



**CITY OF FORT LAUDERDALE**  
**City Commission Agenda Memo**  
**REGULAR MEETING**

**#19-0781**

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**TO:** Honorable Mayor & Members  
Fort Lauderdale City Commission

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** August 20, 2019

**TITLE:** Resolution Authorizing the City Manager to Accept a Proposal from Lammert, Inc. for the Publication of a Hardcover Pictorial Book for the City of Fort Lauderdale – **(Commission Districts 1, 2, 3, and 4)**

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**Recommendation**

It is recommended that the City Commission approve a resolution authorizing the City Manager to accept a proposal from Lammert, Inc. dba HPN Books ("Publisher") for the production and publication of a hardcover pictorial book for the City of Fort Lauderdale and to execute all necessary documents subject to the approval of the City Attorney.

**Background**

On May 11, 2019, the Mayor's Office received a letter from the publisher proposing the creation and publication of a high-quality pictorial book about the City. Similar publications have been created around the Country, including the City of Fort Myers and Salt Lake City, for the public purpose of helping to advance a City's story and promote economic development. The proposed agreement will be at no cost to the City. The City's main responsibility will be to provide endorsement for the project and provide input on the content of the book prior to printing. In return, the Publisher will provide the City with 650 books at no cost; hire a local photographer and writer to produce the book contents and help showcase the City. The entire project will be funded by the sale of business profiles managed by representatives of the Publisher. Such an arrangement constitutes a procurement excluded from the competitive solicitation and selection process in accordance with Sections 2-176(e)(12) and 2-176(e)(29), Fort Lauderdale Code of Ordinances.

**Resource Impact**

There is no fiscal impact associated with this item.

**Strategic Connections**

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Internal Support Cylinder of Excellence, specifically advancing:

- Goal 12: Be a leading government organization, managing resources wisely and sustainably.
  - Objective 1: Ensure sound fiscal management.

This item advances the *Fast Forward Fort Lauderdale Vision Plan 2035: We are Here*.

**Attachments**

Exhibit 1 – Proposal

Exhibit 2 – Resolution

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Prepared by: Luisa Agathon, City Manager's Office

Department Director: Chris Lagerbloom, ICMA-CM, City Manager