

**RESOLUTION NUMBER 212**  
**The St. Louis Convention & Visitors Commission**

**WHEREAS**, the St. Louis Convention & Visitors Commission is the Official Destination Marketing Organization for St. Louis City; and

**WHEREAS**, the CVC conducts advertising campaigns in metro areas surrounding St. Louis for the purpose of generating tourism; and

**WHEREAS**, a new commercial captioned “Jetsetter” was shot on location in St. Louis in July of 2011 and began airing in September; and

**WHEREAS**, after receiving outstanding consumer response, the commercial was entered into the Mid-America Chapter of the National Academy of Television Arts and Sciences Competition and won an EMMY; and

**WHEREAS**, TV production was commissioned and supervised by the St. Louis Convention & Visitors Commission; and

**WHEREAS**, Creative Direction was provided by Hoffman-Lewis Advertising and shooting, editing and post-production provided by Coolfire Media. ; and

**WHEREAS**, all resources used to produce this commercial, including talent, were St. Louis-based. The commercial appear in markets including Chicago, Memphis, Nashville and Louisville. The commercial also appears on Fox Sports Midwest during Cardinal baseball broadcasts.

**NOW THEREFORE BE IT RESOLVED** by the Board of Aldermen of the City of St. Louis, that we wish to recognize The St. Louis Convention & Visitors Commission for their continued success and we further direct the Clerk of this Board to spread a copy of this Resolution across the minutes of this proceeding and to prepare a commemorative copy for presentation to our honorees at a time and place deemed appropriate by the sponsor.

Introduced on the 11th day of January, 2013 by:

**Honorable Donna Baringer, Alderwoman 16th Ward**

Adopted this the 11th day of January, 2013 as attested by:

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David W. Sweeney  
Clerk, Board of Aldermen

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Lewis E. Reed  
President, Board of Aldermen