



TOWN OF HIGHLAND BEACH AGENDA MEMORANDUM

MEETING TYPE: Town Commission Meeting

MEETING DATE 01/18/2022

SUBMITTED BY: Terisha Cuebas, Town Manager's Office

SUBJECT: Approve and authorize the Mayor the execute an agreement
Between the Town of Highland Beach and Pace Branding and
Marketing for ongoing marketing services.

SUMMARY:

During the Fire Rescue educational campaign, the Town engaged Pace Branding and Marketing "Pace" to provide marketing services such as establishing a brand messaging, creative design, creative advertising, website design and public relations strategies. Town Staff and Pace established a great working relationship which resulted in an extremely successful educational campaign.

The Town had a professional services agreement in place that was specific to the Fire Rescue campaign. Staff finds it to be beneficial to have an ongoing professional services agreement with Pace for future projects such as the upcoming Charter recommendations educational campaign, assistance with the development of the Veteran's webpage, and utility billing education campaign.

The proposed agreement, for consideration, has an initial term of two (2) years with the option for two (2) one (1) year renewals. Pace has proposed to provide their service at a rate of \$130/hour for all services outlined in Exhibit A of the agreement. Prior to the commencement of each project, a Task Order will be required to be approved by the Commission (Exhibit B), which will outline the scope and cost of said project(s).

The attached agreement has been revised based upon Commissioner feedback when it was included on the agenda for discussion at the December 21, 2021 Commission meeting.

FISCAL IMPACT:

TBD based upon project scope.

ATTACHMENTS:

Professional Services Agreement between the Town of Highland Beach and Pace Marketing and Branding

RECOMMENDATION:

Commission approval.