

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, AUTHORIZING THE APPROPRIATIONS FOR CERTAIN FISCAL YEAR 2023 SPECIAL EVENT AND MEDIA/MARKETING PROMOTIONAL AND ADVERTISING BUYS IN AN AMOUNT NOT TO EXCEED \$855,000.00; APPROVING AND AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO EXECUTE AGREEMENTS WITH VARIOUS NON-PROFIT ORGANIZATIONS AND EVENT PRODUCERS TO PRODUCE CITY-SPONSORED SPECIAL EVENTS; APPROVING AND AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO EXECUTE AGREEMENTS WITH VARIOUS MEDIA/MARKETING FIRMS TO PROMOTE AND ADVERTISE CITY-SPONSORED EVENTS AND INITIATIVES; AMENDING THE FISCAL YEAR 2023 OPERATING BUDGET AND CAPITAL IMPROVEMENT PLAN.

WHEREAS, special events are widely enjoyed by City residents and visitors, and promotion of the City through media/marketing advertising buys is critical for tourism and economic development efforts; and

WHEREAS, certain special events and media/marketing advertising buys were previously sponsored by the Hollywood Community Redevelopment Association ("CRA"); and

WHEREAS, these special events include monthly Dream Car Classic Car Show; Hollyweird Halloween Downtown Hollywood Block Party; SalsaFest; My Hollywood Pride Event; St. Patrick's Day Parade and Festival in Downtown Hollywood; Hollywood Mardi Gras; Maestro Marley Cup; Winter Wonderland/Holly Jolly; Chalk Art Festival; ArtsPark Experience; Savor SoFLO Food & Wine Festival; Candy Cane Parade; 4th of July Spectacular on Hollywood Beach; Martin Luther King, Jr. Day; and holiday decorations downtown and on Hollywood Beach; and

WHEREAS, based on recent state legislation, expenditures associated with certain special events and media/marketing advertising are no longer eligible for CRA funding; and

WHEREAS, the City desires to continue sponsorships of certain special events and to place media/marketing promotion and advertising, and in doing so, desires to execute agreements with various non-profit organizations, event producers and media/marketing firms as a way to continue offering these events to the community and raising awareness for events and initiatives; and

WHEREAS, this Resolution seeks to amend the Fiscal Year 2023 Operating Budget and Capital Improvement Plan as detailed in the attached Exhibits “1” through “4.”

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

Section 1: That the foregoing “WHEREAS” clauses are ratified and confirmed as being true and correct and are incorporated in this Resolution.

Section 2: That it approves and authorizes the appropriate City officials to execute agreements with various non-profit organizations and event producers to successfully continue certain special events.

Section 3: That it approves and authorizes the appropriate City officials to execute agreements with various media/marketing firms to successfully continue certain media/marketing buys.

Section 4: That the amendments to the Operating Budget and Capital Improvement Plan for the Fiscal Year beginning October 1, 2022 and set forth in detail in the attached Exhibits “1” through “4” are adopted and authorized as amendments to the Operating Budget and Capital Improvement Plan of the City of Hollywood for the Fiscal Year 2023.

Section 5: That this Resolution shall be in full force and effect immediately upon its passage and adoption.

RESOLUTION AUTHORIZING EXECUTION OF AGREEMENTS AND APPROPRIATIONS FOR FISCAL YEAR 2023 CITY-SPONSORED SPECIAL EVENTS AND MEDIA/MARKETING PROMOTIONAL AND ADVERTISING BUYS; AND AMENDING THE FISCAL YEAR 2023 OPERATING BUDGET AND CAPITAL IMPROVEMENT PLAN.

PASSED AND ADOPTED this _____ day of _____, 2022.

JOSH LEVY, MAYOR

ATTEST:

PATRICIA A. CERNY, MMC
CITY CLERK

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

DOUGLAS R. GONZALES
CITY ATTORNEY