mar, April, May & June

Full color advertising in ShowMe the Ozarks magazine at the cost of \$500.00 per month

For 10 editions, starting the month of 9, 24

Advertising placement: Near Front

*Jan will send a 300-400 word intro, Photos and Logo by the 10th of the prior mo. Example: Sept is due Aug 10.

We the undersigned, hereby agree to pay a total net amount of \$500.00 representing 100 % of the cost of the above advertising, and do hereby authorize Beach House Publishing LLC to bill us direct for this amount, which shall be due and payable upon our receipt of statement or invoice.

The acceptance of this order shall constitute a contract, which shall not be subject to cancellation.

Signed [Signature]

Print Name Jan Kirby

Company Name Experience Carthage

Address 326 Grant St

City Carthage State MO Zip 64836

Company Phone _____ Fax _____

Cell Phone 417-356-0271 Email Kirby@carthagemo.gov

Website www.visitcarthage.com

j.kirby@carthagemo.gov

ShowMe Representative Lee Timmsen

Date 7/11/24

"Our designers will create your ad for a nominal fee of \$25.00. Please provide a logo, high-resolution photos, and copy for your ad. Print-ready digital ads are always welcomed."

Show Me The Ozarks Magazine

PO Box 3325 • Joplin, MO 64803

Office: 1-844-417-SMTO

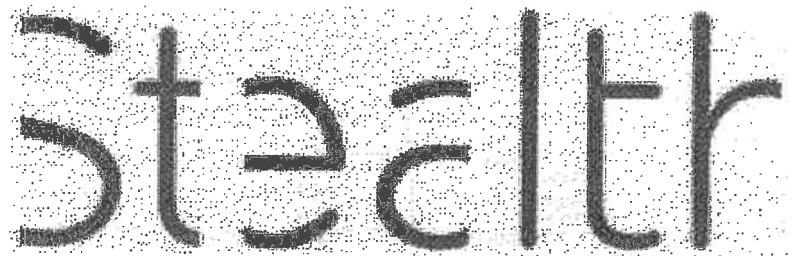
www.showmetheozarks.com



Like us at /ShowMeTheOzarksMagazine



@showmemagazine01



1027 S. Main St. Ste. 501 • Joplin, Missouri 64801 • 417-826-0101 • stealthcreative.com

PROPOSAL PREPARED FOR:
CITY OF CARTHAGE
DIGITAL MARKETING PROPOSAL
JUNE 26, 2024

THE PROJECT

This project aims to promote upcoming Route 66 events in Carthage, MO, focusing on maximizing attendance and engagement through targeted digital advertising. Leveraging contextual and behavioral targeting tactics, the campaign will emphasize travel-related keywords and behaviors to effectively reach the target demographic. Digital display ads will be deployed to capture interest and drive participation. The client will supply all the required artwork and creative assets for the campaign.

OBJECTIVES

- **Increase Event Attendance:** Utilize contextual targeting to serve ads to individuals reading content related to travel, Route 66, and local events, driving higher attendance at the Carthage Route 66 events.
- **Enhance Engagement:** Implement behavioral targeting to reach individuals who have shown interest in travel destinations, Route 66 history, and related events, thereby increasing engagement with the event through personalized ad experiences.
- **Raise Destination Awareness:** Utilize both targeting methods to raise awareness about Carthage as a notable destination for Route 66 enthusiasts and travelers interested in historical landmarks and local culture.

TARGET AUDIENCE

Demographic targeting to adult travel decision-makers

- Male/Female/Adults - At least 18 years old, but could be older

DELIVERABLES

Digital Display Advertising – Contextual/Behavioral Targeting

- Campaign set-up
- Campaign monitoring
- Ongoing optimization
- Monthly performance reporting

TIMING

April -June 2025

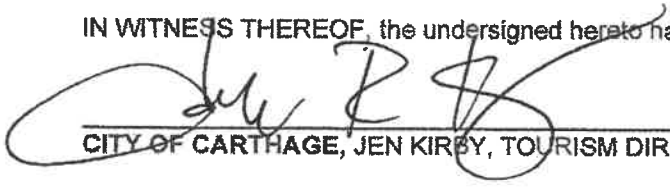
COST

SET-UP FEE	\$500
DIGITAL MEDIA SPEND	\$2,500
ADMIN FEE	15% of Media Spend
TOTAL COST	\$3,000

TERMS

- Payments for upcoming months are as follows: March - prebilled at \$1,000, followed by April and May each prebilled at \$1,000.
- Client will provide the artwork. If Stealth is required to create the files, an additional estimate will be needed.
- Any additional changes, requests, or items outside of the scope, will be estimated separately
- Changes will be made in up to 2 rounds before being set live; any changes outside of 2 rounds will incur additional costs.
- Hard costs such as stock photography will be estimated separately and require approval prior to work proceeding.

IN WITNESS THEREOF, the undersigned hereto have approved this agreement on the dates below their signatures:


CITY OF CARTHAGE, JEN KIRBY, TOURISM DIRECTOR

7-15-2024
DATE

STEALTH CREATIVE, ALAINA CLAYTON, ACCOUNT EXECUTIVE

DATE