

RESOLUTION NO. 16-375

A RESOLUTION OF THE CAROLINE STREET CORRIDOR AND BAHAMA VILLAGE COMMUNITY REDEVELOPMENT AGENCY (CRA), AMENDING RESOLUTION NO. 15-371 AND RESOLUTION NO. 16-326 TO STATE THAT EXPENDITURES FOR MARKETING SERVICES BY ADEPT STRATEGY AND PUBLIC RELATIONS MAY BE UP TO, BUT SHALL NOT EXCEED, THE APPROVED BUDGET FOR EACH FISCAL YEAR FOR THE DURATION OF THE CONTRACT; AUTHORIZING THE CITY MANAGER TO EXECUTE NECESSARY DOCUMENTS; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, in Resolution 15-371, the CRA awarded a contract to Adept Strategy and Public Relations in Response to RFP #10-015 for marketing services at the Key West Bight in an amount not to exceed \$80,000.00; and

WHEREAS, in Resolution 16-326, the CRA amended the financial terms of the contract to recognize that the contract amount should have been set forth as \$80,000.00 per year, matching the CRA's advertising budget, for the duration of the contract; and

WHEREAS, the CRA's budget for FY 2016 has been increased to \$156,000.00; and

WHEREAS, the Key West Bight Management Board recommended approving an increase in the advertising authorization to match the budgeted amount; and

WHEREAS, the CRA's marketing budget varies from year to year, dependent on upon revenues and expenses, and therefore staff recommends that it is made clear that marketing services expenses

payable to Adept Strategy and Public Relations shall not exceed budgeted funds in any fiscal year; and

NOW, THEREFORE, BE IT RESOLVED BY THE CAROLINE STREET CORRIDOR AND BAHAMA VILLAGE COMMUNITY REDEVELOPMENT AGENCY, AS FOLLOWS:

Section 1: That the terms stated in Resolution 15-371 and 16-326 are hereby amended and clarified to reflect that marketing services expenses payable to Adept Strategy and Public Relations may be increased to the total amount of \$156,000.00 for FY 17; and for FY 18 and FY 19, the amount may be up to, but shall not exceed, the approved budget for each fiscal year for the duration of the contract.

Section 2: That the City Manager is authorized to execute any necessary amendments to the contract documents approved and amended.

Section 3: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the presiding officer and the Clerk of the Agency.

Passed and adopted by the Caroline Street Corridor and Bahama Village Community Redevelopment Agency at a meeting held this 6th day of December, 2016.


Authenticated by the presiding officer and Clerk of the Agency on December 7, 2016.

Filed with the Clerk December 7, 2016.

Chairman Craig Cates	<u>Yes</u>
Commissioner Sam Kaufman	<u>Yes</u>
Commissioner Clayton Lopez	<u>Yes</u>
Commissioner Richard Payne	<u>Yes</u>
Commissioner Margaret Romero	<u>Yes</u>
Commissioner Billy Wardlow	<u>Yes</u>
Commissioner Jimmy Weekley	<u>Yes</u>

  
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CRAIG CATES, CHAIRMAN

ATTEST:

  
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CHERYL SMITH, CITY CLERK