

## Legislation Details (With Text)

<b>File #:</b>	R-CRA-2017-35	<b>Version:</b>	1	<b>Name:</b>	Ambit Media Buyer Services - Renewal
<b>Type:</b>	CRA Resolution	<b>Status:</b>		<b>Status:</b>	Passed
<b>File created:</b>	9/20/2017	<b>In control:</b>		<b>In control:</b>	Regular Community Redevelopment Agency Meeting
<b>On agenda:</b>	10/4/2017	<b>Final action:</b>		<b>Final action:</b>	10/4/2017
<b>Title:</b>	A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Renew The Existing Media Buyer Services Agreement Between Ambit Advertising And Public Relations, Inc. And The CRA For A Two (2) Year Period In An Amount Not To Exceed \$84,000.00 Under The Same Terms And Conditions.				
<b>Sponsors:</b>					
<b>Indexes:</b>					
<b>Code sections:</b>					
<b>Attachments:</b>	1. Reso - Media Buyer Svcs 1st Amendment.pdf, 2. Ambit - Renewal Request Letter.pdf, 3. 2015-3012 - Ambit Media Buy Contract.pdf, 4. BIS-CRA17-17 Ambit 1st Amendment.pdf, 5. TermsheetAmbitmarketingconsultagrenwal2014.pdf				

Date	Ver.	Action By	Action	Result
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A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Renew The Existing Media Buyer Services Agreement Between Ambit Advertising And Public Relations, Inc. And The CRA For A Two (2) Year Period In An Amount Not To Exceed \$84,000.00 Under The Same Terms And Conditions.

Staff Recommends: Approval Of The Attached Resolution

### Explanation:

On October 7, 2015, the CRA Board passed and adopted Resolution No. R-CRA-2015-045 which authorized the Hollywood, Florida Community Redevelopment Agency Media Buyer Services Agreement ("Agreement") between Ambit Advertising and Public Relations, Inc. ("Contractor") and the CRA. The initial term on the Agreement expires on October 6 2017. The Agreement may be renewed for two (2) additional two (2) year terms by the parties contingent upon the CRA determining it is in the best interest of the CRA to renew and the Contractor agrees to renew in writing.

CRA staff has determined that it is in the best interest of the CRA to renew the agreement and the Contractor has agreed to the renewal in writing. The new two (2) year term will

expire on October 6, 2019.

Funding for this project has been provided for in the Fiscal Year 2018 budget in account numbers 63.0185.00140.552.004972 and 66.0186.00000.552.004972, and will be appropriated in the subsequent fiscal year.

Recommended for inclusion on the agenda by:

Jorge Camejo, Executive Director

Lisa Liotta, Redevelopment & Operations Manager