

## RESOLUTION NO. 2024-30

**A RESOLUTION ADOPTED BY THE CITY COUNCIL OF THE CITY OF GREENACRES, FLORIDA, APPROVING THE PROFESSIONAL SERVICE AGREEMENT BETWEEN THE CITY OF GREENACRES AND THE BURDETTE AGENCY, INC. DBA NORTH STAR PLACE BRANDING + MARKETING TO PROVIDE BRANDING AND MARKETING SERVICES; AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO EXECUTE THE AGREEMENT; PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, The City of Greenacres recognizes the importance in shaping the image and brand of the City in a manner that promotes economic development, community engagement and tourism.

**WHEREAS**, The Purchasing Department (the “Department”) issued a competitive solicitation from qualified consultants titled Request for Proposal No. 24-011 (the “RFP”); and

**WHEREAS**, the RFP was advertised in the legal notices section of the Palm Beach Post on February 18, 2024, and a notice was also sent to four hundred seventy-three (473) prospective proposers via DemandStar; and

**WHEREAS**, on March 15, 2024 at 3:00 p.m. EST, the RFP closed and the Purchasing Department received seven (7) responses which were reviewed by staff to ensure the responses met the RFP requirements. All proposals received were determined to be both responsive and responsible; and

**WHEREAS**, the Selection Committee (the “Committee”) met on April 19, 2024 to discuss and short list the firms; Jacober & Associates, Inc. dba Jacober Creative and The Burdette Agency, Inc. d/b/a North Star Place Branding + Marketing were the two firms selected for the shortlist; and

**WHEREAS**, the Selection Committee (the “Committee”) met for Presentations on May 3, 2024 immediately after, the selection committee held a meeting to discuss, evaluate and rank both firms. After discussing the committee voted, The Burdette Agency, Inc. d/b/a North Star Place Branding + Marketing as the highest ranked firm; and

**WHEREAS**, the staff recommends that the City Council approve award of the RFP to The Burdette Agency, Inc. d/b/a North Star Place Branding + Marketing and authorize the execution of the agreement.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENACRES, FLORIDA, THAT:**

**SECTION 1.** The City Council hereby authorizes the Award for Branding and Marketing Services to The Burdette Agency, Inc. d/b/a North Star Place Branding + Marketing.

**SECTION 2.** The City Council authorizes the appropriate City Officials to execute the Agreement.

**SECTION 3.** This Resolution shall be effective upon its adoption.

RESOLVED AND ADOPTED this 17th of day of June 2024

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**Chuck Shaw**, Mayor

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*Voted:*  
**John Tharp**, Council Member, *District I*

**Attest:**

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**Quintella Moorer**, City Clerk

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*Voted:*  
**Peter Noble**, Council Member, *District I*

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*Voted:*  
**Judith Dugo**, Deputy Mayor

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*Voted:*  
**Susy Diaz**, Council Member, *District IV*

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*Voted:*  
**Paula Bousquet**, Council Member, *District V*

**Approved as to Form and Legal Sufficiency:**

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**Glen J. Torcivia**, City Attorney