

Legislation Details (With Text)

| | | | | | |
|-----------------------|--|----------------------|--|--------------|--------------------|
| File #: | R-CRA-2019-41 | Version: | 1 | Name: | FY 2020 Media Plan |
| Type: | CRA Resolution | Status: | Passed | | |
| File created: | 8/6/2019 | In control: | Regular Community Redevelopment Agency Meeting | | |
| On agenda: | 9/4/2019 | Final action: | 9/4/2019 | | |
| Title: | A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing An Advertising Media Plan In Accordance With Section 38.40(C)(8) Of The Code Of Ordinances (Using The Best Interest Exception), And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed \$800,000.00. | | | | |
| Sponsors: | | | | | |
| Indexes: | | | | | |
| Code sections: | | | | | |
| Attachments: | 1. Reso - FY2020 Media Buy.pdf, 2. Exhibit A FY2020 Media Plan.pdf, 3. BIS-CRA19-20 FY 2020 Media Plan.pdf | | | | |

| Date | Ver. | Action By | Action | Result |
|------|------|-----------|--------|--------|
|------|------|-----------|--------|--------|

A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing An Advertising Media Plan In Accordance With Section 38.40(C)(8) Of The Code Of Ordinances (Using The Best Interest Exception), And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed \$800,000.00.

Staff Recommends: Approval of the attached Resolution.

Explanation:

The CRA staff works in coordination with the City of Hollywood Department of Communications, Marketing and Economic Development and Department of Parks, Recreation and Cultural Arts to promote economic opportunity, tourism and special events. We consulted with both departments to review media options for the FY 2020 Media Plan. In addition, the CRA reached out to local brokers, site selectors and brokers to further cast the net and explore new media products. Ambit Media, also conducted extensive research on new and effective media options available to the CRA, and in using all information acquired developed the FY 2020 Media Plan. This plan utilizes a multi-media approach that involves social media, online, television, radio, print, and other available platforms to further visitor market, economic development, special events and programming initiatives.

This year's budget has increased television and social media, and has curtailed print

whenever possible. Funding has been provided in the CRA FY 2020 operating budget in account numbers 166.668604.55200.549720.000000.000.000 and 163.638503.55200.549720.000000.000.000.

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