

RESOLUTION NO. 2015-10-058R

A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A
PROMOTIONAL & MARKETING AGREEMENT

(Visit Champaign County, FY 2015 - 2016)

WHEREAS, the City of Urbana ("City") has determined that supporting promotion and marketing of the Urbana-Champaign region as a tourist destination provides a benefit to the City; and

WHEREAS, Visit Champaign County ("VCC") is well positioned to provide those promotion and marketing services for the City and the Urbana-Champaign region; and

WHEREAS, the City and the VCC have previously held a relationship related to promotion and marketing services; and

WHEREAS, the City and VCC believe that it would be mutually beneficial to the City and VCC to renew their relationship whereby VCC would provide marketing and promotion services for and on behalf of the City and the City would reasonably compensate VCC for such services.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Urbana, Illinois, as follows:

Section 1.

A Promotional and Marketing Agreement by and between the City of Urbana, a Municipal Corporation, and the Champaign County Convention and Visitors Bureau DBA Visit Champaign County, a 501c.6 Not-For-Profit Corporation, in substantially the form of the copy of said Agreement attached hereto and hereby incorporated by reference, be and the same is hereby authorized and approved.

Section 2.

The Mayor of the City of Urbana, Illinois, be and the same is hereby authorized to execute and deliver and the City Clerk of the City of Urbana, Illinois, be and


the same is hereby authorized to attest to said execution of said Agreement as so authorized and approved for and on behalf of the City of Urbana, Illinois.

PASSED BY THE CITY COUNCIL this 19th day of October, 2015.

AYES: Ammons, Brown, Madigan, Marlin, Roberts, Smyth

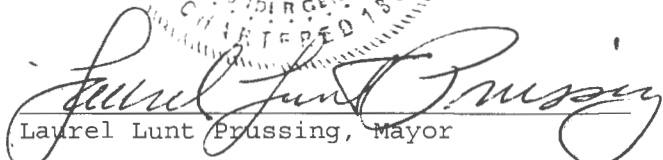
NAYS:

ABSTAINS:



Phyllis D. Clark, City Clerk

APPROVED by the Mayor this 22nd day of October, 2015.



Laurel Lunt Prussing, Mayor