

**CITY OF HOLLYWOOD
INTEROFFICE MEMORANDUM**

TO: Mayor and Commissioners

DATE: December 1, 2015

FROM: Jeffrey P. Sheffel, City Attorney

SUBJECT: Proposed Agreement with Wilesmith Advertising/Design

I have discussed the above Agreement with the participating Department/Office, and the proposed general business terms and other significant provisions are as follows:

- 1) Department/Division involved – Office of Public Affairs and Marketing
 - 2) Type of Agreement – Contract
 - 3) Method of Procurement (RFP, bid, etc.) – RFP 4479-15-RD
 - 4) Term of Contract
 - a) initial – One year.
 - b) renewals (if any) – Two additional one-year periods.
 - c) who exercises option to renew – City.
 - 5) Contract Amount – Estimated annual expenditure of \$100,000.00
 - 6) Termination Rights – Either party may terminate with cause.
 - 7) Indemnity/Insurance Requirements – Contractor shall comply with applicable City requirements.
 - 8) Scope of Services – Contractor shall plan and execute a multi-phased marketing/public relations campaign for the City that includes research, branding, advertising, web-based marketing, creative services and collateral development, as well as public and community relations.
 - 9) Other Significant Provisions – n/a
- cc: Wazir Ishmael, City Manager