

HORIZON CITY COUNCIL

BARRACUDA PUBLIC RELATIONS SERVICES AGREEMENT

MARCH 11, 2025



REQUEST

THAT THE EXECUTIVE DIRECTOR OF THE HEDC, OR HIS DESIGNEE, IS HEREBY AUTHORIZED TO EXECUTE THE AGREEMENT BETWEEN THE HEDC AND BARRACUDA PUBLIC RELATIONS IN THE AMOUNT NOT TO EXCEED \$27,000.00 FOR CONSULTING SERVICES, FOR A ONE-YEAR TERM.

STAFF RECOMMENDS
APPROVAL

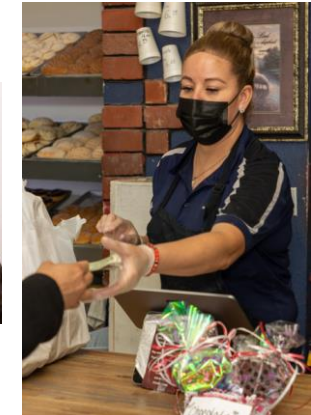


Town of Horizon City : Barracuda PR Agreement Request

Background & Status

The HEDC has been successfully working with previously entered into a Services Agreement (the “Agreement”) with Barracuda Public Relations for multiple years.

- Services provided by Barracuda have been **beneficial in supporting the promotion and expansion of economic development initiatives** within the Horizon City.
- Retaining high-quality media services **is in the best interest of the Town of Horizon City and its economic development objectives.**
- HEDC to desires to renew the Agreement with Barracuda **for an additional one (1) year term.**
- The total contract amount **shall not exceed Twenty-Seven Thousand Dollars (\$27,000.00).**



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THANK YOU

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TOWN OF
HORIZON CITY