

RESOLUTION NO. 2019 - 131

A RESOLUTION APPROVING THE PROPOSAL SUBMITTED BY HARDY FAMILY AUTOMOTIVE GROUP TO SECURE NAMING RIGHTS FOR THE AMPHITHEATER IN THE NEW DOWNTOWN PARK; PROVIDING FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

WHEREAS, the City of Powder Springs (“City”) solicited proposals to associate a corporate name with the new amphitheater in the downtown park scheduled to open spring 2020;


WHEREAS, the City received a proposal from Hardy Family Automotive Group for the naming rights of the new amphitheater and finds it in the public interest to accept said proposal to name the amphitheater Hardy Family Automotive Group Amphitheater for three years at a price of \$28,500 with \$14,250 paid in the first year and two annual installments of \$7,125 paid each subsequent year along with a right of first refusal to continue another contract;


NOW THEREFORE, BE IT HEREBY RESOLVED by the Mayor and Council of the City of Powder Springs that the attached proposal submitted by the Hardy Family Automotive Group for the naming rights of the new amphitheater in the downtown park is approved, and the Mayor is authorized to execute an agreement with Hardy Family Automotive Group for said naming rights, subject to review and approval by the City Attorney. This resolution shall become effective immediately upon adoption.

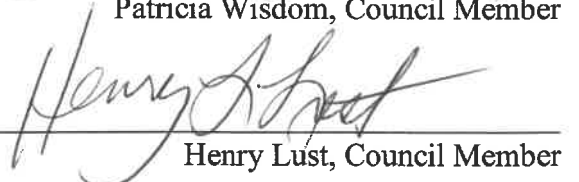
SO RESOLVED this 21st day of October, 2019.



Albert Thurman, Mayor

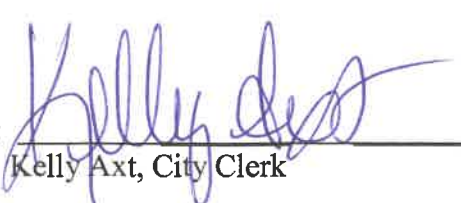

Patrick Bordelon, Council Member


Doris Dawkins, Council Member


Patricia Wisdom, Council Member


Henry Lust, Council Member


Thelma C. Farmer, Council Member

ATTEST: 
Kelly Axt, City Clerk



HARDY
FAMILY AUTOMOTIVE GROUP



GMC

P.O. Box 560 Dallas, GA 30132 | Telephone: (770) 445-9411
www.HardyChevyBuickGMC.com

September 24, 2019

Hardy Automotive Group
1249 Charles Hardy Parkway
Dallas, GA 30157

Hardy Automotive Group Proposal for RFP 19-011

Financial Proposal:

The Hardy Automotive Group proposes a five (5) year contract for the naming rights of the Powder Springs Amphitheater at the price of \$9500.00 per year providing \$23750.00 in the first year of the contract and the subsequent four (4) years at \$5937.50 per year with the option to continue another contract with first right of refusal.

Exclusivity:

The Hardy Automotive Group desires that no dealerships competitors shall be included in any advertisements or publications in the Powder Springs Amphitheater.

Proposed Name for the Amphitheater:

Hardy Family Automotive Group Amphitheater

Marketing Initiatives to Support the Amphitheater:

The Hardy Automotive Group will include all events in all of our social media accounts, as well as media in our dealership showroom to market the amphitheater with all events.

Financial Stability:

The Hardy Automotive Group has over 30 years of business experience in Paulding County area and has annual profits that can and will maintain the requirements to fund the contract.

Suitability with the City of Powder Springs:

The Hardy Automotive group believes that the suitability with Powder Springs has already been established, and currently exist due to the amount of Powder Springs residents that already frequent our dealership with vehicle purchases, our repeat customer base, and the servicing of vehicles. We feel that it is a good partnership that only can be strengthened with this proposal.



HARDY
FAMILY AUTOMOTIVE GROUP



GMC

P.O. Box 560 Dallas, GA 30132 | Telephone: (770) 445-9411

www.HardyChevyBuickGMC.com

September 24, 2019

Hardy Automotive Group
1249 Charles Hardy Parkway
Dallas, GA 30157

Hardy Automotive Group Proposal for RFP 19-011

Financial Proposal:

The Hardy Automotive Group proposes a three (3) year contract for the naming rights of the Powder Springs Amphitheatre at the price of \$9500.00 per year providing \$14250.00 in the first year of the contract and the subsequent two (2) years at \$7125.00 per year with the option to continue another contract with first right of refusal. Which is defined as: The Hardy Family Automotive group will be able to bid for new contract and if our bid is not accepted, The Hardy Automotive Group will be able to match the highest bid and win new contract.

Exclusivity:

The Hardy Automotive Group desires that no dealerships competitors shall be included in any advertisements or publications in the Powder Springs Amphitheater.

Proposed Name for the Amphitheater:

Hardy Family Automotive Group Amphitheater

Marketing Initiatives to Support the Amphitheater:

The Hardy Automotive Group will include all events in all of our social media accounts, as well as media in our dealership showroom to market the amphitheater with all events, with no less than sixty (60) days' notice prior to any event that has been scheduled.

Financial Stability:

The Hardy Automotive Group has over 30 years of business experience in Paulding County area and has annual profits that can and will maintain the requirements to fund the contract.

Suitability with the City of Powder Springs:

The Hardy Automotive group believes that the suitability with Powder Springs has already been established, and currently exist due to the amount of Powder Springs residents that already frequent our dealership with vehicle purchases, our repeat customer base, and the servicing of vehicles. We feel that it is a good partnership that only can be strengthened with this proposal.