

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE CITY MANAGER TO FINALIZE AN AGREEMENT WITH GLOBAL SPECTRUM LP, DBA SPECTRA PARTNERSHIPS, AS THE FINAL RECOMMENDED PROPOSER FOR CONSULTING SERVICES PURSUANT TO REQUEST FOR QUALIFICATIONS (RFQ) 2019-122-WG CORPORATE SPONSORSHIP AND NAMING RIGHTS CONSULTING SERVICES; FURTHER, IF THE ADMINISTRATION IS NOT ABLE TO FINALIZE AN AGREEMENT WITH GLOBAL SPECTRUM LP, DBA SPECTRA PARTNERSHIPS, AUTHORIZING THE ADMINISTRATION TO FINALIZE AN AGREEMENT WITH THE SUPERLATIVE GROUP; AND FURTHER PROVIDING THAT THE FINAL AGREEMENT SHALL BE SUBJECT TO THE PRIOR APPROVAL OF THE MAYOR AND CITY COMMISSION.

WHEREAS, on July 31, 2019, the Mayor and City Commission adopted Resolution No. 2019-30916, and authorized the Administration to enter into simultaneous negotiations with Global Spectrum, LP d/b/a Spectra Partnerships and The Superlative Group for a consulting services agreement for naming rights and corporate sponsorships, with the final recommended proposer subject to prior approval by the Mayor and City Commission; and

WHEREAS, following the July 31, 2019 City Commission meeting, the Administration continued to further evaluate the qualifications of both companies, including obtaining data relating to corporate sponsorship and naming rights deals secured by both firms over the last 5 years; in addition, staff has confirmed references for both proposers and has compared their respective pricing proposals; and

WHEREAS, during the review process, the references and prior sales data for each of the proposers confirmed that both firms are well-qualified to provide consulting services for the City; and

WHEREAS, during the review process and conversations with both two firms, Spectra continuously stood out as the top candidate for multiple reasons; and

WHEREAS, Spectra has a strong presence and understanding of the Miami Beach community, as they are the managing company for the Miami Beach Convention Center; and

WHEREAS, in its proposal, Spectra has included the addition of a dedicated staff person on their team, that will be located in Miami Beach, to handle the day-to-day sales, fulfillment and management of all sponsorship and naming rights sales; and

WHEREAS, from the Administration's perspective, Spectra's staffing is imperative to the process as the City's full-time staff position for this effort was previously eliminated and the Administration anticipates it will rely heavily on its consultant to take full ownership of the day-to-day sales, fulfillment and management of all sponsorship and naming rights sales; and

WHEREAS, The Superlative Group also indicated that it would be willing to dedicate a staff person to the account, but that it would adjust its pricing to shift some upfront costs to the city to cover this effort; and

WHEREAS, in addition to the full-time staff position, the Administration believes that Spectra's proposal is superior, as Spectra has a sales force of 70 representatives located throughout the country, while the Superlative Group has a team of 6 representatives that also work throughout the country; and

WHEREAS, based on a review of the proposers' updated proposals and price proposals, the City Manager recommends that the Mayor and City Commission select Global Spectrum LP, DBA Spectra Partnerships, as the final recommended proposer for Group I Naming Rights and Group II Corporate Sponsorships; and authorize the Mayor and City Clerk to execute an agreement with Global Spectrum, LP upon conclusion of successful negotiations by the Administration.

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 approve and authorize the City Manager to finalize an Agreement with Global Spectrum LP, d/b/a Spectra Partnerships, as the final recommended proposer for consulting services pursuant to Request for Qualifications No. 2019-122-WG, Corporate Sponsorships and Naming Rights Consulting Services (the "Project"); further, if the Administration is not able to finalize an Agreement with Global Spectrum LP, DBA Spectra Partnerships, authorize the Administration to finalize an Agreement with The Superlative Group; and further provide that the final Agreement shall be subject to the prior approval of the Mayor and City Commission.

PASSED AND ADOPTED this _____ day of _____ 2020.

Dan Gelber, Mayor

ATTEST:

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

RD for 2-11-20
City Attorney RAP Date