



AGENDA

MEMORANDUM

TO: Honorable Mayor & City Commissioners

VIA: Michael E. Jackson, City Manager

FROM: Office of the City Manager

SUBJECT: Marketing Agreement with Utility Service Partners Private Label, Inc.
d/b/a Service Line Warranties of America (SLWA)

DATE: July 7, 2025

GENERAL SUMMARY/BACKGROUND:

This resolution authorizes the City Manager to execute a Marketing Agreement with Utility Service Partners Private Label, Inc., doing business as Service Line Warranties of America (SLWA). The agreement enables SLWA to offer an optional service line protection program to City of Pahokee residents, allowing them to obtain protection plans for the repair and maintenance of water and sewer service lines on their private property. This program is provided at no cost to the City and includes provisions for SLWA to use the City's name and logo in approved marketing materials.

BUDGET IMPACT:

There is no direct cost to the City associated with this agreement. The City may receive license fees from SLWA based on the marketing program's success, creating potential additional revenue.

LEGAL NOTE:

Defer to City Attorney.

STAFF RECOMMENDATION:

Staff recommends acceptance of the item.

ATTACHMENTS:

Resolution 2025-43