

MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Honorable Mayor Dan Gelber and Members of the City Commission

FROM: Alina T. Hudak, City Manager *Eric Carpenter for*

DATE: June 22, 2022

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, RESCINDING RESOLUTION NO. 2022-32122, WHICH AUTHORIZED NEGOTIATIONS WITH ROCKEFELLER SPORTS AND GAMES REGARDING A PROPOSED MINIATURE GOLF ACTIVATION IN A PORTION OF THE SPOIL AREA LOCATED NEAR LUMMUS PARK, AND AUTHORIZING THE ADMINISTRATION TO PREPARE AND ISSUE A REQUEST FOR PROPOSAL (RFP) FOR THE DESIGN, CONSTRUCTION AND OPERATION OF A MINIATURE GOLF ACTIVATION IN THE SPOIL AREA NEAR LUMMUS PARK.**

BACKGROUND

During the April 21, 2021 City Commission meeting, the City Commission approved the request to issued Invitation To Negotiate (ITN) 2021-153-KB for the Activation of the Lummus Park Spoil Area.

The spoil area is defined as the sandy space between the coral wall abutting the Park's serpentine walkway and the protective sand dunes. Specifically, the City sought to activate the areas currently identified as low use or infrequent use. The existing high use areas currently contain permanent activations and, thus, the City is not seeking to further activate high use areas at this time. The intent of this solicitation was to activate under-utilized spaces in the spoil area without impacting existing programming and amenities. The City envisioned activations that create sophisticated, family-friendly experiences, highlighting the energy, history, and culture of Miami Beach and Ocean Drive.

The ITN was issued on April 23, 2021. Approximately 2,000 vendors were notified via Periscope S2G, and 61 via email notification. A total of 54 vendors accessed the solicitation and two (2) addenda were issued. The ITN responses were due on June 18, 2021, and resulted in the receipt of a sole response from Teamwork Marketing Solutions, Inc.

Following the receipt of the sole proposal, the Procurement Department contacted several viable bidders to understand why no other bids were received. Primarily, the bidders queried indicated that either they were not in the business of providing the types of activations sought by the City, the scope of the ITN was not sufficiently specific, or current workloads did not allow them to respond.

During the July 28, 2021 City Commission meeting, Resolution No. 2021-31784 was adopted accepting the recommendation of the City Manager to reject proposal received pursuant to the

Invitation To Negotiate (ITN) 2021-153-KB Activation of the Lummus Park Spoil Area.

Following the rejection of the ITN, at the direction of the City Commission, the Procurement Department scheduled industry meetings to discuss possible activations at Lummus Park. Approximately 3,368 vendors were notified via Periscope S2G and 135 via email notification. A total of 14 of the vendors viewed the invitation via Periscope S2G, and meetings were held with 10 vendors.

During the December 8, 2021 City Commission meeting, a discussion regarding family-friendly activation in Lummus Park was referred to the Neighborhood and Quality of Life Committee.

Together with the Parks and Recreation Department, the Procurement Department conducted industry review meetings to specifically discuss miniature golf operations at Lummus Park. Approximately 4,783 vendors were notified via Periscope S2G and 13 via email notification. Meetings were held with 3 vendors.

After Rockefeller Sports and Game's participation in the industry review meeting, they subsequently submitted a proposal to the City to provide a minigolf activation at the spoil area near Lummus Park, between 5th and 7th Street, called "South Beach Putt." Rockefeller Sports and Games is an award winning, critically acclaimed creative and production company that offers high-quality entertainment on a global scale. The proposal included an immersive, outdoor, 18-hole miniature golf course. The course encompasses highlights of Miami Beach such as crystal-clear beaches, to the iconic Art Deco style. Select holes would have a unique, subtle sound experience such as waves, wildlife, and Latin inspired music.

Rockefeller expressed interest in entering a three-year agreement with the City to design, build, install and operate this activation at the spoil area near Lummus Park, between 5th and 7th Street, largely at their own expense, with minimal assistance from the City. The exact location would be determined during negotiations.

At the March 7, 2022 Public Safety and Neighborhood Quality of Life Committee meeting (*formerly known as the Neighborhood and Quality of Life Committee*), the Rockefeller proposal was presented. The Committee directed Administration to enter negotiations with Rockefeller Sports and Games for a design, build and operation agreement for a miniature golf activation at the spoil area near Lummus Park with for a period of three (3) years with two (2) one (1) year renewals, and requesting administration to return to the full Commission for approval of the final agreement.

During the April 6, 2022 City Commission meeting, Resolution No. 2022-32122 was approved accepting the recommendation of the Public Safety and Neighborhood Quality of Life Committee at its March 7, 2022 meeting, and authorized negotiations with Rockefeller Sports and Games for a design, build and operation agreement for a miniature golf activation at the spoil area near Lummus Park, between 5th Street and 7th Street, for a period of two (2) years, with three (3) one (1) year renewals, provided that the final negotiated agreement shall be subject to the prior approval of the Mayor and City Commission; direct the City Administration to ensure that the final negotiated agreement includes a resident discount for minigolf activations; and refer the proposed negotiated terms to the Finance and Economic Resiliency Committee for review and recommendation.

ANALYSIS

Since the April 6, 2022 City Commission meeting, Administration has had discussions regarding the miniature golf activation. After further review and analysis, if the direction of Commission is to pursue this amenity, the Administration is recommending the City prepare and issue a Request For Proposals (RFP) for the design, construction and operation of a miniature golf activation in

the Lummus Park spoil area. The Procurement Department will use all outlets available to advertise this solicitation.

FISCAL IMPACT STATEMENT

Administration anticipates minimal or no cost to the City subject to negotiations.

FINANCIAL INFORMATION

N/A

SPONSOR AND RESPONSIBLE DEPARTMENT

Steven Meiner
Parks and Recreation/Procurement

RECOMMENDATION

Rescind Resolution No. 2022-32122, which authorized negotiations with Rockefeller Sports and Games regarding a proposed miniature golf activation in a portion of the spoil area located near Lummus Park, and authorize the Administration to prepare and issue a Request For Proposal (RFP) for the design, construction and operation of a miniature golf activation in the spoil area near Lummus Park.