

CITY OF OCEAN CITY  
CAPE MAY COUNTY, NEW JERSEY

RESOLUTION

No. 26-207

AUTHORIZING THE AWARD OF A PROFESSIONAL SERVICES CONTRACT TO  
PRESCRIBED MARKETING GROUP, LLC FOR PROVIDING GUEST  
APPEARANCES DURING NIGHT IN VENICE WEEKEND

WHEREAS, the City of Ocean City requires artist supplied productions services to promote arts & tourism in the City of Ocean City, New Jersey; and

WHEREAS, a contract for Professional Services with Prescribed Marketing Group, LLC may be entered into without competitive bidding pursuant to N.J.S.A. 40A:11-5(1)(a)(i) & N.J.S.A. 19:44A-20.5; and

WHEREAS, Prescribed Marketing Group, LLC has agreed to provide guest appearances for Night in Venice weekend, a live Q & A, and meet & greet; and

WHEREAS, Prescribed Marketing Group, LLC has completed and submitted a Business Entity Disclosure Certification which certifies that neither Prescribed Marketing Group, LLC nor any member thereof has made any contribution to a political or candidate committee for an elected office in the City of Ocean City, NJ in the previous one (1) year period, and that the contract will prohibit the said parties from making any contributions through the term of the contract; and

WHEREAS, Prescribed Marketing Group, LLC has been advised that this award does not guarantee that the services described will be required during the contract period and are subject to the actual need as established by the City of Ocean City. As services are required, the City Purchasing Manager shall issue Purchase Orders for those services. No services shall be performed for the City without first obtaining a Purchase Order for said services; and

WHEREAS, Daniel C. Kelchner, Director of Community Services; Thomas R. Mahar, Purchasing Assistant, Michael Rossbach Jr., QPA, City Purchasing Manager have reviewed the terms and conditions of the contract and recommend award of a professional service contract to Prescribed Marketing Group, LLC to provide guest appearances for Night in Venice weekend, a live Q & A, and meet & greet; and

WHEREAS, this contract is awarded through an alternative non-advertised process, pursuant to N.J.S.A. 19:44A-20.4 *et seq.*; and

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Ocean City, New Jersey that it does hereby award a professional services contract to **Prescribed Marketing Group, LLC, 405 Coventry Lane, Glen Mills, PA 19342** to provide a guest appearance for Night in Venice weekend, a live Q & A, and meet & greet as follows:

|                                 |  |
|---------------------------------|--|
| Prescribed Marketing Group, LLC |  |
| 405 Coventry Lane               |  |
| Glen Mills, PA 19342            |  |

| Item                                                             | Description                                                                                                                                                                      | Total Cost  |
|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 1.                                                               | Live Q & A and Meet & Greet.....                                                                                                                                                 | \$40,000.00 |
| 2.                                                               | Night in Venice Grand Marshal Appearance.....                                                                                                                                    | \$40,000.00 |
| Total Amount for Q&A, Meet & Greet and Grand Marshal Appearances |                                                                                                                                                                                  | \$80,000.00 |
| 3.                                                               | A copy of this Resolution and Contract shall be available for inspection in the Ocean City Clerk's Office and shall be published on one (1) occasion in The Ocean City Sentinel. |             |

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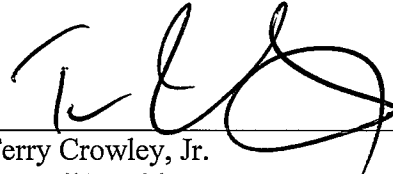
RESOLUTION  
No. 26-207

**BE IT FURTHER RESOLVED** by the City Council of the City of Ocean City that the Mayor and the City Purchasing Manager are hereby authorized to enter into a formal contract agreement with Prescribed Marketing Group, LLC to provide guest appearances for Night in Venice weekend, a live Q &A, and meet & greet.

The Director of Financial Management certifies that funds are available and shall be charged to Trust Account #T-12-60-175-012.

CERTIFICATION OF FUNDS

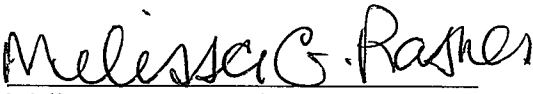
  
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Frank Donato III, CFO  
Director of Financial Management

  
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Terry Crowley, Jr.  
Council President

Files: RPS Prescribed Marketing NIV.docx

**I HEREBY CERTIFY THAT** the foregoing resolution was duly adopted by the City Council of the City of Ocean City, New Jersey at a Council Meeting held on Thursday, July 16, 2026, with the voting record as indicated below.

| NAME     | MOTION | SECOND | AYE | NAY | ABSENT | ABSTAINED |
|----------|--------|--------|-----|-----|--------|-----------|
| Barnes   | ✓      |        | ✓   |     |        |           |
| Crowley  |        |        | ✓   |     |        |           |
| Hartzell |        | ✓      | ✓   |     |        |           |
| Kelly    |        |        | ✓   |     |        |           |
| Levchuk  |        |        | ✓   |     |        |           |
| Polcini  |        |        | ✓   |     |        |           |
| Winslow  |        |        | ✓   |     |        |           |

  
\_\_\_\_\_  
Melissa G. Rasner, City Clerk