

RESOLUTION NO. R-CRA-2017-

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 THE PLAN IN AN AMOUNT NOT TO EXCEED \$700,000.00.

WHEREAS, on October 7, 2015, the CRA Board passed and adopted Resolution No. R-CRA-2015-45, which authorized appropriate CRA officials to execute a buyer services agreement between Ambit Advertising and Public Relations, Inc. and the CRA for an initial agreement term of two years beginning upon date of award; and

WHEREAS, on October 4, 2017, the CRA Board passed and adopted Resolution No. R-CRA-2017-35, authorizing appropriate CRA officials to renew the existing media buyer services agreement between Ambit Advertising and Public Relations, Inc. and the CRA for a two year period in an amount not to exceed \$84,000.00 under the same terms and conditions; and

WHEREAS, as part of the Agreement, Ambit in conjunction with CRA staff has developed the proposed FY2018 advertising media plan for the CRA, as more specifically set forth in Exhibit "A" attached to and incorporated herein; and

WHEREAS, the attached FY2018 media plan was developed utilizing a multi-media approach involving online, television, radio, print, social media and other available platforms to further visitor market, economic development, special events and programming initiatives; and

WHEREAS, the CRA is required to adhere to the City's Purchasing Ordinance and the proposed plan envisions Ambit utilizing various media sources to implement the plan; and

WHEREAS, Section 38.40(C)(8) of the City's Purchasing Ordinance provides that the City Commission (acting as the CRA Board) may, when in the best interest of the City (CRA), by a 5/7ths majority vote, waive competitive bidding and competitive proposal requirements for the purchase of, and contracts for, supplies or services; and

WHEREAS, funding has been provided in the CRA FY2018 approved operating budget in account numbers: 63.0185.00140.552.004972 and 66.0186.00000.552.004972;

NOW, THEREFORE, BE IT RESOLVED BY THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY:

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 the FY2018 advertising media plan as more specifically set forth in Exhibit "A" attached to and incorporated herein.

Section 3: That it waives, by a 5/7ths majority vote, the competitive bidding and competitive proposal requirements for the purchase of, and contracts for, supplies or services pursuant to Section 38.40(C)(8) of the City's Purchasing Ordinance for the proposed plan that envisions Ambit utilizing various media sources to implement the plan.

Section 4: That it authorizes and approves the expenditure of funds in an amount not to exceed \$700,000.00 for the FY2018 media plan from account numbers 63.0185.00140.552.004972 and 66.0186.00000.552.004972.

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

PASSED AND ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2017.

ATTEST:

HOLLYWOOD, FLORIDA COMMUNITY  
REDEVELOPMENT AGENCY

\_\_\_\_\_  
PHYLLIS LEWIS, BOARD SECRETARY

\_\_\_\_\_  
JOSH LEVY, CHAIR

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

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DOUGLAS R. GONZALES, GENERAL COUNSEL