

**CITY OF HOLLYWOOD, FLORIDA
COMMUNITY & ECONOMIC DEVELOPMENT
INTER-OFFICE MEMORANDUM**

DATE: December 4, 2014 **FILE:** CED - 15 - 019

TO: Joel Wasserman, Director
Procurement Services

FROM: Davon Barbour, Director 
Community & Economic Development Department

SUBJECT: Hollywood Retail Academy – Best Interest Request

EXPLANATION:

The Department of Community & Economic Development is charged with implementing a comprehensive economic development strategy for the City. One pillar of the strategy is workforce development. To this end, the Community Development Advisory Board (CDAB) recommended approval of the use of CDBG funds for the Hollywood Retail Academy, which will offer training and a certification from the National Retail Federation (NRF) Foundation, a subsidiary of NRF, to qualifying program participants. Moving the program closer to fruition, on July 2, 2014, the Hollywood City Commission subsequently adopted a HUD One-Year Action Plan (R-2014-206), which outlined and budgeted for the Hollywood Retail Academy.

In order to implement the program, it becomes necessary to purchase the course materials and certification testing vouchers directly from the NRF Foundation. It is for this reason that I respectfully seek your endorsement and/or approval to purchase the required program components (course materials and certification testing vouchers) from NRF. I believe this request is substantiated based upon the following reasons:

- The academy curriculum is developed by NRF, the world's largest retail trade association, representing retailers from the U.S. and more than 45 countries.
- The NRF curriculum is supported by many global and national companies including: Walmart, Macy's, Kiehl's, Saks Incorporated, CVS Pharmacies, Brooks Brothers, J.C. Penney, Microsoft, Walgreens, and many others.
- The NRF curriculum showcases additional career paths and roles available within the retail industry through the NRF Career Center to bring awareness to the opportunities for career growth and advancement that retail offers.

- The NRF curriculum is the intellectual property of NRF.
- The curriculum is financially attractive compared to other customer service training programs.
 - NRF Foundation - \$115 per candidate
 - International Customer Service Association - \$1220 per candidate
 - Service Strategies - \$348 per candidate

RECOMMENDATION:

Requesting best interest exemption for the course materials and testing certification with the National Retail Foundation for the Hollywood Retail Academy Program, based on Section 38.40 (C) (8).

c: Debra Reese, Senior Assistant City Attorney