

# TOWN OF PALM BEACH

Information for Town Council Meeting on: September 10, 2024

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TO: Mayor and Town Council

VIA: Kirk W. Blouin, Town Manager

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

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

RE: Resolution No. 122-2024, awarding RFP No. 2024-27, Marina Marketing Services to Jacober Creative for a five-year award in the amount of \$1,429,825, approving a contingency of \$150,000 and establishing a project budget of \$1,579,825

DATE: August 27, 2024

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## **STAFF RECOMMENDATION**

Staff recommends the Town Council approve Resolution No. 122-2024, awarding RFP No. 2024-27, Marina Marketing Services to Jacober Creative for a five-year award in the amount of \$1,429,825, approving a contingency of \$150,000 and establishing a project budget of \$1,579,825.

## **SUMMARY EXPLANATION/BACKGROUND**

The current contract for Marina Marketing Services utilized by the Town of Palm Beach Marina has come to the end of the five-year term. Procurement and Contract Management issued an RFP solicitation on July 5, 2024. One hundred twelve firms reviewed the solicitation and twelve submitted proposals.

The Selection Committee for this solicitation consisted of the following:

<b><u>Voting</u></b>	<b><u>Non-Voting</u></b>
Carolyn Stone	Mike Horn
Bob Miracle, CPA	Duke Basha, facilitator
Jason Debrincat, P.E.	

The Selection Committee met on August 27, 2024, and unanimously voted to recommend award to Jacober & Associates. No oral presentations were requested by the committee.

Jacober Creative has been the incumbent vendor for the past five years and has provided exceptional services to the Town.

### **FUNDING/FISCAL IMPACT**

Procurement and Contract Management has moved to a five-year model for total bids which will eliminate annual CPI requests and provide better tools for budget preparation.

Year 1	Year 2	Year 3	Year 4	Year 5	Total
\$285,000	\$235,825	\$311,500	\$257,000	\$340,500	\$1,429,825

Funding for this program is from Marina Advertising Operating Budget.

### **TOWN ATTORNEY REVIEW**

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