



## Legislation Text

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**File #:** R-223-19, **Version:** 1

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Councilman Waniewski

### **Recognizing MadAveGroup as a member of the Toledo business community for 30 years.**

WHEREAS, MadAveGroup has been a member of the Toledo business community for 30 years, hiring and developing local talent, serving local companies, as well as national and internal brands, and sustaining partnerships around the world; and

WHEREAS, MadAveGroup agency BusinessVoice was a pioneer in the On Hold Marketing industry, leading with fresh approaches to branding, revenue models, delivery systems, marketing content, and account management, and today is the Caller Experience Marketing agency most awarded for creative excellence; and

WHEREAS, MadAveGroup has prioritized building long-term, mutually beneficial relationships as proven by its service to more than 500 clients throughout the world, 100 of which have been with the agency for 20 years or longer; and

WHEREAS, MadAveGroup, through its agency MadAveCollective, is committed to helping area non-profit organizations focus and share their messages for the benefit of those in need; and

WHEREAS, the impressions made by the work of the MadAveGroup agencies - BusinessVoice, WebArt, SensoryMax, MadAveCollective, MadAve Marketing Management, and design2influence - affect the senses of tens of millions of people every day; NOW, THEREFORE,

Be it resolved by the Council of the City of Toledo:

SECTION 1. That Toledo City Council recognizes MadAveGroup for 30 years as a member of the Toledo business community and wished much continued success.

SECTION 2. That this Resolution shall take effect and be in force from and after the earliest period allowed by law.

Adopted: \_\_\_\_\_: yeas \_\_\_\_\_, nays \_\_\_\_\_.

Attest: \_\_\_\_\_  
Clerk of Council

\_\_\_\_\_  
President of Council

Approved: \_\_\_\_\_

\_\_\_\_\_  
Mayor

I hereby certify that the above is a true and correct copy of a Resolution adopted by Council

\_\_\_\_\_.

Attest: \_\_\_\_\_  
Clerk of Council