

# TOWN OF PALM BEACH

Information for Town Council Meeting on: March 12, 2023

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To: Mayor and Town Council

From: Kirk W. Blouin, Town Manager

Re: Request for the City of West Palm Beach

Date: February 21, 2024

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## **GENERAL INFORMATION**

The City of West Palm Beach is requesting the Town officially sponsor their 4th on Flagler July 4th Celebration. The attached letter dated February 20, 2024, from Cinde Martin, Marketing Consultant for the City of West Palm Beach, identifies sponsorship benefits.

The Town has previously sponsored this event, including last year's \$12,000. This year's celebration fireworks are also being televised live on WPBF 25 News.

## **FUNDING/FISCAL IMPACT**

If the Town Council approves Town sponsorship of the 4th on Flagler event, the \$12,000 cost for this sponsorship will be expended from the FY2024 General Fund Contingency Account.

Attachments

KB:js

cc: Bob Miracle, Deputy Town Manager Finance and Administration