

RESOLUTION NO. 09-03-25

A RESOLUTION OF THE OF THE TOWN OF LAKE PARK, FLORIDA APPROVING THE CONTRACT BETWEEN THE TOWN OF LAKE PARK AND REDEVELOPMENT MANAGEMENT ASSOCIATES FOR PUBLIC RELATIONS AND MARKETING SERVICES TO THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Town Commission of the Town of Lake Park has previously created a Community Redevelopment Agency (CRA) pursuant to Section 163.356, Florida Statutes; and

WHEREAS, the CRA has all of the statutory powers conferred upon it by Chapter 163, Part III, Florida Statutes; and

WHEREAS, the CRA seeks to exercise its powers and authority collaboratively with the residents, businesses, property owners, and other organizations to implement community redevelopment efforts within CRA Boundaries; and

WHEREAS, the CRA's Board of Commissioners has previously determined that there is a need for professional services to implement public relations and marketing strategies recommended in the 2022 update of the CRA Master Plan; and

WHEREAS, the CRA has solicited a Request for Qualifications (RFQ) 108-2024 an invitation to interested businesses to indicate their qualifications to providing professional services to the CRA in implementing the marketing strategies as described above; and

WHEREAS, an evaluation committee has evaluated proposals from those firms that submitted proposals to provide professional PR and marketing services and selected the top ranked Contractor, Redevelopment Management Associates (RMA); and

WHEREAS, the CRA Board has determined that it is in the best interest of the CRA to enter into a contract with Redevelopment Management Associates (RMA), for the provision of such professional services. A copy of such contract is attached hereto and incorporated herein as Exhibit A.

**NOW, THEREFORE, BE IT RESOLVED BY THE LAKE PARK COMMUNITY
REDEVELOPMENT AGENCY BOARD OF THE TOWN OF LAKE PARK, FLORIDA
AS FOLLOWS:**

Section 1. The whereas clauses are true and correct and are incorporated herein.

Section 2. The CRA Board hereby authorizes and directs the Board Chair and the Executive Director to execute a First Amendment to the contract with Redevelopment Management Associates (RMA) for the provision of PR and Marketing Services, a copy of which is attached hereto and incorporated herein.

Section 3. This Resolution shall become effective immediately upon adoption.