

TOWN OF PALM BEACH

Information for Town Council Meeting on: March 4, 2025

To: Mayor and Town Council

From: Kirk W. Blouin, Town Manager

Re: Request for the City of West Palm Beach

Date: February 20, 2025

GENERAL INFORMATION

The City of West Palm Beach is requesting the Town serve as an official sponsor of their 4th on Flagler July 4th Celebration. The attached letter dated February 12, 2025, from Cinde Martin, Marketing Consultant for the City of West Palm Beach, identifies benefits of sponsorship.

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

FUNDING/FISCAL IMPACT

If Town sponsorship of the 4th on Flagler event is approved by the Town Council, the \$12,000 cost for this sponsorship will be expended from the FY2025 budget.

Attachments

KB:js

cc: Bob Miracle, Deputy Town Manager Finance and Administration