

**CITY OF HOLLYWOOD
INTEROFFICE MEMORANDUM**

TO: CRA Chair and Board Members **DATE:** September 21, 2017

FROM: Alan Fallik, Acting General Counsel

SUBJECT: Proposed Renewal of Media Buy Services Agreement with Ambit Advertising and Public Relations, Inc.

I have discussed the above Agreement with the participating Department/Office, and the proposed general business terms and other significant provisions are as follows:

- 1) Department/Division involved – CRA
 - 2) Type of Agreement – Media Buy Services Agreement
 - 3) Method of Procurement (RFP, bid, etc.) – RFP No. 4463- 15-RL (Resolution No. R-CRA-2015-45)
 - 4) Term of Contract
 - a) initial – Contract commenced on October 7, 2015 and expires October 6, 2017.
 - b) renewals (if any) – two (2) additional (2) year terms..
 - c) who exercises option to renew – mutual by the parties
 - 5) Contract Amount – \$84,000.00 per yr.
 - 6) Termination rights – City may terminate with or without cause
 - 7) Indemnity/Insurance Requirements – Contractor to comply with applicable City requirements.
 - 8) Scope of Services – Contractor to provide media buy services to help build awareness of Hollywood’s tourism and economic development opportunities.
 - 9) City’s prior experience with Contractor (if any) – yes
 - 10) Other significant provisions – None
- cc: Jorge Camejo, CRA Executive Director