

TOWN OF PALM BEACH

Information for Town Council Meeting on: March 10, 2020

To: Mayor and Town Council

From: Kirk Blouin, Town Manager

Re: Request by the City of West Palm Beach for Town Sponsorship in the Amount of \$12,000 for the City's 4th on Flagler Event

Date: February 24, 2020

STAFF RECOMMENDATION

Staff recommends that the Town Council authorize the expenditure of \$12,000 from the FY2020 General Fund Contingency for the Town to be an official sponsor of the City of West Palm Beach's 4th on Flagler July 4th Celebration.

GENERAL INFORMATION

Attached is a letter dated January 30, 2020, from Cinde Martin, Marketing Consultant for the City of West Palm Beach, requesting that the Town be an official sponsor of the 4th on Flagler event. The attachment to Ms. Martin's letter identifies benefits of sponsorship.

The Town has previously sponsored this event, including last year for \$12,000. Since many Palm Beach residents enjoy the 4th on Flagler fireworks, we believe this Town sponsorship is fair, provides a public benefit, and is good intergovernmental relations. Therefore, staff recommends Town Council approve this request.

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 FY2020 General Fund Contingency Account.

Attachments

KB:nt

cc: Jane LeClainche, Director of Finance