AGENDA ITEM NO. 5.f

STAFF AGENDA REVIEW WORKSHOP AGENDA ITEM REPORT

DATE: August 25, 2025

SUBMITTED BY: Kimberly Dillon

ITEM TYPE: Resolution

TEMP. RESOLUTION NUMBER:

AGENDA SECTION: **Consent Agenda:**

TITLE: TR14307 - A Resolution of the City Commission of the City of Tamarac, Florida, approving and ratifying past purchases of entertainment services for the "Yard on the Lawn" event, Caribbean Heritage Month Celebration held on June 28, 2025, from Riddims Marketing, Inc., in the amount of $62,160.00 and $3,203.00, for a total amount of $65,362.00 in accordance with Section 6-145(b)(6) of the Code, to be paid from the appropriate accounts; providing for conflicts; providing for severability; and providing for an effective date.

RECOMMENDATION:

The Director of Parks and Recreation recommends that the City Commission ratify the payments to Riddims Marketing, Inc. and this item be placed on August 27, 2025 City Commission Agenda. The total amount paid to Riddims Marketing has exceeded the $65,000 threshold. The agreement for the production and entertainment services for "Yard on the Lawn" Caribbean Heritage Month celebration on June 28, 2025, was $62,160.00. After the event, a final payment was made in the amount of $3,202.00 for a total of $65,362.00.

BACKGROUND:

The "Yard on the Lawn" event is part of the City's initiative to recognize and celebrate Caribbean Heritage Month through community programming that is culturally enriching and widely appealing.

To ensure a successful and engaging event, staff identified

Riddims Marketing, Inc. as a highly qualified vendor with experience in producing cultural events and booking reputable Caribbean talent. The proposed scope of services includes:

- Booking and coordination of a well-known host/personality
- Engagement of a dynamic opening musical act
- Delivery of a headline performance by a popular main act
- General production support for the entertainment portion of the event

Staff determined that utilizing a single vendor to coordinate these services ensures greater cohesion, efficiency, and accountability, as compared to contracting with multiple providers for individual entertainment components. Riddims Marketing, Inc. offers a turnkey solution that simplifies logistics and ensures quality.

The City entered into an agreement based on Riddims Marketing, Inc. proposal of $62,160.00 on May 6, 2025. After the event, the City received an invoice for $3202.00 to cover additional expenses that were originally provided as an estimated cost in the proposal which brings the total cost of services provided to $65,362.00. The invoice was paid on July 3, 2025.

These purchases will result in an aggregate amount of $65,362.00 during FY2025 with Riddims Marketing, Inc., which exceeds the administrative approval threshold of $65,000 requiring City Commission authorization. It is a requirement of Section 6-145 (b)(6) of the Tamarac Procurement Code that total spend for an individual vendor

exceeding the Category Three threshold (City Manager's $65,000 authority) within any fiscal year, that the aggregate expenditure amount must be presented to the City Commission for ratification to ensure complete transparency related to the City's spend. Accordingly, we are presenting this item for City Commission approval as the payments has exceeded this threshold for FY2025 expenditure with Riddims Marketing, Inc.

STRATEGIC GOALS: Goal #1: Tamarac is Home

ATTACHMENTS: