

RESOLUTION 2025 - 013

A RESOLUTION APPROVING AND AUTHORIZING THE MAYOR TO EXECUTE AN AGREEMENT WITH INGENUITY UNLIMITED FOR AN AMOUNT OF \$32,850 FOR PROFESSIONAL SERVICES RELATED TO MARKETING AND SPONSORSHIP STRATEGIES TO PROMOTE ECONOMIC DEVELOPMENT AND PUBLIC AWARENESS; PROVIDING AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

WHEREAS the City of Powder Springs recognizes the importance of effective marketing strategies to promote community engagement, economic development, and public awareness; and

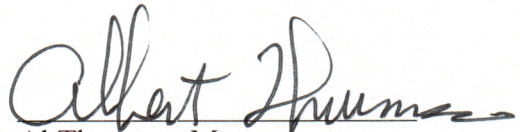
WHEREAS the City solicited but did not receive proposals for naming rights of City amenities and determined that an alternate approach to secure professional services related to marketing and sponsorship outreach could better achieve strategic goals; and

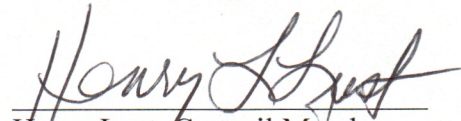
WHEREAS Ingenuity Unlimited provides similar services for Cobb County as it relates to the Mable House Barnes Amphitheater and has represented to the City that it is experienced and qualified to provide the desired professional services related to marketing and corporate sponsorship initiatives; and

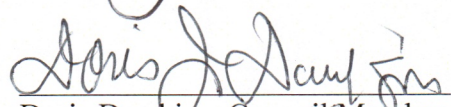
WHEREAS the City finds that the services will provide benefit to the community and thus desires to engage Ingenuity Unlimited.

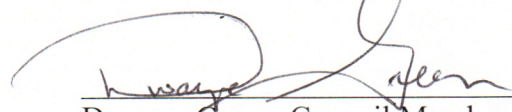
NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council for the City of Powder Springs that the proposal submitted by Ingenuity Unlimited is approved, and the Mayor is authorized to execute a professional services agreement with Ingenuity Unlimited for an amount of \$32,850, subject to the review and approval of the City Attorney. This resolution shall take effect immediately upon its adoption.

SO RESOLVED this 17th day of February 2025.


Al Thurman, Mayor

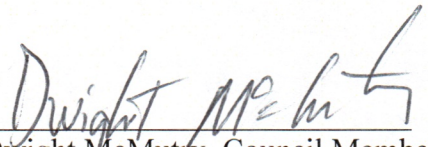

Henry Lust, Council Member

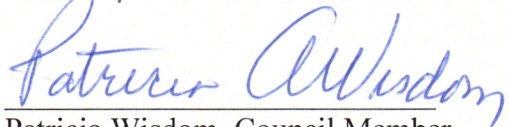

Doris Dawkins, Council Member


Dwayne Green, Council Member

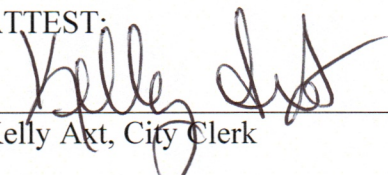
[additional signatures follow]

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Dwight McMutry, Council Member


Patricia Wisdom, Council Member

ATTEST:


Kelly Axt, City Clerk