



City of Boynton Beach Agenda Item Request Form

Meeting Date: 03/18/2025

Proposed Resolution No. R25-057- Approving an Amendment to an Agreement for Public Relations Services, Event Management, and Event Marketing between the City and Zucker Media Group, LLC increasing the fee payable by \$679.35 for a new total payment amount not to exceed \$50,678.35.

Requested Action:

Staff recommends approval of Proposed Resolution No. R25-057 .

Explanation of Request: The 7th biennial International Kinetic Art Experience 2025, managed by Zucker Media Group, LLC Marketing & Event Management Services, resulted in a highly successful and signature weekend event for the City of Boynton Beach; however, the total expenses were exceeded by \$679.35. The exceeded costs were due to printing, re-packaging, and mailing (including returning artwork overseas) in the amount of \$679.35, of which receipts were submitted for reimbursement.

How will this affect city programs or services? The City's programs and services have been enhanced with the addition of the new outdoor kinetic artwork, as it will be on display for 18 months for the community to enjoy at no cost.

Account Line Item and Description: Account: Special Events 151-2611-579-48-24

Fiscal Impact: Fiscal impact = \$679.35

Attachments:

[R25-057 Agenda_Item_2778-2025_Amendment_No._1_-_Zucker_Media_Group__LLC__1_.docx](#)
[Exhibit A to Resolution - Amd #1 signed.pdf](#)
[Agmt](#)