

CRA RESOLUTION NO. 24R-10-22

**CITY OF LAUDERHILL
COMMUNITY REDEVELOPMENT AGENCY**

A RESOLUTION OF THE LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY (CRA) APPROVING THE BOOKING AGENT AGREEMENT WITH 2 EXTREME MARKETING AND PROMOTION, LLC; TO PROVIDE BOOKING AGENT SERVICES FOR THE ACQUISITION OF MUSIC RECORDING ARTIST SHENSEEA, IN CONNECTION WITH THE 5TH ANNUAL BEER-B-Q EVENT TO BE HELD NOVEMBER 2, 2024; AUTHORIZING THE EXPENDITURE IN THE AMOUNT OF \$52,800.00 FOR SERVICES AND EXPENSES; AUTHORIZING THE CRA EXECUTIVE DIRECTOR TO EXECUTE ALL NECESSARY DOCUMENTS; PROVIDING FOR PAYMENT FROM THE APPROPRIATE BUDGET CODE NUMBER(S); PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY CRA EXECUTIVE DIRECTOR, SEAN HENDERSON).

WHEREAS, the Lauderhill Community Redevelopment Agency ("CRA") intends to contract with 2 Extreme Marketing and Promotion, LLC to secure the musical performer Shenseea for a live performance at the 5th Annual Beer-B-Que event on NW 38th Avenue, with a proposed expenditure not to exceed \$52,800.00; and

WHEREAS, the CITY OF LAUDERHILL, FLORIDA ("CITY"), LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY ("CRA") and 2 EXTREME MARKETING AND PROMOTION, LLC ("CONTRACTOR") entered into a Booking Agent Agreement ("Agreement") approved on February 26, 2024 and July 8, 2024 respectively; and

WHEREAS, the CITY and CRA were recently notified that the artist Juvenile originally booked to perform at the Event would not fulfill their commitment due to a last minute double booking conflict, and in the interest of maintaining the planned event schedule and ensuring an enjoyable experience for attendees, the City promptly secured an alternative artist to perform in their place; and

WHEREAS, the total not to exceed amount for booking agent services is FIFTY TWO THOUSAND EIGHT HUNDRED DOLLARS AND NO CENTS (\$52,800.00).

NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY, THAT:

SECTION 1. The Booking Agent Agreements between the City of Lauderhill and 2 Extreme Marketing and Promotion, LLC for live music performances in connection with the Beer-B-Que on 38th Avenue event to be held on November 2, 2024, copies of which are attached hereto and incorporated herein, are hereby approved, subject to review and approval by the City Attorney.

SECTION 2. The CRA Executive Director, City Manager and all appropriate city officials are authorized to execute this Agreement and any other documents required to fulfill the terms of this

Resolution, and any documents that required execution prior to the date of this Resolution are hereby retroactively approved.

SECTION 3. Providing that payment in the amount of \$52,800.00 shall be paid from the appropriate CRA 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 _____

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

Approved as to Form

Angel Petti Rosenberg
City Attorney