

R-25-174

RESOLUTION NO. _____

A RESOLUTION AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE A MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF NORTH LITTLE ROCK, ARKANSAS, AND MAINSTREAM TECHNOLOGIES, INC. FOR SPONSORSHIP AND NAMING RIGHTS OF THE NORTH LITTLE ROCK EVENT CENTER MEETING ROOMS; AND FOR OTHER PURPOSES.

WHEREAS, the City of North Little Rock ("City") is developing and constructing the North Little Rock Event Center ("Event Center") on Main Street, with construction to be completed in early 2026; and

WHEREAS Mainstream Technologies, Inc. ("Mainstream") has offered to pay the sum of \$100,000, with \$20,000 to be paid annually for a period of five (5) years for and in consideration of the exclusive right to name the Event Center meeting rooms; and

WHEREAS, it is in the City's best interest to enter into a Memorandum of Understanding with Mainstream to grant naming rights to the meeting rooms for the consideration of a financial contribution for sponsorship by Mainstream of the meeting rooms.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTH LITTLE ROCK, ARKANSAS:

SECTION 1: That the Mayor and City Clerk are hereby authorized to execute a Memorandum of Understanding between the City of North Little Rock and Mainstream Technologies, Inc. (substantially similar to Exhibit A attached hereto).

SECTION 2: That all resolutions or parts of resolutions in conflict herewith are hereby repealed to the extent of the conflict.

SECTION 3: That this Resolution shall be in full force and effect from and after its passage and approval, contingent upon the signing of said Memorandum of Understanding by the Mayor, as witnessed by the City Clerk, and the authorized representatives of Mainstream Technologies, Inc.

PASSED:

APPROVED:

Mayor Terry C. Hartwick

SPONSOR:

ATTEST:

1st Terry Hartwick
Mayor Terry C. Hartwick

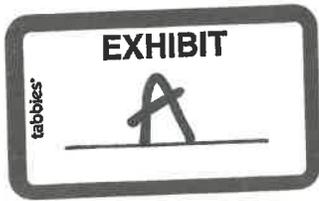
Diane Whitbey, City Clerk

APPROVED AS TO FORM:

Amy Beckman Fields
Amy Beckman Fields, City Attorney

PREPARED BY THE OFFICE OF THE CITY ATTORNEY/kt

FILED	<u>11:18</u>	A.M.	_____	P.M.
By	<u>Marie Miller</u>			
DATE	<u>10-21-25</u>			
Diane Whitbey, City Clerk and Collector North Little Rock, Arkansas				
RECEIVED BY	<i>[Signature]</i>			



**Memorandum of Understanding
Between
CITY OF NORTH LITTLE ROCK
and
MAINSTREAM TECHNOLOGIES, INC., an Arkansas Corporation
(the "Parties")**

This Memorandum of Understanding (the "MOU"), dated as of October 10, 2025 ("Effective Date"), is by and between the City of North Little Rock ("City"), a municipal corporation organized under the laws of the State of Arkansas, with its principal offices located at 700 West 29th Street, North Little Rock, Arkansas 72114 (hereinafter referred to as the "City"), and Mainstream Technologies, Inc., an Arkansas corporation, with its principal offices located at 325 West Capitol Avenue, Suite 200, Little Rock, Arkansas 72201 (hereinafter referred to as the "Sponsor" or "Mainstream").

1. Purpose

- a. The purpose of this MOU is to outline the mutual understanding and intent of the parties concerning the granting of exclusive naming rights by the City to Sponsor, specifically for the two North Little Rock Event Center Meeting Rooms (hereinafter referred to as the "Meeting Rooms", collectively, or "Meeting Room", individually), in exchange for the consideration of a financial contribution for sponsorship by Sponsor.

2. Recitals

- a. Subject to the terms and conditions set forth in this MOU, the City hereby grants to the Sponsor the exclusive right to name the Rooms as the Mainstream Technologies Meeting Rooms for the duration of this MOU.
 - i. City is the rightful owner of the property and improvements, including the North Little Rock Event Center and the Rooms therein.
 - ii. Mainstream, as the Sponsor of the Rooms, will have complete and exclusive naming rights of same.
 - iii. Except as otherwise expressly provided herein, the Parties shall not be considered agents, employees, partners, or joint ventures of one another under the terms of this MOU for any reason whatsoever.
- b. The goals of this MOU include the following terms being agreed upon by the Parties ("Goals"):
 - i. Naming the Rooms as the "Mainstream Technologies Meeting Rooms" (the "Naming").
 - ii. Future Home of Mainstream Technologies Meeting Rooms signs on the construction site.
 - iii. Year-round advertising on the Event Center's marquee.
 - iv. Signage inside the Event Center building and each Room.
 - v. "Mainstream Technologies Meeting Rooms" will be used in all advertising and press releases about the Event Center.



- vi. Contract term of five (5) years, expiring December 31, 2030, with a total value of \$100,000.00 (\$20,000.00 to be paid annually).
- vii. First right of refusal on renewal of contract at end of initial 5-year Term.
- viii. The Event Center itself cannot be named any other name.

IN WITNESS WHEREOF, the Parties have executed this MOU as of the Effective Date set forth above, as the effective date of this MOU.

Agreed:

CITY OF NORTH LITTLE ROCK

MAINSTREAM TECHNOLOGIES, INC.

Printed Name

Printed Name

Title

Title

Date

Date