

## Legislation Text

---

**File #:** R-CRA-2020-30, **Version:** 1

---

A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving And Authorizing An Advertising Media Plan In Accordance With Section 38.41(C) (9) Of The City’s Procurement Code (Best Interest Exception), And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed \$800,000.00.

*Economic Vitality*

Staff Recommends: Approval of the attached Resolution.

**Explanation:**

The Community Redevelopment Agency (“CRA”) staff has developed the proposed FY2021 advertising media plan for the CRA, as more specifically set forth in the attached Exhibit “A”. The 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.

**Fiscal Impact:**

Funding for the FY2021 media plan has been provided in the CRA FY2021 approved operating budget in account numbers 163.638503.55200.549720.000000.000.000 and 166.668604.55200.549720.000000.000.000.

Recommended for inclusion on the agenda by:

Jorge Camejo, Executive Director