

Sponsor: 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 Contract between the City of Florence and Singing River Media Group to advertise and promote the City of Florence serves a public purpose and confers 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 Contract between the City of Florence and Singing River 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 _____, 2025.

CITY COUNCIL

APPROVED this _____ day of _____, 2025.

MAYOR

ADOPTED & APPROVED this _____ day of _____, 2025.

CITY CLERK

**AGREEMENT BETWEEN THE CITY OF FLORENCE, ALABAMA,
AND SINGING RIVER MEDIA GROUP**

This Agreement is made and entered into by and between the City of Florence, Alabama, a municipal corporation ("City"), and Singing River Media Group.

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, Singing River is sponsoring, organizing, and hosting the Spirit of Freedom Celebration at McFarland Park in Florence on July 4, 2025, which will attract visitors from the entire northwest Alabama region to Florence; and

WHEREAS, the City will receive good advertising from Singing River's efforts in advertising and promoting the Celebration to a far-reaching audience.

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

1. The City appropriates the sum of \$27,500.00, from the City Council's Advertising and Promotions Fund, to Singing River to sponsor the Spirit of Freedom Celebration in Florence.
2. In consideration of the \$27,500.00 appropriation, the City will appear as a sponsor in all event advertising and Singing River agrees to advertise and promote the City of Florence in connection with the event.

IN WITNESS WHEREOF, the parties hereto have executed this agreement by their duly authorized officers on this the _____ day of _____, 2025.

CITY OF FLORENCE, ALABAMA,
a municipal corporation

By: _____
Its: Mayor

ATTEST:

By: _____
Its: City Clerk

SINGING RIVER MEDIA GROUP

By: _____
Its: _____

ATTEST:

By: _____
Its: _____