



Legislation Text

File #: 2019-0584, **Version:** 0

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.