

RESOLUTION

WHEREAS, the Township Council of the Township of West Orange (the “Township”) desire to retain a company to launch a branding campaign to promote the Township externally to prospective homeowners, realtors and to attract new businesses; and,

WHEREAS, Millennium Strategies (“Millennium”) and Catania Consulting Group (“Catania”) has offered to provide these services including;

- (1) Outreach to Realtors;
- (2) Target Perspective Buyers;
- (3) Advertising in newspapers, online, realtor, and home buying websites; and
- (4) New signature with rebranded message/graphics; and

WHEREAS, Millennium and Catania have agreed that the cost of these services shall not exceed \$15,000

NOW, BE IT HEREBY RESOLVED BY THE TOWNSHIP COUNCIL OF THE TOWNSHIP OF WEST ORANGE that the Mayor is hereby authorized to execute an Agreement(s) with Millennium and Catania for a price not to exceed \$15,000; and

BE IT FURTHER RESOLVED that the Agreement(s) between the Township and Millennium and/or Catania shall be published and maintained in the Municipal Clerk's office in accordance with applicable law.

Karen J. Carnevale, Municipal Clerk

Sal M. Anderton, Council President

Adopted: June 28, 2011