



## Legislation Details (With Text)

<b>File #:</b>	2019-0584	<b>Version:</b>	0	<b>Name:</b>	Professional Public Relations Services - Proposal
<b>Type:</b>	MOTION	<b>Status:</b>		<b>Status:</b>	PASSED
<b>File created:</b>	8/2/2019	<b>In control:</b>		<b>In control:</b>	Board of Trustees
<b>On agenda:</b>	8/5/2019	<b>Final action:</b>		<b>Final action:</b>	8/5/2019
<b>Title:</b>	Professional Public Relations Services - Proposal				
<b>Code sections:</b>					
<b>Attachments:</b>	1. Proposal, 2. Signed - Contract				

Date	Ver.	Action By	Action	Result
8/5/2019	0	Board of Trustees		
8/5/2019	0	Village Manager	INTRODUCED TO BOARD	

### Title/Name/Summary

Professional Public Relations Services - Proposal

### History

In recent years, some of the media coverage for the Village of Orland Park hasn't reflected well on the Village. Reputation Partners was solicited to provide the Village with a proposal for professional public relations counsel and support aimed at achieving the following goals:

- Generate positive visibility for the Village of Orland Park, Mayor's Office, Board of Trustees and other Village leadership.
- Ensure Orland Park has a positive reputation in the south Chicago suburbs and in the Chicagoland area overall.
- Position the Village as a welcoming community for residents, prospective residents, businesses owners and the public.
- Highlight the Village's economy, infrastructure, parks/green spaces and schools.
- Attract new residents and business owners to the Village and retain those already in the Village.

### Financial Impact

Funds for public relations services, in the amount of \$5,000, are available in the FY2019 PIO budget; a budget adjustment, in the amount of \$15,000, is required to fund these services thru December 31, 2019.

### Recommended Action/Motion

I move to approve a budget adjustment to the General Fund in the amount of \$15,000;

And

To retain professional public relations services with Reputation Partners for a not to exceed amount of \$20,000.00 for services thru December 31, 2019.