

RESOLUTION NO. _____

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

WHEREAS, 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; and

WHEREAS, the spoil area is defined as the sandy space between the coral wall abutting the Park's serpentine walkway and the protective sand dunes, and the City sought to activate the areas currently identified as low use or infrequent use; and

WHEREAS, 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; and

WHEREAS, the intent of this solicitation was to activate under-utilized spaces in the spoil area without impacting existing programming and amenities; and

WHEREAS, the City envisioned activations that create sophisticated, family-friendly experiences, highlighting the energy, history, and culture of Miami Beach and Ocean Drive; and

WHEREAS, the ITN was issued on April 23, 2021 and resulted in the receipt of a sole response from Teamwork Marketing Solutions, Inc; and

WHEREAS, following receipt of the sole proposal, the Procurement Department contacted several viable bidders to understand why no other bids were received; and

WHEREAS, potential bidders 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; and

WHEREAS, 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; and

WHEREAS, 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; and

WHEREAS, approximately 3,368 vendors were notified, a total of 14 of the vendors viewed the invitation via Periscope S2G, and meetings were held with 10 vendors; and

WHEREAS, 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; and

WHEREAS, together with the Parks and Recreation Department, the Procurement Department conducted industry review meetings to discuss miniature golf operations at Lummus Park, with 3 potential vendors; and

WHEREAS, following the meetings, one of the vendors, Rockefeller Sports and Game ("Rockefeller"), 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"; and

WHEREAS, Rockefeller is an award winning, critically acclaimed creative and production company that offers high-quality entertainment on a global scale; and

WHEREAS, the proposal included an immersive, outdoor, 18-hole miniature golf course highlighting iconic aspects of Miami Beach including its crystal-clear beaches and historic Art Deco style, and with select holes offering unique sound experiences inspired by the sound of waves, wildlife, and Latin music; and

WHEREAS, Rockefeller expressed interest in entering a three-year agreement with the City to design, build, and South Beach Putt, largely at their own expense, with minimal assistance from the City and the exact location to be determined during negotiations; and

WHEREAS, at the March 7, 2022 Public Safety and Neighborhood Quality of Life Committee meeting, the Rockefeller proposal was presented; and

WHEREAS, the Committee recommended the 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 for an initial term of three (3) years with two (2) one (1) year renewals, and requesting the Administration to return to the Commission for approval of the final agreement; and

WHEREAS, 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; directing the City Administration to ensure that the final negotiated agreement includes a resident discount for minigolf activations; and referring the proposed negotiated terms to the Finance and Economic Resiliency Committee for review and recommendation; and

WHEREAS, since the April 6, 2022 City Commission meeting, the Administration has had discussions regarding the miniature golf activation, and after further review and analysis, if the direction of Commission is to pursue this amenity, the Administration recommends issuing a Request for Proposals (RFP) for the design, construction and operation of a miniature golf activation in the Lummus Park spoil area; and

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

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 rescind resolution no. 2022-32122, authorizing negotiations with Rockefeller Sports and Games for a miniature golf activation in a portion of the spoil area located near Lummus Park; and authorize the Administration to issue a Request for Proposals (RFP) for the design, construction and operation of a miniature golf activation in the spoil area near Lummus Park.


PASSED AND ADOPTED this _____ day of _____ 2022.

ATTEST:

RAFAEL E. GRANADO, CITY CLERK

DAN GELBER, MAYOR

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney *GH*

Date

6-21-22