

**RESOLUTION 23R-03-38**

**A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF LAUDERHILL APPROVING THE RANKING OF QUALIFIED FIRMS PURSUANT TO RFP #2023-055 TO PROVIDE BRANDING AND MARKETING SERVICES AS RECOMMENDED BY THE EVALUATION COMMITTEE; AUTHORIZING THE CITY MANAGER TO NEGOTIATE THE TERMS OF THE CONTRACT IN AN AMOUNT NOT TO EXCEED \$95,000.00 TO BE PAID FROM THE APPROPRIATE BUDGET CODE NUMBER(S); PROVIDING FOR AN EFFECTIVE DATE; (REQUESTED BY CITY MANAGER, DESORAE GILES-SMITH)**

BE IT RESOLVED BY THE COMMISSION OF THE CITY OF LAUDERHILL, FLORIDA:

SECTION 1. The following are ranked to be negotiated with for Branding and Marketing Services pursuant to RFP #2023-055, as recommended by the Evaluation Committee:

1. NORTH STAR PLACE BRANDING
2. SUCCESS LEAPS
3. MEDIUM FOUR
4. INSPIRE

SECTION 2. The City Commission hereby authorizes the City Manager, or any designee thereof, to negotiate an agreement with the first ranked selected firm for the underwriting for Branding and Marketing Services pursuant to RFP #2023-055. If an agreement cannot be reached with the first selected firm, then the City Manager, or her designee, shall attempt to negotiate an agreement with the next highest ranked firm, or go out to re-bid if no other firms are ranked, until all services are under contract.

SECTION 3. Approving payment in an amount not to exceed \$95,000.00 from the appropriate Budget Code Number(s).

SECTION 4. This Resolution shall take effect immediately upon its passage.

DATED this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

PASSED AND ADOPTED on first reading this \_\_\_\_ day of \_\_\_\_\_, 2024.

\_\_\_\_\_  
PRESIDING OFFICER

ATTEST:

\_\_\_\_\_  
CITY CLERK

MOTION  
SECOND

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\_\_\_\_\_

M. DUNN  
D. GRANT  
L. MARTIN  
S. MARTIN  
K. THURSTON

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Approved as to Form

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Angel Petti Rosenberg  
City Attorney