

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, APPROVING AND ADOPTING THE ATTACHED HOLLYWOOD RETAIL ACADEMY ADMINISTRATIVE POLICY, TO PROVIDE SPONSORSHIPS TO APPROXIMATELY 500 LOW AND MODERATE INCOME INDIVIDUALS TO RECEIVE TRAINING AND TESTING FOR THE NATIONAL RETAIL FEDERATION NATIONAL PROFESSIONAL CERTIFICATION IN CUSTOMER SERVICE; AND AUTHORIZING THE ISSUANCE OF A BLANKET PURCHASE ORDER BETWEEN THE NATIONAL RETAIL FEDERATION AND THE CITY OF HOLLYWOOD FOR THE PURCHASE OF CERTIFICATION EXAM VOUCHERS AND COURSE MATERIALS IN AN AMOUNT NOT TO EXCEED \$63,000.00, THROUGH THE USE OF AVAILABLE COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS.

WHEREAS, the City of Hollywood seeks to develop the skills and knowledge of unemployed/underemployed low and moderate income Hollywood residents in the retail industry, the second largest industry sector in the City of Hollywood, the State of Florida, and the United States; and

WHEREAS, new retail developments and public/private partnerships within the City will create retail and customer service oriented employment opportunities; and

WHEREAS, the National Retail Federation is the world's largest retail trade association, representing retailers from the U.S. and more than 45 countries; and

WHEREAS, the National Retail Federation Foundation is the 501(C)(3) nonprofit arm of the National Retail Federation; and

WHEREAS, the National Retail Federation Foundation is invested in cultivating the next generation of retail leaders by offering tools and experiences to support and promote retail education, research and careers; and

WHEREAS, the National Retail Federation Foundation offers the National Professional Certification in Customer Service to help individuals demonstrate knowledge and skills in areas that employers value; and

WHEREAS, this professional certification shows retail employers that candidates have knowledge and appreciation of products or services; assessing

customer needs; educating customers about products and services; meeting customer needs and providing ongoing support; and

WHEREAS, the National Retail Federation Foundation has approved Castle Worldwide as the official proctor for the National Professional Certification in Customer Service; and

WHEREAS, Castle Worldwide is one of the nation's industry-leading certification and licensure testing companies with locations within the City of Hollywood; and

WHEREAS, the Department of Community & Economic Development has developed a Retail Academy Administrative Policy which is attached hereto and incorporated herein by reference as Exhibit "A"; and

WHEREAS, the City of Hollywood seeks to provide approximately 500 sponsorships to low and moderate income City of Hollywood residents who wish to apply for training and testing for the National Professional Certification in Customer Service in accordance with the Retail Academy Administrative Policy; and

WHEREAS, the City of Hollywood has been designated by the United States Department of Housing and Urban Development (HUD) as an entitlement community for the receipt and use of funds as provided by the Community Development Block Grant (CDBG) program as provided in 24 CFR Part 570; and

WHEREAS, in accordance with 24 CFR Section 570.201(e) it is an eligible use of CDBG funds to provide sponsorship assistance to eligible City of Hollywood residents to attend the Retail Federation Academy as a Public Service project; and

WHEREAS, it has been determined that it is not in the best interest of the City to go through a competitive bidding process, because the National Retail Federation is the world's largest retail trade association, representing retailers from the United States and more than 45 countries and the National Retail Federation Foundation is the 501(C)(3) nonprofit arm of the National Retail Federation and is industry partnered and supported by global and national companies with locations in the City of Hollywood; and

WHEREAS, Section 38.40(C)(8) provides that when the City Commission declares by a unanimous vote that competitive bidding and competitive proposals are not in the best interest of the City, such purchases are exempt from the competitive bidding and competitive proposal requirements; and

WHEREAS, the Department of Community & Economic Development will be purchasing approximately 500 certification exam vouchers and 500 Retail Operations Participant Guides pursuant to a Blanket Purchase Order; and

WHEREAS, the funding source for this Program is Community Development Block Grant funds which will be made available in account number 11.1500.54571.554.008454;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA:

Section 1: That it hereby approves and adopts the attached HOLLYWOOD RETAIL ACADEMY ADMINISTRATIVE POLICY as more specifically set forth in EXHIBIT "A".

Section 2: That Community Development Block Grant funds available as of September 30, 2014, previously authorized to purchase the required certification exam vouchers and course materials in an amount not to exceed \$63,000.00, are hereby reauthorized, re-appropriated and continued for FY 2015 in the line item account 11.1500.54571.554.008454.

Section 3: That it hereby approves and authorizes the issuance of a blanket purchase order in an amount not to exceed \$63,000.00 between the National Retail Federation and the City of Hollywood, together with such non-material changes as may be subsequently agreed to by the City Manager and approved as to form and legality by the City Attorney.

Section 4: That this resolution shall be in full force and effect immediately upon its passage and adoption.

PASSED AND ADOPTED this _____ day of _____, 2015.

PETER BOBER, MAYOR

ATTEST:

PATRICIA A. CERNY, MMC, CITY CLERK

APPROVED AS TO FORM AND LEGALITY
for the use and reliance of the
City of Hollywood, Florida, only.

JEFFREY P. SHEFFEL, CITY ATTORNEY