

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER, PURSUANT TO REQUEST FOR QUALIFICATIONS (RFQ) 2019-122-WG FOR SPONSORSHIP AND NAMING RIGHTS CONSULTING SERVICES; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH GLOBAL SPECTRUM LP, D/B/A SPECTRA PARTNERSHIPS, AS THE TOP RANKED PROPOSER FOR GROUP I CORPORATE SPONSORSHIPS AND GROUP II NAMING RIGHTS; FURTHER, IF THE ADMINISTRATION IS NOT SUCESSFUL IN NEGOTIATING AN AGREEMENT WITH GLOBAL SPECTRUM LP, D/B/A SPECTRA PARTNERSHIPS, AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH THE SUPERLATIVE GROUP, AS THE SECOND RANKED PROPOSER FOR GROUP I CORPORATE SPONSORSHIPS AND GROUP II NAMING RIGHTS; AND FURTHER AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AN AGREEMENT UPON THE CONCLUSION OF SUCESSFUL NEGOTIATIONS BY THE ADMINISTRATION.

WHEREAS, on February 13, 2019 the Mayor and City Commission approved the issuance of RFQ 2019-122-WG for Sponsorship and Naming Rights Consulting Services; and

WHEREAS, on February 14, 2019, RFQ 2019-122-WG for Sponsorship and Naming Rights Consulting Services was issued; and

WHEREAS, on February 13, 2019, the City Manager appointed an Evaluation Committee, comprised of Tonya Daniels, Director, Office of Communications, Monica Beltran, Assistant Director, Parking Department, Matt Kenny, Director, Tourism & Culture Department, Tameka Otto-Stewart, Director, Budget and Performance Improvement, and Margarita Kruffy, Assistant Director, Environmental and Sustainability Department; and

WHEREAS, on April 12, 2019, the City received a total of four (4) proposals from the following firms: The Superlative Group; Siinc LLC, d/b/a Siinc Agency; Global Spectrum L.P. d/b/a Spectra Partnerships; and Fig Solutions; and

WHEREAS, the Committee convened on June 24, 2019, to consider the proposals received; and

WHEREAS, the Committee was provided an overview of the project, information relative to the City's Cone of Silence Ordinance and the Government Sunshine Law, as well as, general information on the scope of services and a copy of each proposal, and was instructed to score and rank each proposal pursuant to the evaluation criteria established in the RFQ; and

WHEREAS, the Committee's evaluation process resulted in the following order of ranking:

GROUP I Corporate Sponsorship

- 1st ranked: Global Spectrum LP, D/B/A Spectra Partnerships;
- 2nd ranked: The Superlative Group;
- 3rd ranked: Siinc LLC, D/B/A Siinc Agency; and
- 4th ranked: Fig Solutions; and

GROUP II Naming Rights

1st ranked: Global Spectrum LP, D/B/A Spectra Partnerships;
2nd ranked: The Superlative Group;
3rd ranked: Siinc LLC, D/B/A Siinc Agency; and
4th ranked: Fig Solutions; and

WHEREAS, upon considering both qualitative and quantitative factors, the City Manager recommends that the Mayor and City Commission authorize the Administration to enter into negotiations with Global Spectrum LP, D/B/A Spectra Partnerships, as the top ranked proposer for Group I Naming Rights and Group II Corporate Sponsorships; further, if unsuccessful in negotiating an agreement with Global Spectrum LP, D/B/A Spectra Partnerships, authorize the Administration to enter into negotiations with The Superlative Group, as the second ranked proposer for Group I Naming Rights and Group II Corporate Sponsorships.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the City Manager, pursuant to Request for Qualifications (RFQ) No. 2019-122-WG for Sponsorship and Naming Rights Consulting Services; authorize the Administration to enter into negotiations with Global Spectrum LP, D/B/A Spectra Partnerships, as the top ranked proposer for Group I Naming Rights and Group II Corporate Sponsorships; further, if the Administration is not successful in negotiating an agreement with Global Spectrum LP, D/B/A Spectra Partnerships, authorize the Administration to enter into negotiations with The Superlative Group, as the second ranked proposer for Group I Naming Rights and Group II Corporate Sponsorships; and further authorize the Mayor and City Clerk to execute an agreement upon the conclusion of successful negotiations by the Administration.

PASSED AND ADOPTED this _____ day of _____ 2019.

Dan Gelber, Mayor

ATTEST:

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

Rafael E. Granado 7/2/19
City Attorney RAP Date