

# TOWN OF PALM BEACH

Information for Town Council Meeting on: March 8, 2022

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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 18, 2022

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## **GENERAL INFORMATION**

The City of West Palm Beach is requesting the Town serve as an official sponsor of their 4<sup>th</sup> on Flagler July 4<sup>th</sup> Celebration. The attached letter dated February 15, 2022, 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 will be an in-person celebration with the fireworks also being televised live on WPBF 25 News.

## **FUNDING/FISCAL IMPACT**

If Town sponsorship of the 4<sup>th</sup> on Flagler event is approved by the Town Council, the \$12,000 cost for this sponsorship will be expended from the FY2022 General Fund Contingency Account.

Attachments

KB:js

cc: Jane LeClainche, Director of Finance