

RESOLUTION NO. R2026-XX

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF NORTH MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE CITY MANAGER OR DESIGNEE TO EXECUTE AN AGREEMENT WITH CIRCLE OF ONE MARKETING, INC., THE LOWEST RESPONSIVE AND RESPONSIBLE PROPOSER, TO PROVIDE STRATEGIC COMMUNICATIONS SERVICES FOR THE NMB PURE INITIATIVE IN AN AMOUNT NOT TO EXCEED \$148,000.00, SUBJECT TO BUDGET APPROPRIATION AND AVAILABILITY OF FUNDS; AUTHORIZING THE CITY MANAGER OR DESIGNEE TO EXECUTE AN AGREEMENT AND TO DO ALL THINGS NECESSARY TO EFFECTUATE THIS RESOLUTION; AND SUBJECT TO THE BUDGET APPROPRIATION AND AVAILABILITY OF FUNDS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, pursuant to Chapter 166, *Florida Statutes* and Section 1.4 of the Charter of the City of North Miami Beach (“City”), the City shall have all available governmental, corporate, and proprietary powers and may exercise them except when prohibited by law; and

WHEREAS, the City issued an invitation for Letters of Interest No. RLI#2026-02 for “*NMB Water Strategic Communication Services*” (“RLI”), and pursuant to the RLI and subsequent agreement, the selected contractor will provide strategic communications services including, but not limited to strategic marketing, communications, branding, and public engagement services for NMB Water; and

WHEREAS, the solicitation was publicly advertised on the City’s website and through OpenGov, with electronic notifications sent to over 31,498 suppliers. The City received eight (8) responses from ACS Firm, Circle of One Marketing, Garth Solutions, Inc., HML Public Outreach, LaliAi, Maribel Martinez Consulting, Questline, Inc., and Upscale Events by Mosaic, Inc, dba The Mosaic Group; and

WHEREAS, the submitted Letters of Interest were evaluated in accordance with the criteria established in the solicitation documents to determine the qualifications, experience, and capability of each responding firm; and

WHEREAS, all Letters of Interest were reviewed, and the City subsequently issued Request for Price & Campaign Approach No. RFP-2026-02 for “*NMB Water Strategic Communication Services (NMB Pure)*,” requesting price proposals and campaign approaches from the qualified firms; and

WHEREAS, the submitted price proposals were evaluated in accordance with the requirements established in the solicitation documents, and Circle of One Marketing, Inc., was determined to be the lowest responsive and responsible proposer to provide NMB Water Strategic Communication Services; and

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WHEREAS, Section 3-3.14 of the City’s Code of Ordinances provides that contracts in excess of fifty thousand dollars (\$50,000.00) shall be awarded by the City Commission; and

WHEREAS, the City Manager and the Chief Procurement Officer recommend that the City Commission approve and authorize the City Manager or designee to execute an agreement with Circle of One Marketing, Inc., the lowest responsive and responsible proposer, in an amount not to exceed \$148,000.00, for the provision of NMB Water Strategic Communication Services in support of the successful implementation of the NMB Pure initiative; and

WHEREAS, the Mayor and City Commission believe it is in the best interests of the City to authorize the City Manager or designee to execute an agreement with Circle of One Marketing, Inc., the lowest responsive and responsible proposer, in an amount not to exceed \$148,000.00, subject to budget appropriation and availability of funds, and approval as to form and legal sufficiency by the City Attorney.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF NORTH MIAMI BEACH, FLORIDA:

Section 1. The foregoing whereas clauses are true and correct and adopted as the legislative and administrative findings of the City Commission and made a specific part of this Resolution; all exhibits attached hereto are made a specific part of this Resolution.

Section 2. The Mayor and City Commission accept the recommendation of the City Manager and City staff and award RFP-2026-02 for “NMB Water Strategic Communication Services (“NMB Pure Initiative”)” to Circle of One Marketing, Inc., and authorize the City Manager to execute an Agreement with Circle of One Marketing, Inc., in an amount not to exceed \$148,000.00, subject to budget appropriation and availability of funds.

Section 3. The City Manager or designee is authorized to do all things necessary to effectuate this Resolution. The award authorized herein is expressly contingent upon the successful completion of all required negotiations, clarifications, and revisions deemed necessary by the City Manager, the Chief Procurement Officer, and the City Attorney. The selected proposer shall comply with all conditions outlined during the negotiation process.

Section 4. All Resolutions or parts of Resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 5. Any scrivener or typographical errors that do not affect intent may be corrected with notice to, and the authorization of the City Attorney and City Manager without further process.

Section 6. If any provision of this Resolution or the application thereof to any person or circumstance is held invalid, such invalidity shall not affect other provisions or applications of this Resolution that can be given effect without the invalid provision or application, and to this end the provisions of this Resolution are declared to be severable.

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Section 7. This Resolution shall take effect immediately upon adoption.

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APPROVED AND ADOPTED by the City of North Miami Beach City Commission at the regular meeting assembled this **27th day of August 2026**.

ATTEST:

ANDRISE BERNARD, MMC
CITY CLERK

(CITY SEAL)

MICHAEL JOSEPH
MAYOR

APPROVED AS TO FORM AND LEGAL SUFFICIENCY FOR THE USE
AND RELIANCE OF THE CITY OF NORTH MIAMI BEACH ONLY:

GREENSPOON MARDER, LLP.

By: _____
CITY ATTORNEYS

Sponsored by: Mayor & Commission

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