

# TOWN OF PALM BEACH

Information for Town Council Meeting on: October 13, 2022

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TO: Mayor and Town Council

VIA: Kirk W. Blouin, Town Manager

VIA: Jane Le Clainche, CPA Finance Director

FROM: Dean Mealy II, NIGP-CPP, CPPO Procurement and Contract Manager

RE: Resolution Approving the Award of a Blanket Purchase Order to Jacober Creative Design and Marketing Services in the Amount of \$268,000 for FY23 – **Resolution No. 097-2022**

DATE: September 30, 2022

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## **STAFF RECOMMENDATION**

Town staff recommends that Town Council Approve Resolution No. 097-2022, Approving the Award of a Blanket Purchase Order to Jacober Creative Design and Marketing Services in the Amount of \$268,000 for FY23.

## **GENERAL INFORMATION**

Town Procurement and Contract Management issued RFP No. 2020-21 for Marina Marketing Services in August 2020 for a three-year term. Jacober Creative Design Services was awarded the RFP by Resolution No. 109-2020.

Jacober Creative Design and Marketing Services is the firm the Town has engaged for all marketing and public relations related to the Palm Beach Marina. This award includes funds for overall marketing strategy, social media content, public relations, photography and video production. A new campaign will be launched for the FY24 season including website design and content.

The firm has performed with outstanding results and has been an excellent partner with the Town.

## **FUNDING/FISCAL IMPACT**

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

## **USER DEPARTMENT CONCURRENCE**

This item has been reviewed by the Assistant Town Manager and is approved as recommended.

## **TOWN ATTORNEY REVIEW**

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