

RESOLUTION NO. R-CRA-2016-

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

WHEREAS, on October 7, 2015, the CRA Board passed and adopted Resolution No. R-2015-45, which authorized the 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 (2) years beginning upon date of award; and

WHEREAS, as part of the Agreement, Ambit in conjunction with CRA staff have developed the proposed FY2017 advertising media plan for the CRA, as more specifically set forth in Exhibit "A" attached hereto and incorporated herein by reference; and

WHEREAS, the attached FY2017 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 (CRA) may, when in the best interests 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 FY2017 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 it hereby approves the FY2017 advertising media plan as more specifically set forth in Exhibit "A" attached hereto and incorporated herein by reference.

Section 2: That it hereby 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 3: That it hereby authorizes and approves the expenditure of funds in an amount not to exceed \$700,000.00 for the FY2017 media plan from account numbers 63.0185.00140.552.004972 and 66.0186.00000.552.004972.

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

PASSED AND ADOPTED this _____ day of _____, 2016.

ATTEST:

HOLLYWOOD, FLORIDA COMMUNITY
REDEVELOPMENT AGENCY

PHYLLIS LEWIS, BOARD SECRETARY

PETER BOBER, CHAIR

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

JEFFREY P. SHEFFEL, GENERAL COUNSEL