

RESOLUTION NO. _____

A RESOLUTION OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY ("CRA"), AUTHORIZING THE APPROPRIATE CRA OFFICIALS TO EXECUTE AN AMENDMENT TO THE EXISTING MEDIA BUYER SERVICES AGREEMENT WITH AMBIT ADVERTISING AND PUBLIC RELATIONS, INC. FOR AN INCREASED AMOUNT NOT TO EXCEED \$96,000.00, AND RENEWAL OF THE AGREEMENT FOR THE FINAL TWO YEAR OPTION PERIOD UNDER THE SAME TERMS AND CONDITIONS.

WHEREAS, on October 7, 2015, the CRA Board passed and adopted Resolution No. R-CRA-2015-045, which authorized execution of the Hollywood, Florida Community Redevelopment Agency Media Buyer Services Agreement ("Agreement") with Ambit Advertising and Public Relations, Inc. ("Contractor"); and

WHEREAS, the initial term on the Agreement was for a two year period, which expired on October 6, 2017; and

WHEREAS, the Agreement included two additional two year optional terms contingent upon the CRA determining that it is in the best interest of the CRA to renew and the Contractor agrees to the renewal in writing; and

WHEREAS, on October 4, 2017, the CRA Board passed and adopted R-CRA-2017-35, which authorized the appropriate CRA officials to renew the Agreement with the Contractor for a two-year period; and

WHEREAS, CRA staff has determined that it is in the best interest of the CRA to renew the Agreement for the final two year term, and the Contractor has agreed to the renewal in writing; and

WHEREAS, the final renewal term will expire on October 6, 2021; and

WHEREAS, a media plan that will utilize a multi-media approach and include television, social media, online, radio, print and other advertising products to promote economic development, tourism and special events at an annual cost of \$800,000.00 will be proposed for FY2020; and

WHEREAS, based on a 12% commission, the total amount to be paid to Ambit Advertising and Public Relations under the existing Agreement was an amount not to exceed \$84,000.00; and

WHEREAS, the increased cost of the amended media plan will in turn increase the fee to be paid to Ambit Advertising and Public Relations by \$12,000.00, to an amount not to exceed \$96,000.00; and

WHEREAS, funding for this project has been provided for in the Fiscal Year 2020 budget in account numbers 166.668604.55200.549720.000000.000.000 and 163.638503.55200.549720.000000.000.000, and funding will be appropriated in subsequent fiscal years.

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 authorizes the appropriate CRA Officials to amend and renew, for the final two year term, the Media Buyer Services Agreement with Ambit Advertising and Public Relations, Inc., together with such non-material changes as may subsequently be agreed to by the Executive Director of the CRA and approved as to form and legal sufficiency by the CRA General Counsel.

Section 3: 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