

Sponsored by: Mayor Betterton and City Council

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FLORENCE, ALABAMA, as follows:

- Section 1. The services to be provided pursuant to the attached Agreement between the City of Florence and the Shoals Chamber of Commerce to advertize and promote the City of Florence serve a public purpose and confer a direct benefit of a reasonably general character to a significant part of the public in the City of Florence, Alabama.

- Section 2. The attached Agreement between the City of Florence and the Shoals Chamber of Commerce is hereby approved, ratified, and confirmed.

- Section 3. The Mayor and City Clerk are hereby authorized, respectively, to execute and attest such Contract on behalf of the City of Florence.

ADOPTED this the _____ day of _____, 2024.

CITY COUNCIL

APPROVED this _____ day of _____, 2024.

MAYOR

ADOPTED & APPROVED this _____ day of _____, 2024.

CITY CLERK

**AGREEMENT BETWEEN THE CITY OF FLORENCE, ALABAMA,
AND THE SHOALS CHAMBER OF COMMERCE**

This Agreement is made and entered into by and between the **City of Florence, Alabama**, a municipal corporation ("City"), and the **Shoals Chamber of Commerce** ("Chamber").

WHEREAS, it is in the interest of the citizens of the City of Florence to advertise and promote said City; and

WHEREAS, pursuant to Section 11-47-9 of the CODE OF ALABAMA 1975, as amended, municipalities in the State of Alabama are authorized and empowered to enter into contracts or agreements with any persons, firms or corporations for the advertisement of such municipality or any function or undertaking of such municipality both within and without the limits of such municipality through the use of any recognized medium of advertising; and

WHEREAS, the Chamber will advertise and promote the City through a variety of mediums to help create quality job growth, build the tax base and increase sales tax revenues.

NOW, THEREFORE, the parties hereto, for and in consideration of the premises, do hereby mutually promise and agree as follows:

The City appropriates the sum of \$20,000.00 to the Chamber to advertise and promote the City of Florence for a term of one year through their Visionary investment program. This Agreement may be renewed for up to two additional one-year terms upon approval by the City and Chamber.

IN WITNESS WHEREOF, the parties hereto have executed this agreement through their duly authorized officers on this the _____ day of _____, 2024.

CITY OF FLORENCE, ALABAMA,
a municipal corporation

By: _____
Its: Mayor

ATTEST:

By: _____
Its: City Clerk

SHOALS CHAMBER OF COMMERCE

By: _____
Its: