

1 RESOLUTION NO. 2022 – 001 CRA

2 A RESOLUTION OF THE CHAIR AND BOARD OF  
3 DIRECTORS OF THE HALLANDALE BEACH COMMUNITY  
4 REDEVELOPMENT AGENCY, HALLANDALE BEACH,  
5 FLORIDA, AWARDED RFP #FY2021-2022-CRA001  
6 MARKETING, SOCIAL MEDIA, BRANDING, PUBLIC  
7 RELATIONS AND GRAPHIC DESIGN SERVICES TO THE  
8 FOLLOWING FIVE (5) FIRMS FOR A PERIOD OF THREE (3)  
9 FISCAL YEARS FROM THE EFFECTIVE DATE OF THIS  
10 RESOLUTION: MAD 4 MARKETING, INC., MULTIMEDIA  
11 MARKETING ASSOCIATES, INC., CONCEPTUAL  
12 COMMUNICATIONS, LLC, UPSCALE EVENTS BY MOSAIC,  
13 INC. AND BRAND POETS, LLC; AUTHORIZING THE  
14 EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO  
15 NEGOTIATE AND FINALIZE AGREEMENTS WITH MAD 4  
16 MARKETING, INC., MULTIMEDIA MARKETING  
17 ASSOCIATES, INC., CONCEPTUAL COMMUNICATIONS,  
18 LLC, UPSCALE EVENTS BY MOSAIC, INC. AND BRAND  
19 POETS, LLC FOR AN AMOUNT NOT TO EXCEED \$50,000  
20 PER FISCAL YEAR PER EACH FIRM; AUTHORIZING THE  
21 EXECUTIVE DIRECTOR TO EXECUTE THE AGREEMENTS;  
22 AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL  
23 ACTION NECESSARY TO IMPLEMENT THE TERMS OF THE  
24 AGREEMENTS; AND PROVIDING AN EFFECTIVE DATE.

25  
26 **WHEREAS**, on October 12, 2021, the City of Hallandale Beach (the "City") Procurement  
27 Department issued a Request for Proposals, RFP # FY 2021-2022-CRA001 CRA Marketing,  
28 Social Media Branding, Public Relations and Graphic Design Services (the "RFP"), on behalf of  
29 the Hallandale Beach Community Redevelopment Agency (the "HBCRA"); and  
30

31 **WHEREAS**, the RFP sought to identify firms that could be selected to provide a broad  
32 array of marketing services (print, digital, media placement, public relations, etc.) to the HBCRA  
33 for all or most initiatives, including but not limited to, commercial and residential programs, the  
34 promotion of special events and special projects, website management, as well as informational  
35 literature for a period of three (3) years; and  
36

37 **WHEREAS**, the RFP was sent via email to over sixty (60) vendors from the City's vendor  
38 list, advertised on the Hallandale Beach Chamber of Commerce website, the City's website, the  
39 DEMANDSTAR website, and the City's and HBCRA social media pages; additionally, the RFP  
40 was also advertised through the Sun-Sentinel, Miami Minority Business Development Agency  
41 Business Center, U.S. Small Business Administration and the Broward County Community  
42 Relations and Outreach Section Office of Economic and Small Business Development; and  
43

44 **WHEREAS**, the City Clerk's office received a total of six (6) proposals, from the following  
45 firms: Mad 4 Marketing, Inc., Multimedia Marketing Associates, Inc., Conceptual  
46 Communications, LLC, Upscale Events By Mosaic, Inc., Brand Poets, LLC and Full Moon



47 Creative, LLC; and

48

49 **WHEREAS**, all six (6) firms were evaluated by the HBCRA Evaluation Committee and all  
50 firms except Full Moon Creative, LLC were selected based on the criteria outlined in the RFP;  
51 and

52

53 **WHEREAS**, the HBCRA Board of Directors desires to award the RFP to the following five  
54 (5) firms for a period of three (3) fiscal years from the Effective Date of this Resolution: Mad 4  
55 Marketing, Inc., Multimedia Marketing Associates, Inc., Conceptual Communications, LLC,  
56 Upscale Events By Mosaic, Inc. and Brand Poets, LLC; and authorize the Executive Director and  
57 HBCRA Attorney to negotiate and finalize agreements with the five (5) firms for an amount not to  
58 exceed Fifty Thousand and No/100 Dollars (\$50,000) per fiscal year per each firm.

59

60 **NOW, THEREFORE, BE IT RESOLVED BY THE CHAIR AND BOARD OF DIRECTORS**  
61 **OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY:**

62

63 Section 1. Recitals. The recitals in the whereas clauses are true and correct, and  
64 incorporated into this Resolution.

65

66 Section 2. Award of the RFP. The award of the RFP to the following five (5) firms for a  
67 period of three (3) fiscal years from the Effective Date of this Resolution: Mad 4 Marketing, Inc.,  
68 Multimedia Marketing Associates, Inc., Conceptual Communications, LLC, Upscale Events By  
69 Mosaic, Inc. and Brand Poets, LLC is hereby approved.

70

71 Section 3. Negotiation and Finalization of the Agreements. The Executive Director and  
72 HBCRA Attorney are hereby authorized to negotiate and finalize the Agreements with Mad 4  
73 Marketing, Inc., Multimedia Marketing Associates, Inc., Conceptual Communications, LLC,  
74 Upscale Events By Mosaic, Inc. and Brand Poets, LLC for an amount not to exceed Fifty  
75 Thousand and No/100 Dollars (\$50,000) per fiscal year per each firm.

76

77 Section 4. Execution of the Agreements. The Executive Director is hereby authorized to  
78 execute and deliver the Agreements with Mad 4 Marketing, Inc., Multimedia Marketing  
79 Associates, Inc., Conceptual Communications, LLC, Upscale Events By Mosaic, Inc. and Brand  
80 Poets, LLC.

81

82 Section 5. Implementation of the Agreements. The Executive Director is hereby authorized  
83 to take all steps necessary and appropriate to implement the terms and conditions of the  
84 Agreements with Mad 4 Marketing, Inc., Multimedia Marketing Associates, Inc., Conceptual  
85 Communications, LLC, Upscale Events By Mosaic, Inc. and Brand Poets, LLC.


86

87 Section 6. Effective Date. This Resolution shall take effect immediately upon approval.

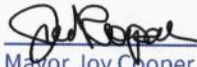
88

89 PASSED AND ADOPTED by a 5/0 vote of the Board of the Hallandale  
90 Beach Community Redevelopment Agency, this 16<sup>th</sup> day of February, 2022.

ATTEST:

  
 \_\_\_\_\_  
 JENORGEN M. GUILLEN,  
 CRA SECRETARY

HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY

  
 \_\_\_\_\_  
 Mayor Joy Cooper (Feb 21, 2022 00:24 EST)  
 JOY COOPER,  
 CHAIR

APPROVED AS TO FORM:

*Steven Zelkowitz*  
 \_\_\_\_\_  
 Steven Zelkowitz (Feb 17, 2022 17:50 EST)  
 SPIRITUS LAW LLC,  
 CRA ATTORNEY

**FINAL VOTE ON ADOPTION**

Chair Cooper	<u>YES</u>
Vice Chair Butler	<u>YES</u>
Director Javellana	<u>YES</u>
Director Lazarow	<u>YES</u>
Director Lima-Taub	<u>YES</u>

**Signature:**

**Email:** jguillen@cohb.org