

Kenai Peninsula Borough

Office of the Mayor

MEMORANDUM

TO: Brent Johnson, Assembly President
Members, Kenai Peninsula Borough Assembly

THRU: Peter A. Micciche, Mayor *PM*
Brandi Harbaugh, Finance Director *BH*

FROM: Joe Rizzo, Communications Director *JR*

DATE: June 5, 2023

RE: Ordinance ~~2023-19-05~~, Re-appropriating \$62,667.94 to Complete the KPB Public Relations and the Mission Vision and Values, Contracts and \$13,176.45 for Tourism and Economic Promotion Contract (Mayor)

The Borough contracted with Agnew::Beck to complete public relations projects and products specific to three objectives: (1) promote the Borough's municipal government services; (2) promote non areawide tourism and economic development; and (3) develop a Borough brand and identity, audit KPB website content and update objectives from the 2020 KPB Communication Strategy & Implementation Plan. Agnew::Beck has agreed to extend the contracts through to next fiscal year.

The funds for the existing project will need to be re-appropriated to continue the efforts on completing the activities without a delay in the process. The current contracts' end date of June 30, 2023 is not sufficient to complete these objectives, and it is therefore requested that the remaining FY2023 balance of \$75,844.39 be re-appropriated for use to continue work on the approved activities.

Your consideration is appreciated.

FINANCE DEPARTMENT ACCOUNT / FUNDS VERIFIED	
Acct. No. <u>100.94900.00000.43016 Public Relations</u>	
Amount <u>\$62,667.94</u>	
Acct. No. <u>100.94900.00000.43018 KPB Promotion</u>	
Amount <u>\$13,176.45</u>	
By: <u><i>CJ</i></u>	Date: <u>6/9/2023</u>