

Legislation Details (With Text)

File #:	R-CRA-2018-29	Version:	1	Name:	Ambit Media/Marketing Contract - Media Buy
Type:	CRA Resolution	Status:	Passed		
File created:	8/19/2018	In control:	Regular Community Redevelopment Agency Meeting		
On agenda:	9/5/2018	Final action:	9/5/2018		
Title:	A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing An Advertising Media Plan And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed \$550,000.00.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:	1. 1 Reso - FY 2019 Media Plan rev, 2. 2 2019 Media Plan Exhibit A, 3. 3 BIS CRA 18-13 2019 Media Plan				

Date	Ver.	Action By	Action	Result
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A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing An Advertising Media Plan And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed \$550,000.00.

Staff Recommends: Approval of Attached Resolution.

Explanation:

On October 7, 2015, the CRA Board passed and adopted Resolution No. R-CRA-2015-45, which authorized the appropriate CRA officials to execute a buyer services agreement between Ambit Advertising and Public Relations, Inc. and the CRA for an initial term of two years commencing on the date of award. On October 4, 2017, the CRA Board passed and adopted Resolution No. R-CRA-2017, which authorized the appropriate CRA officials to renew the existing agreement with Ambit Advertising and Public Relations, Inc. for a two-year period. As part of the Agreement, Ambit in conjunction with CRA staff have developed the proposed FY2019 advertising media plan for the CRA, as more specifically set forth in the attached Exhibit "A".

Section 38.40(C)(8) of the City's Purchasing Ordinance provides that the City Commission (CRA) may, when in the best interest of the City (CRA), by a 5/7ths majority vote, waive competitive bidding and competitive proposal requirements for the purchase of and contracts for supplies or services. CRA staff has determined that it is in the best interest of the CRA to

approve and adopt the FY2019 advertising media plan as more specifically set forth in the attached Exhibit "A".

Funding has been provided in the CRA FY2019 approved operating budget in account numbers 63.0185.00140.552.004972 and 66.0186.00180.552.004972.

Recommended for inclusion on the agenda by:
Jorge Camejo, Executive Director