

Information for Town Council Meeting on April 12, 2022

TO: Mayor and Town Council

VIA: Kirk W. Blouin, Town Manager

VIA: Jane Le Clainche, CPA, Director of Finance

FROM: Dean Mealy, II CPPO Town Purchasing Manager

RE: Resolution Approving Change Order to Jacober Creative Design and Marketing Services in the Amount of \$50,000 for a Total Purchase Order Value of \$188,000;
Resolution No. 048-2022

DATE: March 30, 2022

STAFF RECOMMENDATION

Staff recommends Town Council approve a Change Order to Jacober Creative Design and Marketing Services in the Amount of \$50,000 for a Total Purchase Order Value of \$188,000.

SUMMARY EXPLANATION/BACKGROUND

When the award was made to Jacober Creative Design and Marketing Services in 2020, the authorization for FY22 had failed to include a Public Relations Outreach line item. Jacober Creative Design and Marketing Services has been used to market the new Marina. The requested change order will add the funds and provide the ability to source the needed services of photography and video.

The request for the additional funds to Jacober Creative Design and Marketing Services will provide for a single source provider as the marina marketing campaign continues to expand in the market place.

FISCAL IMPACT/FUNDING SOURCE

The funding for this program is from the Marina Enterprise Fund.

TOWN ATTORNEY REVIEW

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