



400 South Federal Hwy  
Hallandale Beach, FL 33009

## City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:		Item Type:		1 <sup>st</sup> Reading	2 <sup>nd</sup> Reading
<b>9/28/2022</b>  File No.:  <b>22-340</b>		<input checked="" type="checkbox"/> <b>Resolution</b> <input type="checkbox"/> <b>Ordinance</b> <input type="checkbox"/> <b>Other</b>	Ordinance Reading	<b>N/A</b>	<b>N/A</b>
			Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
			Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
			Quasi-Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):		Account Balance (\$):	Funding Source:	Project Number:	
<b>\$500,000.00</b>		<b>N/A</b>	<b>TBD</b>	<b>N/A</b>	
Contract/P.O. Required		RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input checked="" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>	<b>RFP # FY 2021-2022-CRA001 - Marketing, Social Media, Branding, Public Relations and Graphic Design Services</b>	<b>Dr. Jeremy Earle, City Manager</b>	<b>City Manager</b>	
Strategic Plan Focus Areas:					
<input type="checkbox"/> <b>Finance &amp; Budget</b>		<input checked="" type="checkbox"/> <b>Organizational Capacity</b>		<input type="checkbox"/> <b>Infrastructure/Projects</b>	
Implementation Timeline:					
Estimated Start Date: 9/28/2022			Estimated End Date: 9/30/2024		

### SHORT TITLE:

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AUTHORIZING THE UTILIZATION OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY'S CONTRACTS FOR MARKETING, BRANDING, PUBLIC RELATIONS AND GRAPHIC DESIGN SERVICES IN A CONTINUING CONTRACT FORMAT; AND PROVIDING FOR AN EFFECTIVE DATE.**

## **STAFF SUMMARY:**

### **Summary:**

Staff seeks City Commission approval to purchase the services listed below utilizing the City of Hallandale Beach Community Redevelopment Agency (CRA) RFP # FY 2021-2022-CRA001 – Marketing, Social Media, Branding, Public Relations and Graphic Design Services in a continuing contract format. Individual project scopes over the City Manager’s threshold will be brought forth for commission authorization.

### **Background**

The City requires marketing, social media, branding, public relations and graphic design services to develop and manage the City’s branding and marketing plan. It is in the City’s best interest to piggyback the already competitively solicited RFP that the CRA released earlier this year.

The Chair and Board of Directors of the Hallandale Beach Community Redevelopment Agency, awarded RFP # FY 2021-2022-CRA001 – Marketing, Social Media, Branding, Public Relations and Graphic Design Services to the following five (5) firms for a period of three (3) fiscal years and terminating on September 30, 2024 via Resolution Number 2022-001 CRA February 16, 2022: Brand Poets, LLC, Conceptual Communications, LLC, Mad 4 Marketing, Inc., Upscale Events by Mosaic, Inc. and Multimedia Marketing Associates, Inc.

RFP # FY 2021-2022-CRA001 Marketing, Social Media, Branding, Public Relations and Graphic Design Services sought to identify firms that could be selected to provide a broad array of marketing services such print, digital, media placement, public relations, etc., for all or most initiatives, including but not limited to, commercial and residential programs, the promotion of special events and special projects, website management, as well as informational literature.

### **Current Situation:**

The following list are the five (5) firms that were approved via Resolution Number 2022-001 CRA:

### **Firm Name**

Brand Poets, LLC  
Conceptual Communications, LLC  
Mad 4 Marketing, Inc.  
Upscale Events by Mosaic, Inc.  
Multimedia Marketing Associates, Inc.

### **Why Action is Necessary:**

Pursuant to Chapter 23, Section 23-8 Exception to Bid Requirements, (6) Bids and Contracts from Other entities, and Section 23-9 Cooperative Purchasing, the City Manager is authorized to procure all supplies, materials, equipment, and services from other governmental units, when the best interests of the City would be served subject to the requirement that any purchase in excess of \$50,000.00 requires City Commission approval.

### **Cost Benefit:**

By utilizing the City of Hallandale Beach Community Redevelopment Agency (CRA) agreements staff is taking advantage of the competitive RFP process that was completed in early 2022 and therefore, saving time, money and costs for the City.

**PROPOSED ACTION:**

City Commission approval of the attached Resolution.

**ATTACHMENT(S):**

Exhibit 1 – Proposed Resolution  
Exhibit 2a – Brand Poets, LLC Agreement  
Exhibit 2b – Conceptual Communications, LLC Agreement  
Exhibit 2c – Mad 4 Marketing, Inc. Agreement  
Exhibit 2d – Upscale Events by Mosaic, Inc. Agreement  
Exhibit 2e – Multimedia Marketing Associates, Inc. Agreement  
Exhibit 3 – RFP # FY 2021-2022-CRA001 - Marketing, Social Media, Branding, Public Relations and Graphic Design Services  
Exhibit 4 – Reso 2022-001 CRA  
Exhibit 5 – Professional Services Agreement

Prepared By: Andrea Lues  
Andrea Lues  
Procurement Director

Reviewed By: Noemy Sandoval  
Noemy Sandoval  
Assistant City Manager