

RESOLUTION NO. R-CRA-2019

A RESOLUTION OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY ("CRA"), APPROVING AND AUTHORIZING AN ADVERTISING MEDIA PLAN IN ACCORDANCE WITH SECTION 38.40(C)(8) OF THE CODE OF ORDINANCES (USING THE BEST INTEREST EXCEPTION), AND AUTHORIZING THE EXPENDITURE OF FUNDS FOR THE PLAN IN AN AMOUNT NOT TO EXCEED \$800,000.00.

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

WHEREAS, as part of the Agreement, Ambit, in coordination with CRA staff, has developed the proposed FY 2020 advertising media plan for the CRA, as more specifically set forth in the attached as Exhibit "A"; and

WHEREAS, the attached FY 2020 media plan was developed utilizing a multi-media approach involving social media, online, television, radio, print, 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 CRA may, when in the best interest of the 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 FY 2020 approved operating budget in account numbers 166.668604.55200.549720.000000.000.000 and 163.638503.55200.549720.000000.000.000.

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 and adopts the FY 2020 advertising media plan as more specifically set forth in the attached Exhibit "A", with adjustments as determined appropriate by the CRA Executive Director.

Section 3: That it waives 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 \$800,000.00 for the FY 2020 media plan from account numbers 166.668604.55200.549720.000000.000.000 and 163.638503.55200.549720.000000.000.000.

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

PASSED AND ADOPTED this _____ day of _____, 2019.

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.

DOUGLAS R. GONZALES
GENERAL COUNSEL