

MIAMI BEACH

OFFICE OF THE CITY MANAGER

LTC # 315-2021

LETTER TO COMMISSION

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

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

DATE: July 30, 2021

SUBJECT: Status Update on Request for Proposals (RFP) 2021-151-ND for Management and Operation of Artisanal Market in Lummus Park

The purpose of this LTC is to update the Mayor and City Commission on the status of Request for Proposals (RFP) 2021-151-ND for management and operation of an artisanal market in Lummus Park.

On May 12, 2021, the Mayor and City Commission authorized the issuance of the RFP to solicit proposals for the management and operation of an artisanal market in Lummus Park. The RFP was developed for the Lummus Park market specifically as it is likely to be the largest artisanal market within the City. However, the Administration has been working to identify potential artisanal markets in other areas as a way to promote activation within certain neighborhoods or commercial districts. The areas that would potentially benefit from an artisanal market include: the Normandy Fountain area, Collins Park, the 41 Street corridor, and Pride Park, as well as other areas that could be identified in the future. The additional markets could serve as informal social gatherings where residents and visitors can meet and interact with local artists and designers, stimulate community development, and provide family-friendly engagements. Compared to the Lummus Park market, the additional markets referenced would likely be significantly smaller and some could be activated only episodically.

The RFP currently does not allow the Administration to work with the awarded operator to establish additional smaller or episodic markets across the City. The Administration believes that amending the RFP to include the ability to negotiate with the selected operator to develop one or more of the smaller or episodic markets will expedite the activation of the relevant neighborhood(s) or commercial district(s) rather than waiting to process a solicitation for each new market. Further, since the additional markets would likely be smaller than the Lummus Park market, negotiating with the selected operator could be more efficient and cost-effective than going through a selection process each time a potential market was identified and dealing with multiple market operators across the City.

Accordingly, the Administration released an addendum to the RFP to allow future additional markets to be added to the resulting agreement by mutual agreement. Additional markets will require City Commission approval.

Please do not hesitate to contact me if you have any questions.


MM/LA/AD/KS/NO