

RESOLUTION NO. R-CRA-2015- 45

A RESOLUTION OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY ("CRA"), RANKING THE TOP THREE FIRMS TO PROVIDE MEDIA BUYER SERVICES TO HELP BUILD AWARENESS OF HOLLYWOOD'S TOURISM AND ECONOMIC DEVELOPMENT OPPORTUNITIES; AND FURTHER AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO NEGOTIATE AND EXECUTE AN AGREEMENT BETWEEN THE HIGHEST RANKED FIRM, AND THE CRA IN AN AMOUNT NOT TO EXCEED OF \$105,000.00.

WHEREAS, the Hollywood, Florida Community Redevelopment Agency ("CRA") seeks a qualified Media Buyer individual or firm with extensive experience in travel marketing and economic development to build top of mind awareness of Hollywood's tourism and economic development opportunities; and

WHEREAS, the Media Buyer will develop and implement strategic media planning and buying to help affect positive economic growth in the CRA Beach and Downtown Districts; and

WHEREAS, on July 16, 2015, Notice of Request for Proposal (RFP) Number 4463-15-RL was electronically advertised via BidSync in accordance with the City's Purchasing Ordinance, Section 38.42(A); and

WHEREAS, RFP-4463-15-RL was opened at 3:00 p.m. on August 12, 2015, and resulted in the following four (4) responses:

Ad+genuity Marketing Solutions, Inc.
Wayland, MA

Ambit Advertising and Public Relations
Fort Lauderdale, FL

Pace Communication Group, Inc. d/b/a Green Advertising
Boca Raton, FL

Real Media Solutions, LLC
Tampa, FL

; and

WHEREAS, the proposal submitted by Pace Communication Group, Inc. d/b/a Green Advertising was deemed non-responsive pursuant to Section 38.42(C)(5)

which states that failure to sign bids, as required by the bid documents, shall invalidate them and they shall not be considered; and

WHEREAS, the RFP document's Selection Process required a review to score/rank the responsive proposals based upon the Evaluation Criteria (Letter of Transmittal, Proposed Fee, Profile of Proposer, Summary of Proposer's Qualifications and Project Understanding, Proposed Approach & Methodology); and

WHEREAS, the proposals were evaluated by a five (5) member committee representing the CRA, the City's Office of Public Affairs and the Hollywood Chamber of Commerce; and

WHEREAS, on September 9, 2015, the three (3) responsive proposals were evaluated and the scores were compiled to arrive at the following rankings, (highest score), first choice to third choice:

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|---|-----|-------|
| 1. Ambit Advertising and Public Relations | 476 | |
| 2. Real Media Solutions, LLC | 355 | |
| 3. Ad+genuity Marketing Solutions, Inc. | 302 | ; and |

WHEREAS, the initial agreement term of this contract shall be for a period of two (2) years beginning upon date of award and the CRA may renew this contract for two (2) additional two (2) year periods subject to CRA's option, vendor acceptance, satisfactory performance and determination that renewal will be in the best interest of the CRA; and

WHEREAS, award is subject to the CRA's receipt and approval of all insurance certificates required by the City of Hollywood's Risk Manager, and indemnity to the CRA, along with signed Statement of Hold Harmless and Indemnity in favor of the CRA and other terms and conditions required by the Request for Proposal; and

WHEREAS, pursuant to the Request for Proposal, the fee for the required service will be based upon the firms' submittal and will be offered at a maximum of 15% of the advertising budget; and

WHEREAS, the proposed advertising budget is approximately \$700,000; therefore the fee to the Media Buyer shall not exceed \$105,000; and

WHEREAS, funding has been provided for in the Fiscal Year 2016 operating budget in account numbers 63.0185.00140.552.004972 and 66.0186.00000.552.004972 and will be appropriated in subsequent fiscal years;

RESOLUTION AUTHORIZING TO NEGOTIATE AND EXECUTE AN AGREEMENT
WITH THE HIGHEST RANKED FIRM TO PROVIDE MEDIA BUYER SERVICES

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE
CITY OF HOLLYWOOD, FLORIDA:

Section 1: That it hereby ranks the three (3) firms to contract for media
Buyer Services as follows:

1. Ambit Advertising and Public Relations
2. Real Media Solutions, LLC
3. Ad + genuity Marketing Solutions, Inc.

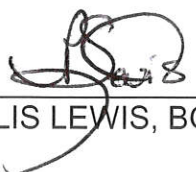
Section 2: That it hereby approves and authorizes the negotiation and
execution, by the appropriate CRA Officials, of an agreement between the highest
ranked firm and the CRA embodying the terms and conditions approved by the CRA
Board this date, in a form acceptable to the CRA Executive Director and approved as to
form and legality by the CRA General Counsel.

Section 3: That, if the appropriate CRA Officials are unable to negotiate
an agreement with the highest ranked firm, it hereby approves and authorizes the
negotiation and execution, by the appropriate CRA Officials, of an agreement
embodying the terms and conditions approved by CRA Board this date between the
next ranked firms, in order, until an agreement is reached, if any, in a form acceptable to
the CRA Executive Director and approved as to form and legality by the CRA General
Counsel..

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

PASSED AND ADOPTED this 17th day of October, 2015.

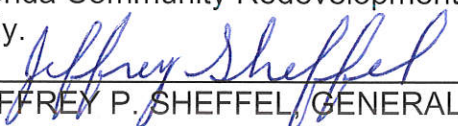
ATTEST:


PHYLLIS LEWIS, BOARD SECRETARY

HOLLYWOOD, FLORIDA COMMUNITY
REDEVELOPMENT AGENCY

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 