

TOWN OF PALM BEACH

Information for Town Council Meeting on: October 10, 2023

TO: Mayor and Town Council

VIA: Kirk W. Blouin, Town Manager

VIA: Bob Miracle, CPA, Deputy Town Manager, Finance and Administration

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

RE: Approving the Award of a Blanket Purchase Order to Jacober Creative Design and Marketing Services in the amount of \$250,000 for FY24, **Resolution No. 132 - 2023**

DATE: September 26, 2023

STAFF RECOMMENDATION

Town staff recommends that Town Council approve the award of a blanket purchase order to Jacober Creative Design and Marketing Services in the amount of \$250,000 for FY24.

GENERAL INFORMATION

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.

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.

This contract was for a three-year period that expired on September 30, 2023. Pursuant to the Procurement and Contract Manual, Administrative Procedure No. 1-23-6, Procurement can extend a contract if determined that it is in the best interest of the Town to do so. It would be the intent to resolicit this contract during the upcoming year.

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.

TOWN ATTORNEY REVIEW

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