

June 28, 2011

**RESOLUTION**

**WHEREAS**, the Township Council of the Township of West Orange (the “Township”) desire to retain a company to maintain and expand outreach using social media to engage with residents and business owners to promote the Township; and

**WHEREAS**, the Township Council also desires to retain a company to promote and market an upcoming Township event dedicated to promoting local businesses (the “Business Driven Event”); and

**WHEREAS**, MyTown Marketing (“MyTown”) has offered to provide these both of these services for the Township; and

**WHEREAS**, MyTown has submitted a proposal for the promotion of the Business Driven Event, annexed hereto as Attachment “A,” at a cost not to exceed \$5,000 per event; and

**WHEREAS**, MyTown has also submitted a proposal for the Social Networking and Marketing Program, annexed hereto as Attachment “B” utilizing the following social networking sites:

- (1) Facebook;
- (2) YouTube;
- (3) Twitter; and
- (4) E-mail Blasts; and

**WHEREAS**, MyTown has agreed that the cost of the Social Networking and Marketing Program shall be as following: (1) an initial one-time set-up fee of \$1,500 and (2) \$500 per month as a monthly fee; and

**WHEREAS**, MyTown has agreed that the total cost of the Social Networking and Marketing Program shall not exceed \$7,500.; and

**WHEREAS**, the total cost for MyTown’s services for both the Business Driven Event and the Social Networking and Marketing Program shall not exceed a total of \$12,500..

**NOW, BE IT HEREBY RESOLVED BY THE TOWNSHIP COUNCIL OF THE TOWNSHIP OF WEST ORANGE** that the Mayor is hereby authorized to execute an Agreement with MyTown consistent with the terms of the Proposals submitted and annexed hereto; and

**BE IT FURTHER RESOLVED** that the Agreement between the Township and MyTown shall be published and maintained in the Municipal Clerk's office in accordance with applicable law.

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Karen J. Carnevale, Municipal Clerk

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Sal M. Anderton, Council President

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