



Legislation Text

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File #: O-541-22, Version: 1

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2022 Sprout Social Contract  
Marketing and Communications  
Gretchen DeBacker 419-297-7210

**Authorizing the expenditure of \$14,976.00 from the General Fund to support a social media content calendar and data collection tool in an annual contract; and declaring an emergency.**

**SUMMARY & BACKGROUND:**

The purpose of this ordinance is to authorize the Mayor to enter into a contract with Sprout Social for a social media content calendar, data collection tool, and listening services on all media platforms that are used to communicate to and with residents of the City of Toledo.

NOW, THEREFORE, Be it ordained by the Council of the City of Toledo:

SECTION 1. That the expenditure of \$14,976.00 is authorized from the General Fund Account Code \_\_\_\_\_ for payment to Sprout Social for the purpose an annual contract for social media and data collection technologies.

SECTION 2. That the Mayor is authorized to enter into a service agreement for the purpose authorized in Section 1, upon terms and conditions acceptable to the Director of Law and the Director of Marketing and Communications.

SECTION 3. That the Finance Director is authorized to draw warrant or warrants against the above Account Code in an amount not to exceed \$14,976.00 in payment of the above authorized obligations upon the proper voucher or vouchers.

SECTION 4. That this Ordinance is declared to be an emergency measure and shall take effect and be in force from and after its passage. The reason for the emergency lies in the fact that this ordinance is necessary for the immediate preservation of the public peace, health, safety and property, and for the further reason that this ordinance must be immediately effective in order to provide timely contract services for Marketing & Communications efforts at the City of Toledo.

Vote on emergency clause: yeas 11, nays 0.

Passed: October 25, 2022 as an emergency measure: yeas 11, nays 0.

Attest:

Gerald E. Dendinger

Matt Cherry

Clerk of Council

President of Council

Approved:

October 25, 2022  
Wade Kapszukiewicz  
Mayor