



# City of Lauderhill

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## File Details

**File Number: 19R-3265**

**File ID:** 19R-3265

**Type:** Resolution

**Status:** Agenda Ready

**Version:** 1

**Reference:**

**In Control:** Finance  
Department

**File Created:** 06/13/2019

**File Name:** SOCIAL MEDIA STRATEGIST/COMMUNICATOR

**Final Action:**

**Title:** RESOLUTION NO. 19R-06-117: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF LAUDERHILL APPROVING THE AWARD TO REAL TIME MARKETING GROUP, LLC IN RESPONSE TO RFP 2019-038 TO PROVIDE SOCIAL MEDIA/STRATEGIST SERVICES ON A NON-EXCLUSIVE BASIS FOR AN AMOUNT NOT TO EXCEED \$45,000.00 ANNUALLY; PROVIDING FOR PAYMENT FROM VARIOUS BUDGET CODE NUMBERS; PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY CITY MANAGER, CHARLES FARANDA).

### Notes:

**Sponsors:** Faranda

**Enactment Date:**

**Attachments:** RES No. 19R-06-117 RFP award Real Time Marketing-social media, REAL TIME MARKETING GROUP PROPOSAL

**Enactment Number:**

**Contact:**

**Hearing Date:**

\* **Drafter:** David Campbell

**Effective Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	City Commission Meeting	06/24/2019					

### Text of Legislative File 19R-3265

RESOLUTION NO. 19R-06-117: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF LAUDERHILL APPROVING THE AWARD TO REAL TIME MARKETING GROUP, LLC IN RESPONSE TO RFP 2019-038 TO PROVIDE SOCIAL MEDIA/STRATEGIST SERVICES ON A NON-EXCLUSIVE BASIS FOR AN AMOUNT NOT TO EXCEED \$45,000.00 ANNUALLY; PROVIDING FOR PAYMENT FROM

VARIOUS BUDGET CODE NUMBERS; PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY CITY MANAGER, CHARLES FARANDA).

**Request Action:**

A RESOLUTION IS REQUESTED FROM THE CITY COMMISSION TO APPROVE THE PROPOSAL FROM REAL TIME MARKETING GROUP, LLC FOR RFP 2019-038 SOCIAL MEDIA STRATEGIST/COMMUNICATOR WITH A NON-EXCLUSIVE CONTRACT AGREEMENT FOR A TERM OF TWO (2) YEARS WITH AN OPTION OF ONE (1) ONE (1) YEAR EXTENSION IN AN AMOUNT NOT TO EXCEED \$45,000 ANNUALLY

**Need:**

ACTION IS NEEDED TO APPROVE THE PROPOSAL FROM REAL TIME MARKETING GROUP, LLC FOR RFP 2019-038 SOCIAL MEDIA STRATEGIST/COMMUNICATOR WITH A NON-EXCLUSIVE CONTRACT AGREEMENT FOR A TERM OF TWO (2) YEARS WITH AN OPTION OF ONE (1) ONE (1) YEAR EXTENSION IN AN AMOUNT NOT TO EXCEED \$45,000 ANNUALLY

**Summary Explanation/ Background:**

THE CITY OF LAUDERHILL SOLICITED PROPOSALS FROM INTERESTED PARTIES FOR SOCIAL MEDIA STRATEGIST/COMMUNICATOR SERVICES. ONE FIRM SUBMITTED.

1. REAL TIME MARKETING GROUP, LLC

**Attachments:**

- 1) REAL TIME MARKETING GROUP, LLC PROPOSAL

**Cost Summary/ Fiscal Impact:**

NOT TO EXCEED \$45,000 ANNUALLY FROM VARIOUS BUDGET CODES

**Estimated Time for Presentation:**

N/A

**Master Plan:**

**Goal 1: Clean, Green Sustainable Environment**

- Increase mass transit ridership
- Reduce City energy consumption
- Reduce water consumption

**Goal 2: Safe and Secure City of Lauderhill**

- Crime in lower 50% in Broward
- Residents feel safe in neighborhood
- Reduce emergency fatalities

**Goal 3: Open Spaces and Active Lifestyle for all ages**

- Increase participation in youth sports
- Add new park land and amenities
- Increase attendance at cultural programs and classes

**Goal 4: Growing Local Economy, Employment and Quality of Commercial Areas**

- Increase commercial tax base
- Increase employment in Lauderhill businesses
- Decrease noxious and blighted uses in commercial areas

**Goal 5: Quality Housing at all Price Ranges and Attractive Communities**

- Neighborhood signs and active HOAs
- Housing & streets improved, litter reduced
- Increase proportion of single family homes and owner occupied housing

**Goal 6: Efficient and Effective City Government, Customer Focused & Values Diversity**

- Improves City efficiency
- Increase use of Information Technology
- Increases residents perception of Lauderhill as an excellent place to live