

**CITY OF HOLLYWOOD  
INTEROFFICE MEMORANDUM**

**TO:** CRA Chair and Board Members                      **DATE:** August 21, 2019

**FROM:** Douglas R. Gonzales, General Counsel

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

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I have reviewed the above referenced Agreement with the participating Department/Office(s), 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 – October 7, 2015 through October 6, 2017
    - b) renewals (if any) – Two additional two year terms (This is second renewal period)
    - c) who exercises option to renew – Mutual agreement of the parties
  - 5) Contract Amount – \$96,000.00
  - 6) Termination Rights – City may terminate with or without cause.
  - 7) Indemnity/Insurance Requirements – Contractor shall comply with applicable CRA requirements.
  - 8) Scope of Services – Contractor to provide media buy services to help build awareness of Hollywood's tourism and economic development opportunities.
  - 9) Other Significant Provisions: None
- cc: Jorge Camejo, Executive Director for the CRA