

STATEMENT OF BUDGET IMPACT
Budgetary Review of Proposed Resolution &
Ordinances with Financial Implication.

Date: November 9, 2017

File: BIS CRA 17-30

Proposed Legislation:

A RESOLUTION OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY ("CRA") APPROVING AND AUTHORIZING THE ATTACHED ADVERTISING MEDIA PLAN; AND AUTHORIZING THE EXPENDITURE OF FUNDS FOR SAID PLAN IN AN AMOUNT NOT TO EXCEED \$700,000.00.

Statement of Budget Impact:

1. No Budget Impact associated with this action;
2. Sufficient budgetary resources identified/available;
3. Budgetary resources not identified/unavailable;
4. Potential increase in Revenue is possible with this action;

Explanation:

The media buyer services agreement between Ambit Advertising and Public Relations, Inc. (Ambit) and the CRA, requires Ambit, in coordination with CRA staff, to develop an advertising media plan for the CRA.

Ambit and CRA staff have developed the proposed FY 2018 media plan as outlined in Exhibit "A". The attached media plan and projected allocations were developed utilizing a multi-media approach involving online, television, radio, print and social media to further CRA redevelopment initiatives.

Funding has been provided in the CRA FY 2018 approved operating budget in account numbers: 63.0185.00140.552.004972 and 66.0186.00000.552.004972.

APPROVED BY: Ivan Cabrera
Transportation Planner
Hollywood Community Redevelopment Agency