

RESOLUTION NO. R-2022-342

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, AUTHORIZING THE APPROPRIATIONS FOR CERTAIN FISCAL YEAR 2023 SPECIAL EVENT AND MEDIA/MARKETING PROMOTIONAL AND ADVERTISING BUYS IN AN AMOUNT NOT TO EXCEED \$855,000.00; APPROVING AND AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO EXECUTE AGREEMENTS WITH VARIOUS NON-PROFIT ORGANIZATIONS AND EVENT PRODUCERS TO PRODUCE CITY-SPONSORED SPECIAL EVENTS; APPROVING AND AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO EXECUTE AGREEMENTS WITH VARIOUS MEDIA/MARKETING FIRMS TO PROMOTE AND ADVERTISE CITY-SPONSORED EVENTS AND INITIATIVES; AMENDING THE FISCAL YEAR 2023 OPERATING BUDGET AND CAPITAL IMPROVEMENT PLAN.

WHEREAS, special events are widely enjoyed by City residents and visitors, and promotion of the City through media/marketing advertising buys is critical for tourism and economic development efforts; and

WHEREAS, certain special events and media/marketing advertising buys were previously sponsored by the Hollywood Community Redevelopment Association ("CRA"); and

WHEREAS, these special events include monthly Dream Car Classic Car Show; Hollyweird Halloween Downtown Hollywood Block Party; SalsaFest; My Hollywood Pride Event; St. Patrick's Day Parade and Festival in Downtown Hollywood; Hollywood Mardi Gras; Maestro Marley Cup; Winter Wonderland/Holly Jolly; Chalk Art Festival; ArtsPark Experience; Savor SoFLO Food & Wine Festival; Candy Cane Parade; 4th of July Spectacular on Hollywood Beach; Martin Luther King, Jr. Day; and holiday decorations downtown and on Hollywood Beach; and

WHEREAS, based on recent state legislation, expenditures associated with certain special events and media/marketing advertising are no longer eligible for CRA funding; and

WHEREAS, the City desires to continue sponsorships of certain special events and to place media/marketing promotion and advertising, and in doing so, desires to execute agreements with various non-profit organizations, event producers and media/marketing firms as a way to continue offering these events to the community and raising awareness for events and initiatives; and

WHEREAS, this Resolution seeks to amend the Fiscal Year 2023 Operating Budget and Capital Improvement Plan as detailed in the attached Exhibits “1” through “4.”

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA:

Section 1: That the foregoing “WHEREAS” clauses are ratified and confirmed as being true and correct and are incorporated in this Resolution.

Section 2: That it approves and authorizes the appropriate City officials to execute agreements with various non-profit organizations and event producers to successfully continue certain special events.

Section 3: That it approves and authorizes the appropriate City officials to execute agreements with various media/marketing firms to successfully continue certain media/marketing buys.

Section 4: That the amendments to the Operating Budget and Capital Improvement Plan for the Fiscal Year beginning October 1, 2022 and set forth in detail in the attached Exhibits “1” through “4” are adopted and authorized as amendments to the Operating Budget and Capital Improvement Plan of the City of Hollywood for the Fiscal Year 2023.

Section 5: That this Resolution shall be in full force and effect immediately upon its passage and adoption.

RESOLUTION AUTHORIZING EXECUTION OF AGREEMENTS AND APPROPRIATIONS FOR FISCAL YEAR 2023 CITY-SPONSORED SPECIAL EVENTS AND MEDIA/MARKETING PROMOTIONAL AND ADVERTISING BUYS; AND AMENDING THE FISCAL YEAR 2023 OPERATING BUDGET AND CAPITAL IMPROVEMENT PLAN.

PASSED AND ADOPTED this 2nd day of November, 2022.

JOSH LEVY, MAYOR

ATTEST:

PATRICIA A. CERNY, MMC
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY for the use and reliance of the City of Hollywood, Florida, only.

DOUGLAS R. GONZALES
CITY ATTORNEY

**Exhibit 1: Budget and Capital Amendments
General Fund (001)**

This item reduces the transfer to General Capital Outlay and reallocates the available funding to cover expenses previously funded by the CRA.

Transfer From:

Description	Account Number	Amount
Transfer to General Capital Outlay	001.190102.58100.591390.000000.000.000	355,000
Subtotal		355,000

Transfer To:

Description	Account Number	Amount
Maintenance - Buildings	001.500301.51900.546350.000000.000.000	150,000
Special Events	001.300602.57200.549110.000000.000.000	123,000
Transfer to Internal Services Fund	001.190102.58100.591800.000000.000.000	82,000
Subtotal		355,000

**Exhibit 2: Budget and Capital Amendments
American Rescue Plan Act Fund (117)**

This item reallocates available funding to supplement special event expenditures for the current fiscal year.

Transfer From:

Description	Account Number	Amount
Dunes Addition	117.509901.57200.563010.001462.000.000	500,000
Subtotal		500,000

Expenses:

Description	Account Number	Amount
Special Events	117.300602.57500.549110.00XXXX.000.000	500,000
Subtotal		500,000

**Exhibit 3: Budget and Capital Amendments
General Capital Outlay (334)**

This item reduces the allocation from the General Fund for the Art and Culture Center project.

<u>Revenue:</u>		
Description	Account Number	Amount
Transfer in from - General Fund	334.190107.38100.381016.000000.000.000	(355,000)
Subtotal		<u>(355,000)</u>
<u>Expenses:</u>		
Description	Account Number	Amount
Art and Culture Center	334.179901.51900.563010.001592.000.000	(355,000)
Subtotal		<u>(355,000)</u>

**Exhibit 4: Budget Amendments
Internal Services Fund (557)**

This item recognizes a transfer from the General Fund and recognizes it for Promotional / Marketing costs.

Revenue:

Description	Account Number	Amount
Transfer in from - General Fund	557.190103.38100.381016.000000.000.000	82,000
Subtotal		82,000

Expenses:

Description	Account Number	Amount
Promotional / Marketing	557.113001.51900.548010.000000.000.000	82,000
Subtotal		82,000