

A-1266

**Shared Services Agreement
between
the City of Atlantic City & the St. Patrick's Day Parade Committee, Inc.**

This shared services agreement (the "Agreement") made this 18th day of December 2025, by and between the City of Atlantic City, located at 1301 Bacharach Boulevard, Atlantic City, NJ 08401 (hereinafter referred to as the "City"), and the Atlantic City St. Patrick's Day Parade Committee Inc., located at 336 N Annapolis Ave, Atlantic City, NJ 08401 (hereinafter referred to as "Parade Committee").

ARTICLE I - PURPOSE OF AGREEMENT

City desires to enter into this Agreement to outsource promotional activities for the 38th Annual St. Patrick's Day Parade (which marks 40 years since the first parade in 1986) to the Parade Committee. The City is providing funding through a 2026 Cooperative Marketing Grant received by the NJ Department of State, Division of Travel and Tourism (NJDTT).

Additionally, per the grant agreement and understanding prior to grant application, the Parade Committee acknowledges and agrees that it is responsible for funding the 25% match.

ARTICLE II - SCOPE OF SERVICES

GRANT FUNDS

Full grant amount: \$10,350.00
25% match: \$2,587.50

Proof of funds for match: The Parade Committee will provide to the City either a copy of the check, a letter of commitment, financial statement, or budget document proving the Parade Committee has the funds to cover its portion of the project upon signing of this Agreement.

Schedule of funds City will provide to Parade Committee:

- 50% of approved funds, \$5,175.00, upon completion of NJ Dept. of State Grant Agreement; and
- 25% of approved funds, \$2,587.50, upon receipt and approval of interim report if requested by NJDTT (report must be furnished within fifteen (15) days of request by NJDTT); and
- 25% of approved funds: \$2,587.50 upon receipt and approval of final report to be submitted within forty-five (45) days after the date of event.

The final report must include an actual financial account of the amount of the grant plus the match (Total Expenditure of \$12,937.50) with detailed information and copies of receipts/paid invoices to media outlets.

Please note, it is required that you keep records of advertising spending above the total grant expenditure and furnish those invoices to the City. This information is required in final reporting of the grant and can potentially lead to larger funding amounts in the future. NJ Department of State, Division of Travel and Tourism wants to know true cost of project.

PROOF OF FUNDS & REPORT(S) to be e-mailed or delivered to: Rutala Associates, jmrutala@comcast.net.

ACTIVITY

The purpose of the NJDTT Cooperative Marketing Grant Program is to increase tourism in New Jersey. In order to assess effectiveness of grants, the Parade Committee will need to track return on investment (ROI). The application was strong and funded because the Parade Committee already has a robust website that tracks visitors and provides a way for visitors to join a marketing list. Additionally, the Parade Committee's relationship with Visit Atlantic City, who has helped to approximate hotel room rentals booked for the event, is useful to provide that same documentation for the 2026 parade to be used on the final report.

The following specific activities shall be performed by the Parade Committee:

- 1) Provide a Certificate of Insurance, naming NJ Department of State, Division of Travel and Tourism (NJDTT) and the City of Atlantic City as an additional party insured for the event and the services provided herein, or alternatively communicate with City to provide this certificate if that is protocol.
- 2) To enhance ROI, update the "Get on the List" form on their website to have guests answer how they heard about the parade. Once a specific advertisement plan is made, have specific answers available such as specific newspapers, radio stations, social media channels of both Parade Committee and City, and sponsor organizations.

Could add more questions such as "what is your hometown?" or "distance from AC in miles (0-50, 50-100, 100-250, >250 for example)", or "staying overnight?", etc.

Additionally, having a second call to action (beyond the menu item) to get to the form within the home page is recommended.

- 3) Ensure that all advertisements (including TV/radio/audio), branded social media posts, press releases and event website state, "Supported in part by a grant from New Jersey Department of State, Division of Travel and Tourism."
- 4) The "Visit NJ" logo and link (Visitnj.org) as well as the City logo and website link must be included in all print advertisements, TV advertisements, printed collateral/promo items, branded social media posts, and the event website. Logo will be provided by NJDTT.
- 5) Ensure all advertisements, social media posts, and printed collateral also include the parade website which will help to measure ROI.
- 6) **FUNDING STATEMENTS AND ALL ADS USING STATE LOGO MUST BE APPROVED BY THE STATE IN WRITING BEFORE SENDING TO PRINT. E-MAIL ALL ADVERTISEMENTS TO bernice.harris@sos.nj.gov for final**

approval before sending to media outlet or posting. (To avoid having every single branded social media post approved before posting, Ms. Harris suggests creating a few templates/photo frames that include the state logo that can be used when creating posts, so they are uniform and can be approved for repeat use. Additionally, she understands it may be difficult to fit the funding statement on every ad, especially social posts, so you can ask for an exemption when necessary.)

- 7) Request that if sponsors have their own forms collecting data for parade weekend, to please include the questions/fields recommended above. Request access to data or at least a summary to assist with assessing ROI for final grant report.
- 8) Ads should reach beyond local region and should encourage longer stays to make a weekend of the event.
- 9) For initial parade announcement via press release and/or press conference, NJDTT will be noted as a premier sponsor for the event.
- 10) Cooperate with the Economic/Community Development Corporations within the City, the Greater Atlantic City Regional Chamber of Commerce, the Orange Loop, the CRDA, and Visit Atlantic City on parade promotions. Seek partnership where their own promotions use calls-to-action to direct visitors to the parade website for ROI tracking. Alternatively, Parade Committee can request data from their ROI tracking.
- 11) Exhibit C: See attached documents for recommended media outlets with package ideas and rates.
- 12) Provide to City a final report within forty-five (45) days of end of event (and all funds need to be spent within thirty (30) days of end of event). Report must include a summary of the project and must describe measurable results in detail. Provide web hit reports, attendance, overnight stays generated, etc. Include copies of promotional literature and social posts to ensure that promotional opportunities to the state have been fulfilled.

ARTICLE III - MUNICIPAL RESPONSIBILITY

The City, through its employees and/or elected officials, shall cooperate with the Parade Committee, providing any information available that will assist the Parade Committee in performance of the Scope of Services. Any available data, background information, target market statistics, promotional opportunities, or sponsorship coordination will be offered. If representatives from the City are needed by the Parade Committee, the City will make reasonable efforts to be available.

ARTICLE IV - PAYMENT

The City will pass the funds through to the Parade Committee for spending on marketing promotions for the parade as described above. All receipts must be kept by Parade Committee for final and possibly interim reports as needed by City. All funds from the grant including the additional 25% matching funds must be spent on the event as outlined herein.

ARTICLE V - BUDGET

The Parade Committee must spend the full amount of the grant (\$10,350.00) and the matching funds (\$2,587.50) on advertising (print/digital, radio/audio, and/or social media).

Should the full promotional costs of the St. Patrick's Day parade exceed the grant amount plus matching funds (\$12,937.50) Parade Committee is obligated to document (receipts, etc.)

and report all excess spending, as NJDTT has requested that information to be in the final report.

ARTICLE VI - FINANCIAL MANAGEMENT SYSTEM

The Parade Committee shall maintain good records of expenditures to be filed with the City for final (and possibly interim) reporting. In addition to record keeping in accordance with generally accepted accounting principles, the Parade Committee shall retain and provide copies of invoices for specific purchases including content creation, printing costs, advertising fees, promotional materials, and any miscellaneous expenses that pertain to the use of grant funds.

ARTICLE VII - GENERAL PROVISIONS

Assignment

The City as grantee is forbidden from assigning or subcontracting services. This Agreement explicitly dictates terms of a partnership where each party cooperates to make the event a success. Since the Parade Committee's role in each year's St. Patrick's Day Parade is to promote and help to produce the event, making the marketing funds available to the Parade Committee is the most sensible way to spend the City's grant funds.

Parade Committee agrees not to assign or transfer its rights or responsibilities in this Agreement without the prior written consent of the City. However, under the terms of this Agreement, the Parade Committee may engage other professionals to assist in the fulfillment of the work if there are no employees on staff capable of performing the work.

Beneficial Interest

Nothing in this Agreement shall be construed to give any rights or benefits in the Agreement to anyone other than the City and Parade Committee.

Confidential Information

Parade Committee agrees that it shall not, at any time or in any manner, either directly or indirectly, communicate to any person, corporation, firm, partnership, or other legal entity any information of a confidential nature involving the business or operation of the City unless authorized in writing by the appropriate municipal official.

Duration of the Agreement

The official project duration according to the grant is three (3) months, however, the time period before grant funds are available and the time for collecting data and reporting post-project extends the total duration of this Agreement. Therefore, the term of this Agreement begins upon complete execution hereof and remains in effect through May 15, 2026 (the "Term"). No payment will be made from grant funds before initial distribution of funds from the City to the Parade Committee.

Insurance & Indemnification

Parade Committee is an independent contractor working as a partner with the City to accomplish the project of enhancing promotion of the 2026 St. Patrick's Day Parade. Neither

the Parade Committee as a whole nor its individual members working in capacity of being a Parade Committee member are employees of the City and shall be considered independent contractors. Parade Committee shall be responsible for maintaining all insurance which is required by the laws of the State of New Jersey, including but not limited to Professional Liability insurance of no less than \$1,000,000.00.

The Parade Committee shall indemnify, defend and hold harmless the City from and against any claim (including any claim brought by members or employees of Parade Committee), liability, damage or expense (including attorneys' fees) that City may incur relating to, arising out of or existing by reason of (i) Parade Committee's performance of this Agreement or the conditions created thereby or (ii) Parade Committee's breach of this Agreement or the inadequate or improper performance of this Agreement by Parade Committee or its members or employees.

Ownership of Plans and Reports

The City shall be the owner of all reports or documents prepared by the Parade Committee that have been paid for with the City's grant funds from the 2026 Cooperative Marketing Grant.

Standard of Care

Parade Committee shall perform the Scope of Services in a professional manner consistent with generally accepted principles established for its purpose. The services of selecting appropriate promotional items, printing services, advertising services, and any marketing assistance should be evaluated to be the most cost effective and most pertinent to the target market and goal of expanding this premier annual event to people from outside of our region to promote City as a New Jersey tourism destination.

Notices

Notices and payments pursuant to this Agreement shall be given in writing by ordinary mail to the parties at the addresses on the first page of this Agreement.

Termination of Contract

Either party reserves the right to terminate this Agreement at any time upon thirty (30) days' written notice to the other party. In the event the Agreement is terminated, or the project is abandoned, the City shall be responsible for the payment for any services rendered or contracted at the direction of the Parade Committee up to the point of termination.

Entire Agreement

This Agreement represents the entire agreement between the parties. No amendment to this Agreement shall be valid unless it is made in writing, executed by the parties, and approved by Resolution of the City Council of the City.

Nullification of Agreement

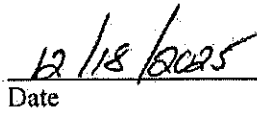
This Agreement shall be null, and void should City have grant funds discontinued for any reason.

Party Providing Services:

St. Patrick's Day Parade Committee, Inc.



Parade Committee Representative



Date

Party Receiving Services:

ATTEST:

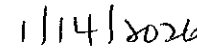


Paula Geletei, City Clerk

CITY OF ATLANTIC CITY




Marty Small, Sr., Mayor



Date

THE WITHIN AGREEMENT IS APPROVED AS TO FORM AND EXECUTION.



Peter T. Sallata, Esq., Assistant City Solicitor



Date

STATE OF NEW JERSEY)

) ss.

COUNTY OF ATLANTIC)

I CERTIFY that on December 18, 2025,

THOMAS A. BENDER the Secretary or Assistant Secretary of the Corporation, personally came before me, and this person acknowledged under oath, to my satisfaction, that:

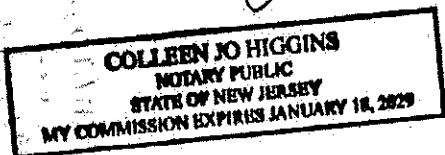
- (a) this person is the secretary or assistant secretary of ATLANTIC CITY SAINT PATRICK'S DAY PARADE COMM. (the corporation named in this document);
- (b) this person is the attesting witness to the signing of this document by the proper corporate officer of the corporation;
- (c) this document was signed and delivered by the corporation as its voluntary act duly authorized by a proper resolution of its Board of Directors and;
- (d) this person signed this proof to attest to the truth of these facts.

Signed and sworn to before me on

Thomas A. Bender
Secretary or Asst. Secretary

December 18, 2025

Colleen Jo Higgins



Resolution of the City of Atlantic City

No. 883

Approved as to Form and Legality on Basis of Facts Set Forth

Factual contents certified to by

Assistant City Solicitor /s/ Karl Timbers

Director of Planning & Development/s/ Jacques Howard

Prepared by City Solicitor's Office

Council Members SHABAZZ, RANDOLPH, MARSHALL & LACCA present the following Resolution:

RESOLUTION AUTHORIZING A SHARED SERVICES AGREEMENT WITH THE ATLANTIC CITY ST. PATRICK'S DAY PARADE COMMITTEE INC. TO MANAGE THE 2026 COOPERATIVE MARKETING GRANT

WHEREAS, City of Atlantic City desires to enter into Shared Services Agreement with the Atlantic City St. Patrick's Day Parade Committee, Inc. to manage a grant for promotional activities for the 38th Annual St. Patrick's Day Parade; and

WHEREAS, the City of Atlantic City is providing funding through a 2026 Cooperative Marketing Grant received by the NJ Department of State, Division of Travel and Tourism (NJDTT); and

WHEREAS, the total grant is for \$10,350 and the local match of \$2,587.50 will be funded by the Parade Committee.

THEREFORE, BE IT RESOLVED, that the Governing Body of the City of Atlantic City, State of New Jersey, resolves that Marty Small or the successor to the title of Mayor to authorized to execute a shared services agreement with the Atlantic City St. Patrick's Day Parade Committee, Inc.

January 15, 2026 9:19 AM

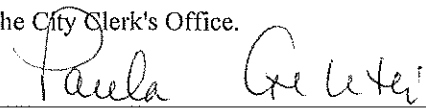
DO NOT USE SPACE BELOW THIS LINE

RECORD OF COUNCIL VOTE ON FINAL PASSAGE

COUNCIL MEMBER	AYE	NAY	N.V	A.B.	MOT.	SEC.	COUNCIL MEMBER	AYE	NAY	N.V.	A.B.	MOT.	SEC.
BAILEY	X					X	LACCA	X					
CROUCH	X					X	MARSHALL	X					
DUNSTON	X						SHABAZZ	X					
KURTZ	X				X		TIBBITT	X					
							RANDOLPH, PRESIDENT	X					
X-Indicates Vote NV-Not Voting AB-Absent MOT-Motion SEC-Second													

This is a Certified True copy of the Original Resolution on file in the City Clerk's Office.

DATE OF ADOPTION: DECEMBER 17, 2025



 /s/ Paula Geletei, City Clerk