

## Legislation Details (With Text)

**File #:** R-CRA-2016-48 **Version:** 1 **Name:** FY17 Media Plan

**Type:** CRA Resolution **Status:** Passed

**File created:** 10/17/2016 **In control:** Regular Community Redevelopment Agency Meeting

**On agenda:** 11/2/2016 **Final action:** 11/2/2016

**Title:** A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Attached Advertising Media Plan; And Authorizing The Expenditure Of Funds For Said Plan In An Amount Not To Exceed \$700,000.00.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Reso - FY 2017 Media Plan.pdf, 2. Exhibit A Media Plan Rev1.pdf, 3. BIS-CRA16-34 FY2017 Media Plan.pdf

Date	Ver.	Action By	Action	Result
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A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Attached Advertising Media Plan; And Authorizing The Expenditure Of Funds For Said Plan In An Amount Not To Exceed \$700,000.00.

Staff Recommends: Approval Of The Attached Resolution

**Explanation:**

The media buyer services agreement between Ambit Advertising and Public Relations, Inc. (Ambit) and the CRA, requires Ambit, in coordination with CRA staff, to develop an advertising media plan for the CRA.

Ambit and CRA staff have developed the proposed FY 2017 media plan as outlined in Exhibit "A". The attached media plan and projected allocations were developed utilizing a multi-media approach involving online, television, radio, print and social media to further CRA redevelopment initiatives.

Funding has been provided in the CRA FY 2017 approved operating budget in account numbers: 63.0185.00140.552.004972 and 66.0186.00000.552.004972.

Recommended for inclusion on the agenda by:  
Jorge Camejo, Executive Director  
Lisa Liotta, Redevelopment and Operations Manager