

ORDINANCE NO. 1765

AN ORDINANCE CREATING A NEW CHAPTER, CHAPTER 7.64,
REGARDING UNFAIR BUSINESS PRACTICES

WHEREAS, the City of Eureka Springs is a major tourist attraction and it is extremely important that our visitors are treated with utmost respect and not subjected to deceptive trade practices.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EUREKA SPRINGS, ARKANSAS:

Section 1. That Title 7 of the Eureka Springs, Arkansas Municipal Code is amended by the addition of a new chapter, Chapter 7.64, which reads as follows:

7.64.01. It shall be unlawful for any person to employ bait-and-switch advertising, consisting of an attractive but insincere offer to rent a room, sell a product or service which the person in truth does not intend or desire to rent or sell at the price offered, evidenced by refusal to show or disparagement of the advertised product or any act demonstrating an intent not to rent the room or sell the product or services at the advertised price.

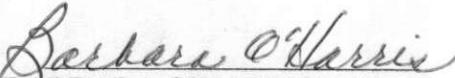
7.64.02. "Person" means an individual, organization, group, association, partnership, trust, corporation or any combination thereof.

7.64.03. Any person violating the provisions of this chapter shall, upon conviction, be punished by a fine of not less than Two Hundred Fifty (\$250.00) Dollars nor more than Five Hundred (\$500.00) Dollars.

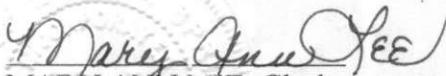
Section 2. That if this ordinance or any part thereof is in conflict with any other ordinance, that ordinance is repealed to the extent of said conflict.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF EUREKA SPRINGS, ARKANSAS THIS 26 DAY OF August, 1997.

APPROVED:


BARBARA O'HARRIS, Mayor

ATTEST:


MARY ANN LEE, Clerk

