

RESOLUTION 62-08-26

A RESOLUTION OF THE CRA BOARD OF THE TOWN OF LAKE PARK, FLORIDA, AUTHORIZING AND DIRECTING THE CHAIR TO EXECUTE A RENEWAL TO THE CONTRACT WITH 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 is empowered 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 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.

WHEREAS, the renewal agreement includes a renewal for up to one year; and

WHEREAS, the CRA finds it in its best interest to exercise the renewal option under the same terms and conditions as the original agreement; and

WHEREAS, RMA has agreed to continue providing the services as specified under the renewal agreement for an additional year commencing July 17th 2026; and

WHEREAS, the CRA desires to formally approve the Agreement retroactively starting July 17th 2026 to ensure continuity of services, preserve contractual authority, and maintain compliance with procurement standards;

NOW, THEREFORE, BE IT RESOLVED BY THE CRA BOARD OF THE TOWN OF LAKE PARK, FLORIDA, AS FOLLOWS:

Section 1. The foregoing recitals are incorporated herein.

Section 2. The Chair is hereby authorized and directed to execute the Agreement with RMA, attached hereto as Exhibit A.

Section 3. This Resolution shall take effect immediately upon adoption.