

RESOLUTION NO. 2016-02-007R

**A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A PROMOTIONAL AND
MARKETING AGREEMENT FOR ANNUAL URBANA SWEETCORN FESTIVAL**

(Urbana Business Association, Calendar Year 2016)

WHEREAS, the City of Urbana ("City") has determined that supporting marketing and promotion services provides a benefit to the City; and

WHEREAS, the Urbana Business Association ("UBA") is well positioned to provide those promotion and marketing services for the City; and

WHEREAS, the City deems it beneficial for its residents and its business community to continue to host the annual special event known as the Urbana Sweetcorn Festival (hereinafter, the "Festival") within the City's corporate limits; and

WHEREAS, the UBA has arranged for, marketed, promoted, staged, and offered the Festival in past years; and

WHEREAS, the City and the UBA seek to form a mutually beneficial arrangement whereby the UBA undertakes the promotion, marketing, sponsoring, and staging of the Festival.

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

Section 1.

A Promotional and Marketing Agreement for Annual Urbana Sweetcorn Festival by and between the City of Urbana, a Municipal Corporation, and the Urbana Business Association, 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 7th day of March, 2016.

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

NAYS:

ABSTAINS:

APPROVED BY THE MAYOR this 10th day of _____


Phyllis B. Clark

Phyllis B. Clark, City Clerk

Laurel Lunt Prussing

Laurel Lunt Prussing, Mayor