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**EXHIBIT 1
RESOLUTION NO. 2022-**

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**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.**

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WHEREAS, pursuant to Chapter 23, Section 23-8 (6) Exception to bid requirements, and Section 23-9 Cooperative Purchasing, the City Manager is authorized to procure supplies, materials, equipment and services from other governmental units and cooperatives, when the best interests of the City would be served; and

WHEREAS, 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.; and

WHEREAS, staff seeks City Commission approval to utilize the City of Hallandale Beach Community Redevelopment Agency (CRA) RFP # FY 2021-2022-CRA001 – Marketing, Social Media, Branding, Public Relations and Graphic Design Services contracts in the continuing contract format. Project purchases above the City Manager's spending threshold will be brought forth for commission approval; and

34 **NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY**
35 **COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA:**

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37 **SECTION 1.** The Mayor and City Commission hereby authorize the City Manager
38 to utilize the City of Hallandale Beach Community Redevelopment Agency (CRA) RFP #
39 FY 2021-2022-CRA001 – Marketing, Social Media, Branding, Public Relations and
40 Graphic Design Services contracts in the continuing contract format. Project purchases
41 above the City Manager's spending threshold will be brought forth for commission
42 approval. The City Manager is authorized to execute all related documents to effectuate
43 the projects.

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45 **SECTION 2. Effective Date.** This Resolution shall take effect immediately upon
46 its passage and adoption.

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48 APPROVED AND ADOPTED this __ day of _____, 20__.

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52 JOY F. COOPER
53 MAYOR

54 SPONSORED BY: CITY ADMINISTRATION

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56 ATTEST:

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59 _____
60 JENORGEN GUILLEN, CMC
61 CITY CLERK

62
63 APPROVED AS TO LEGAL SUFFICIENCY
64 FORM

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68 _____
69 JENNIFER MERINO
70 CITY ATTORNEY