

GENEVA COUNTY  
STATE OF ALABAMA

TOWN OF MALVERN  
RESOLUTION 08-2022

A RESOLUTION RENEWING AVENU INSIGHTS & ANALYTICS BUSINESS  
LICENSE CONTRACT WITH INCREASE

WHEREAS, the State of Alabama’s legislature passed Act 2017-294, Section 40-23-262, Code of Alabama 1975, requiring information on all municipal business privilege license applications for new licenses and renewals issued on or after October 1, 2019 to be electronically transmitted monthly, with additional information requirements; and

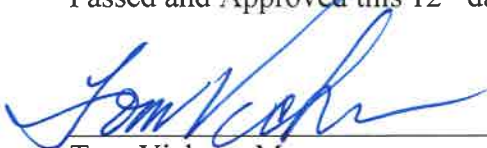
WHEREAS, the Town of Malvern currently contracts with Avenu Insights & Analytics to handle all renewals, issuance of licenses, printing, mailing, postage including 2<sup>nd</sup> and 3<sup>rd</sup> notices, also access for online business license renewal, and the required reporting to the State of Alabama Department of Revenue; and

WHEREAS, Avenue Insights & Analytics currently collects for the Town of Malvern an issuance fee of \$12.00 for each license account issued; and


WHEREAS, Avenu Insights & Analytics has increased the per application fee from the current rate of \$9.95 to \$11.00 per application in the renewal contract, due to postage increases; and

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF MALVERN, STATE OF ALABAMA, that the Town renew the contract with Avenu Insights & Analytics to continue handling the reporting, billing and issuance of the privilege business licenses, with the increased rate of \$11.00 per application.

Passed and Approved this 12<sup>th</sup> day of July, 2022

  
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Tom Vickers, Mayor

Council:

  
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Councilmember

  
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Councilmember

  
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Councilmember

Attest:   
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Louise Couture, Municipal Clerk