

RESOLUTION NO. R-CRA-2023-

A RESOLUTION OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY ("CRA"), APPROVING AND AUTHORIZING AN ADVERTISING MEDIA PLAN AND AUTHORIZING THE EXPENDITURE OF FUNDS IN AN AMOUNT UP TO \$380,000.00 IN ACCORDANCE WITH SECTION 38.41(C)(11)(c) OF THE PROCUREMENT CODE. (ADVERTISING MEDIA)

WHEREAS, Community Redevelopment Agency ("CRA") staff developed the proposed FY 2024 Advertising Media Plan ("Plan") for the CRA, as more specifically set forth in the attached Exhibit "A"; and

WHEREAS, the attached Plan was developed utilizing a multi-media approach involving social media, online, television, radio, print, and other available platforms to further promote the CRA's primary purpose of eliminating slum and blight within the CRA Beach and Downtown Districts; and

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

WHEREAS, the Plan includes specific media products and publications that are unique in the industry and cannot be substituted; and

WHEREAS, Section 38.41(C)(11)(c) of the City's Procurement Code provides that the CRA may waive competitive bidding and competitive proposal requirements for the purchase of advertising in the newspaper, periodicals, television, radio, billboards or other advertising media; and

WHEREAS, the CRA Executive Director recommends that the CRA Board approve and authorize the issuance of multiple Purchase Orders up to \$380,000.00 for the proposed Plan; and

WHEREAS, funding has been provided in the CRA FY2024 approved operating budget in accounts 163.638503.55200.549720.00000000.000.000 and 166.668604.55200.549720.000000.000.000.

A RESOLUTION OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY ("CRA"), APPROVING AND AUTHORIZING AN ADVERTISING MEDIA PLAN AND AUTHORIZING THE EXPENDITURE OF FUNDS IN AN AMOUNT UP TO \$380,000.00 IN ACCORDANCE WITH SECTION 38.41(C)(11)(c) OF THE PROCUREMENT CODE. (ADVERTISING MEDIA)

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 FY 2024 Advertising Media Plan as more specifically set forth in the attached Exhibit "A".

Section 3: That it waives the competitive bidding and competitive proposal requirements for the purchase of advertising in the newspaper, periodicals, television, radio, billboards or other advertising media pursuant to Section 38.41(C)(11)(c) of the City's Procurement Code for the proposed Plan that envisions utilizing various media sources to implement the Plan.

Section 4: That it authorizes and approves the expenditure of funds in an amount up to \$380,000.00 for the FY 2024 Advertising Media Plan from account numbers 163.638503.55200.549720.00000000.000.000 and 166.668604.55200.549720.000000.000.000.

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

PASSED AND ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2023.

ATTEST:

HOLLYWOOD, FLORIDA COMMUNITY  
REDEVELOPMENT AGENCY

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

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

APPROVED AS TO FORM:

\_\_\_\_\_  
DOUGLAS R. GONZALES  
GENERAL COUNSEL