

Legislation Text

File #: R-CRA-2019-42, **Version:** 1

A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Amendment To The Existing Media Buyer Services Agreement With Ambit Advertising And Public Relations, Inc. For An Increased Amount Not To Exceed \$96,000.00, And Renewal Of The Agreement For The Final Two Year Option Period 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 was for a two year period, the option to renew for an additional two year terms.

On October 4, 2017, the CRA Board passed and adopted R-CRA-2017-35, which authorized the appropriate CRA officials to renew the Agreement with the Contractor for the first a two-year renewal period. This renewal period will expire on October 6, 2019.

CRA staff has determined that it is in the best interest of the CRA to renew the Agreement for the final two year term and the Contractor has agreed to the renewal in writing. The final renewal term will expire on October 6, 2021.

An amended media plan is being proposed utilizing a multi-media approach involving television, online, radio and print media to further the City's live music initiative and regional tourism events at an annual cost of \$800,000.00.

The total amount to be paid to Ambit Advertising and Public Relations under the existing Agreement was an amount not to exceed \$84,000.00. The increased cost of the amended media plan will in turn increase the fee to be paid to Ambit Advertising and Public Relations by \$12,000.00, to an amount not to exceed \$96,000.00.

Funding for this project has been provided for in the Fiscal Year 2020 budget in account numbers 166.668604.55200.549720.000000.000.000 and

163.638503.55200.549720.000000.000.000 and will appropriated funding in subsequent fiscal years.

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