

# **TOWN OF PALM BEACH**

Information for Town Council Meeting on: October 13, 2020

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TO: Mayor and Town Council

VIA: Kirk W. Blouin, Town Manager

FROM: Carolyn Stone, Director of Business Development and Operations  
Dean Mealy, CPPO Town Purchasing Manager

RE: Resolution No. 109-2020, approving the Selection Committee recommendation of Award of RFP 2020-21, Marine Marketing Services to Jacober Creative in an amount of \$181,500 for FY21 and \$138,000 for FY22 contingent upon satisfactory vendor performance and budget authorization, and authorize three, one year extensions with Jacober Creative

DATE: 2 October 2020

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## **STAFF RECOMMENDATION**

Town staff recommends that Town Council approve Resolution No. 109-2020, approving the Selection Committee recommendation of Award of RFP 2020-21, Marine Marketing Services to Jacober Creative in an amount of \$181,500 for FY21 and \$138,000 for FY22 contingent upon satisfactory vendor performance and budget authorization, and authorize three, one year extensions with Jacober Creative. Each of the one year extensions in year three, four, and five would be brought back to Town Council for review and approval.

Town staff recommends that for the initial year of FY21, that an approved amount of \$181,500 be authorized that would be utilized for individual tasks. Jacober Creative has provided a first year Launch Budget of \$81,500 for seven tasks. In addition, Jacober Creative provided an optional menu of services for Public Relations and Photography and Video Production. The additional \$100,000 would be utilized to secure the additional menu of service should the services be needed in full or part. The seven tasks and the optional menu have an overall projected budget of \$181,500.

Town staff is recommending the \$181,500 amount, however, does not anticipate spending the full amount.

## **BACKGROUND**

Marketing is essential to the launch and ongoing success of the Town of Palm Beach Marina. Although the 'Town Docks' have been in existence for decades, the new marina will need an impactful launch and consistent brand identity and strategy to ensure high levels of dockage year-round. The primary approach to branding and marketing the marina will be rooted in creating appeal to Palm Beach residents while also communicating to a wider, international audience to secure the marina's competitive position in relation to other nearby facilities.

Palm Beach's storied history as one of the first luxury vacation destinations, coupled with its

exceptional scenic beauty and thoughtful urban planning, positions it as one of the most sought after residential and vacation areas in the world. However, the target market for the marina is a relatively small audience based on the slip size and inventory. Jacober Creative will develop a comprehensive visual identity, brand strategy, and advertising plan that will form the basis of an impactful marketing campaign befitting of a world-class superyacht facility.

It is imperative that the Town invests in a comprehensive marketing plan and brand strategy to ensure the marina positions itself for success. The rebrand of the marina will be created by combining modern influences with a defined sense of history and place. Data-driven market research will inform the advertising plan to reach and optimize target audiences. Brand elements and key messages will influence all aspects of marina operations - from customer service to the look and feel of the captain's lounge and facility signage. The personality of the marina must appeal to the ultra-high net worth individuals who will be our customers while exuding the historical charm and character of Palm Beach. Staff believes Jacober Creative is the agency that understands the ethos of Palm Beach and is positioned to successfully develop an exceptional brand identity and global marketing plan.

### **HOW SERVICES WERE PROCURED**

Town Purchasing issued RFP No. 2020-21 for Marina Marketing Services on July 16, 2020. Proposals had a closing date of August 19, 2020 for submittal.

Purchasing sent emails to twenty-three firms inviting them to participate. In addition, the solicitation was published in DemandStar to 221 number of firms, in Public Purchase to 9 of firms in addition to the Palm Beach Post and the Town website. A total of fifty-two firms reviewed the proposal for possible submission.

Fourteen firms actually submitted proposals for the RFP. After review of responsiveness, five proposers were found non-responsive to the RFP. The Selection Committee reviewed and evaluated nine proposals and short listed five firms for interviews and presentations.

The Selection Committee for this RFP included a SME who is associated with Sunfest and has extensive Marketing Skills. The actual committee consisted of the following:

#### **Voting**

Mark Bresnahan  
Dianna Craven (SME)  
Mike Horn

#### **Non-Voting**

Carolyn Stone  
Duke Basha

The Selection Committee ranked Jacober Creative as the top ranked firm after oral interviews.

### **FUNDING/FISCAL IMPACT**

Funding for the project will be from Account number: 401.35.509.575.30.48.05.

### **RECREATION REVIEW**

This item has been reviewed by the Recreation Department and approved as recommended.

### **TOWN ATTORNEY REVIEW**

This format has been utilized by the Town in previous recommendations and was approved by the Town Attorney.

#### Attachments

cc: Jay Boodheshwar, Deputy Town Manager  
Carolyn Stone, Director of Business Development and Operations  
Duke Basha, Assistant Purchasing Manager  
Eric Shibley, CPPB, Senior Buyer