

1/22/18-  
Read by LS  
motion by FG  
2nd KP.

## Hardy Advertising & Promotion Commission

### Mission Statement

The Advertising & Promotion Commission will prepare and execute a long term strategic plan for the external advertising of the community, in order to promote Tourism and support the commercial growth of the city of Hardy.

The Commission, through progressive thinking and credible, efficient, and responsive actions, will strive to interact and work in partnership with the Hardy City Council to provide, maintain and improve Hardy's image as a memorable tourist destination by retaining and showcasing its small town atmosphere and unique character.

The Commission will, at all times, be fair and impartial in their decision-making and will not endorse any specific business at any given time. The Commission will endeavor to conduct Commission and City business without the expectation of personal or business gain.

The Commission will maintain the decorum of every meeting and will not allow any unprofessional or disrespectful behavior at meetings.

The Commission will identify and promote Hardy in the appropriate catchment areas in order to encourage tourism. It will continually review and evaluate its decisions so as to effectively understand its actions in order to better determine future needs.

The Commission will prepare and agree on a budget for the upcoming year in good time. It will hold itself accountable and be transparent with the relevant financial reports as well as provide quarterly budgetary updates.

By fulfilling its mission, the A&P Commission will make a significant positive contribution to the City of Hardy, for the long term benefit of its residents, business owners and visitors.

## CIVIC CENTER VISION STATEMENT

It is the vision for the Hardy Civic Center to become the hub for community events and programming that will enrich the people who live in and visit our city in a clean, safe, and welcoming environment.

## CIVIC CENTER MISSION STATEMENT

To provide an improved quality of life and economic vitality in our city by engaging in such diverse activities and events enjoyed and supported by all segments of the general public.

Presented By LS (LAURA SMITH)  
Motion CW (CHARLES WILSON)  
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Approved 4/23/18.