

RESOLUTION NO. 2023-32465

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE CITY MANAGER TO EXECUTE AMENDMENT NO.1 TO THE MANAGEMENT AND OPERATION AGREEMENT BETWEEN THE CITY OF MIAMI BEACH, FLORIDA AND FLORIDA FRESH MARKET ENTERPRISES, INC. FOR MANAGEMENT AND OPERATION OF ARTISANAL MARKETS, TO ADD ACTIVATIONS IN THE AREAS OF THE 41ST STREET COMMERCIAL CORRIDOR, COLLINS PARK PLAZA, AND NORMANDY FOUNTAIN PLAZA.

WHEREAS, on May 12, 2021, the Mayor and City Commission authorized the issuance of the RFP (RFP 2021-151-ND) 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; and

WHEREAS, on July 30, 2021, the Administration provided a status update on the Request for Proposals (RFP 2021-151-ND) for Management and Operation of an Artisanal Market in Lummus Park in LTC-315-2021; and

WHEREAS, the Administration worked to identify potential artisanal markets in other areas to promote activations within certain neighborhoods or commercial districts and would serve as informal social gatherings where residents and visitors could meet and interact with local artists and designers, stimulate community development, and provide family-friendly engagements; and

WHEREAS, the Administration released an addendum to the RFP to allow future additional markets to be added to the resulting agreement by mutual agreement, subject to City Commission approval; and

WHEREAS, on October 13, 2021, the Mayor and City Commission authorized the Administration to enter negotiations with Florida Fresh Market, the top ranked proposer and the best qualified firm to manage and operate the artisanal markets; and

WHEREAS, Florida Fresh Market demonstrated vast experience in collaborating with other municipalities such as Bal Harbour Village, the City of Coral Gables, and the City of Miramar in the development of their farmers' and artisans' markets. The process of contract negotiations between the City and Florida Fresh Market began immediately; and

WHEREAS, on July 20, 2022, through resolution 2022-32259 the Mayor and City Commission approved the relocation of the Lummus Park Artisanal Market from 13 Street and 14 Place to 6 Street and 8 Streets and authorized the Administration to enter into negotiations with Florida Fresh Market to activate artisanal markets in other Miami Beach locations; and

WHEREAS, based on overall community feedback, the Administration and Florida Fresh Market have negotiated the expansion of the Artisanal Market to activate in the following neighborhoods: 41st Street Commercial Corridor, Collins Park Plaza, and Normandy Fountain Plaza; and

WHEREAS, the 41st Street commercial corridor location is limited to the public right of way of municipal parking lot P63 (4166 Royal Palm Avenue), bounded on the north by the curb

approximately one hundred twenty (120.0) feet north and parallel to the parking lot's southernmost boundary, bounded on the south by the curb approximately sixty (60.0) feet north and parallel to the parking lot's southernmost boundary, bounded on the east by the easternmost non-handicap parking space and bounded on the west by the westernmost edge of the 13th consecutive parking space from the easternmost boundary; and

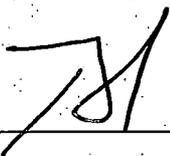
WHEREAS, the Collins Park Plaza location is limited to the public right of way bounded on the north by the bollards on Liberty Avenue separating the pedestrian walkway and the Collins Park Garage vehicular entrance, bounded on the south by the northern most line of the 22nd Street right of way, bounded on the east by the easternmost line of the Liberty Avenue right of way, and bounded on the west by the westernmost line of the Liberty Avenue right of way; and

WHEREAS, the Normandy Fountain Plaza location is limited to the public right of way bounded on the south by the north right of way line of the 71st Street, bounded on the north by the south right of way line of Normandy Drive, bounded on the west by a line eight (8.0) feet west of and parallel to the west back of curb of Rue Vendome, and bounded on the east by a line twenty feet and six inches 20' 6" east of and parallel to the east back of curb of Rue Vendome.

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 execute Amendment No.1 to the Management and Operation Agreement between the City of Miami Beach, Florida and Florida Fresh Market Enterprises, Inc. for Management and Operation of Artisanal Markets, to add activations in the areas of the 41st Street commercial corridor, Collins Park Plaza, and Normandy Fountain Plaza.

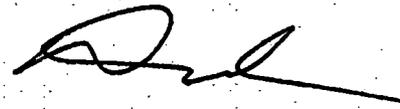
PASSED and ADOPTED this 1 day of February, 2023

ATTEST:



Rafaél E. Granado, City Clerk

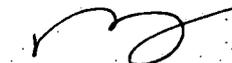
FEB 08 2023



Dan Gelber, Mayor



**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**



City Attorney *SH*

1-23-23

Date

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Alina T. Hudak, City Manager
DATE: February 1, 2023

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE CITY MANAGER TO EXECUTE AMENDMENT NO. 1 TO THE MANAGEMENT AND OPERATION AGREEMENT BETWEEN THE CITY OF MIAMI BEACH, FLORIDA AND FLORIDA FRESH MARKET ENTERPRISES, INC. FOR MANAGEMENT AND OPERATION OF ARTISANAL MARKETS, TO ADD ACTIVATIONS IN THE AREAS OF THE 41ST STREET COMMERCIAL CORRIDOR, COLLINS PARK PLAZA, AND NORMANDY FOUNTAIN PLAZA.

RECOMMENDATION

Adopt the Resolution.

BACKGROUND/HISTORY

Artisanal markets serve several objectives for cities, including enhancing and providing a community gathering place, adding value to neighborhoods and existing commercial districts, offering an economic opportunity to local vendors and businesses, and providing a diverse marketplace for residents, visitors, and tourists.

As a result, the City Commission approved the relocation of the Lummus Park Artisanal market from 13th Street and 14th place to 6th street to 8th street and authorized the Administration to enter negotiations with Florida Fresh Market to activate artisanal markets in other areas of the City.

ANALYSIS

On May 12, 2021, the Mayor and City Commission authorized the issuance of the RFP (RFP 2021-151-ND) 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.

On July 30, 2021, the Administration provided a status update on the Request for Proposals (RFP 2021-151-ND) for Management and Operation of an Artisanal Market in Lummus Park in LTC-315-2021. The Administration worked to identify potential artisanal markets in other areas to promote activations within certain neighborhoods or commercial districts. The additional markets would serve

as informal social gatherings where residents and visitors could meet and interact with local artists and designers, stimulate community development, and provide family-friendly engagements. Accordingly, the Administration released an addendum to the RFP to allow future additional markets to be added to the resulting agreement by mutual agreement, subject to City Commission approval.

On October 13, 2021, the Mayor and City Commission authorized the Administration to enter negotiations with Florida Fresh Market, the top ranked proposer. Florida Fresh Market was the best qualified firm to manage and operate the artisanal markets. Florida Fresh Market demonstrated vast experience in collaborating with other municipalities such as Bal Harbour Village, the City of Coral Gables, and the City of Miramar in the development of their farmers' and artisans' markets. The process of contract negotiations between the City and Florida Fresh Market began immediately.

On July 20, 2022, through resolution 2022-32259 the Mayor and City Commission approved the relocation of the Lummus Park Artisanal Market from 13 Street and 14 Place to 6 Street and 8 Streets and authorized the Administration to enter into negotiations with Florida Fresh Market to activate artisanal markets in other Miami Beach locations.

Based on overall community feedback, the Administration has negotiated with Florida Fresh Market the expansion of the Artisanal Market to activate in the following neighborhoods:

- 41st Street Commercial Corridor
- Collins Park Plaza
- Normandy Fountain Plaza.

The 41st Street Commercial Corridor location is limited to the public right of way of municipal parking lot P63 (4166 Royal Palm Avenue), bounded on the north by the curb approximately one hundred twenty (120.0) feet north and parallel to the parking lot's southernmost boundary, bounded on the south by the curb approximately sixty (60.0) feet north and parallel to the parking lot's southernmost boundary, bounded on the east by the easternmost non-handicap parking space and bounded on the west by the westernmost edge of the 13th consecutive parking space from the easternmost boundary. Estimated launch date of February 26, 2023.

The Collins Park Plaza location is limited to the public right of way bounded on the north by the bollards on Liberty Avenue separating the pedestrian walkway and the Collins Park Garage vehicular entrance, bounded on the south by the northern most line of the 22nd Street right of way, bounded on the east by the easternmost line of the Liberty Avenue right of way, and bounded on the west by the westernmost line of the Liberty Avenue right of way. Estimated launch date of Spring 2023.

The Normandy Fountain Plaza location is limited to the public right of way bounded on the south by the north right of way line of the 71st Street, bounded on the north by the south right of way line of Normandy Drive, bounded on the west by a line eight (8.0) feet west of and parallel to the west back of curb of Rue Vendome, and bounded on the east by a line twenty feet and six inches 20' 6" east of and parallel to the east back of curb of Rue Vendome. Estimated launch date of Fall 2023.

Florida Fresh Market Expansion Details

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41st Street Location - P63

Days of Operation*	Sundays
Load-In	9:00 AM - 10:00 AM
Hours of Operation	11:00 AM - 5:00 PM
Load-Out	5:00 PM - 6:30 PM
Security Deposit	\$2,250
Percentage of Gross	10%
Minimum Guarantee	None
Parking Space Rental**	Appx. \$13,664/year

Collins Park Plaza

Days of Operation*	Saturdays
Load-In	9:00 AM - 10:00 AM
Hours of Operation	11:00 AM - 5:00 PM
Load-Out	5:00 PM - 6:30 PM
Security Deposit	\$2,125
Percentage of Gross	25%
Minimum Guarantee	\$10,000
Parking Space Rental	N/A

Normandy Fountain Plaza

Days of Operation*	Sundays - Biweekly
Load-In	9:00 AM - 10:00 AM
Hours of Operation	11:00 AM - 5:00 PM
Load-Out	5:00 PM - 6:30 PM
Security Deposit	\$2,625
Percentage of Gross	25%
Minimum Guarantee	\$5,000
Parking Space Rental	N/A

*Days of operation determined in collaboration with each neighborhood's community input

**Yearly parking space rental fee paid by the Concessionaire to the City of Miami Beach Parking Department

SUPPORTING SURVEY DATA

In the 2022 City of Miami Beach Resident Survey, 86% of residents agreed that free or City sponsored art and cultural activities contribute to their quality of life in Miami Beach and 86% of residents agreed that Miami Beach Cultural Activities (such as art shows, film festivals, musicals, and live performances) contribute to the quality of life in Miami Beach.

FINANCIAL INFORMATION

N/A

CONCLUSION

It is recommended that the Mayor and City Commission adopt the resolution to approve and authorize the City Manager to execute Amendment No.1 to the management and operation agreement between the City of Miami Beach, Florida and Florida Fresh Market Enterprises, Inc. for Management and Operation Agreement of Artisanal Markets to add activations in the areas of the 41st Street commercial corridor, Collins Park Plaza, and Normandy Fountain Plaza.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

Yes

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

Legislative Tracking

Tourism and Culture

ATTACHMENTS:

Description

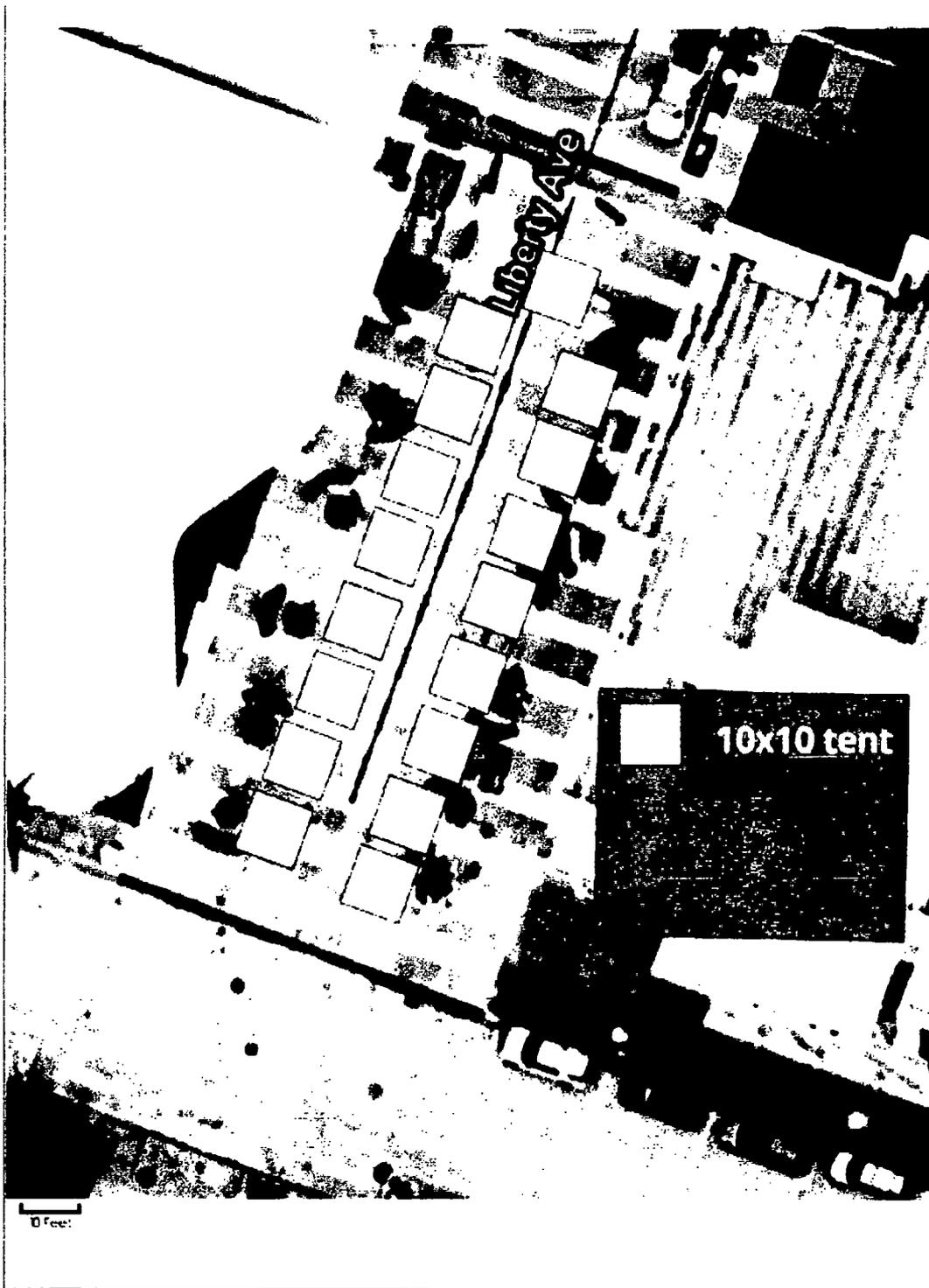
- ▣ Exhibit A - Normandy Fountain Plaza Site Plan
- ▣ Exhibit B - Collins Park Plaza Site Plan
- ▣ Exhibit C - 41st Street P63 Site Plan
- ▣ Exhibit D - Addendum 4 to RFP 2021-151-ND
- ▣ Exhibit E - Resolution 2022-32259
- ▣ Resolution

Normandy Fountain Plaza



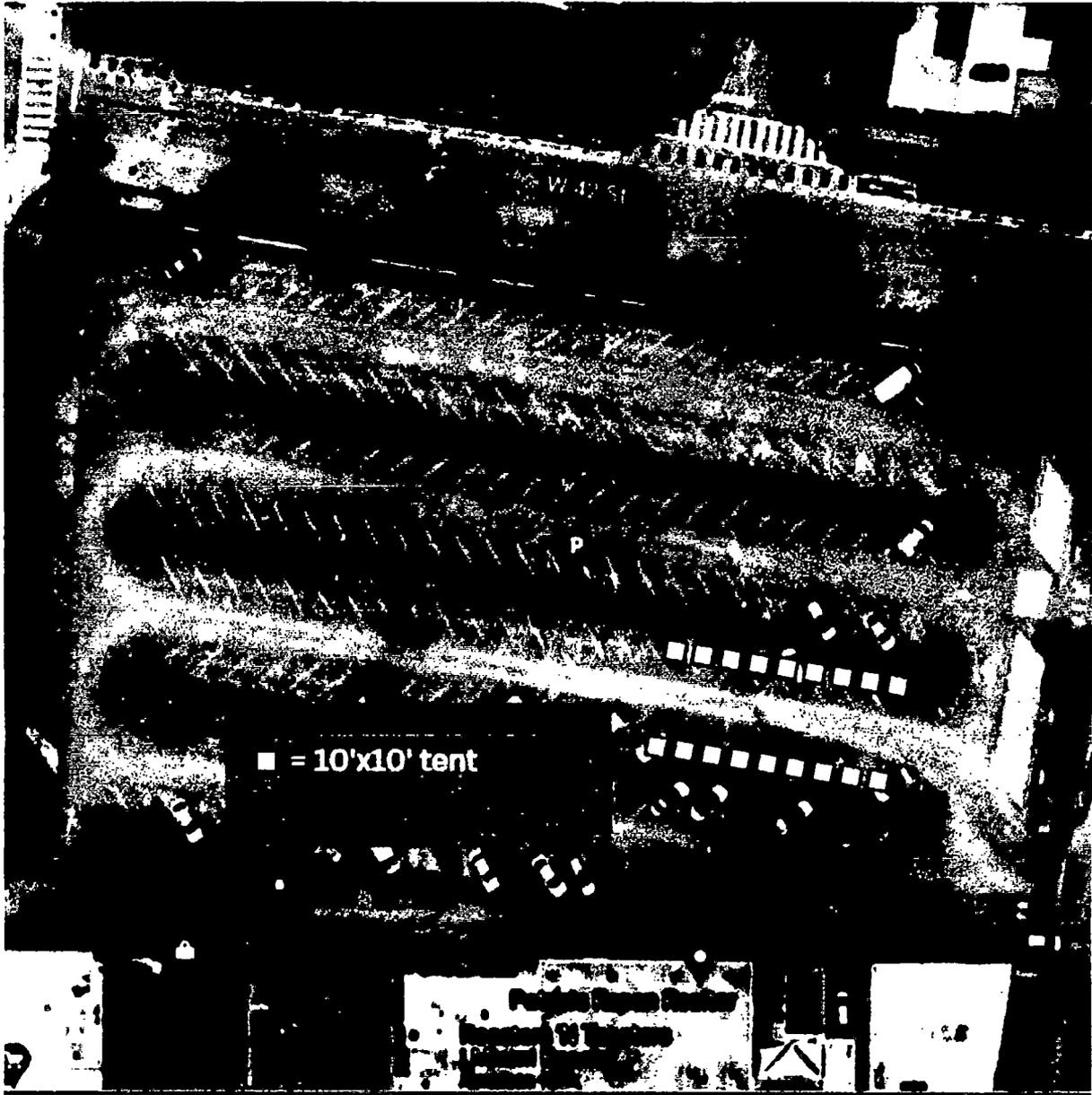
Vendome Miami Beach for Collins Park · December 1, 2022, 12:00 PM

Collins Park Plaza



Collins Park for Collins Park · December 1, 2022, 12:00 PM

41st Street Location – P63 Municipal Parking Lot



ADDENDUM NO. 4
REQUEST FOR PROPOSALS NO. 2021-151-ND
MANAGEMENT AND OPERATION OF ARTISANAL MARKET IN LUMMUS PARK (the "RFP")
July 9, 2021

This Addendum to the above-referenced RFP is issued in response to questions from prospective proposers, or other clarifications and revisions issued by the City. The RFP is amended in the following particulars only (deletions are shown by strikethrough and additions are underlined).

1. **REVISION:** Section 0100, Instructions to Proposers, Subsection 2, Purpose, of the RFP is hereby amended as follows:

PURPOSE. The City Commission has directed the Administration, through the Tourism and Culture Department, to seek a vendor for the operation and management of an artisanal market in Lummus Park. The purpose of this RFP is to seek proposals from qualified firms or individuals for the management and operation of an artisanal market in Lummus Park, specifically, in the northern portion of Lummus Park (13th to 14th Streets), with the option (upon mutual agreement) to also operate in the southern portion of Lummus Park (5th to 6th Streets). Interested parties shall submit proposals for the Lummus Park artisanal market in accordance with Section 0300. See Appendix A for minimum requirements, specifications and requirements.

ADDITIONAL ARTISANAL MARKET LOCATIONS. Additional artisanal market locations are under consideration and may include but are not limited to: (i) Normandy Fountain (7802 Rue Vendome), (ii) Collins Park (2100 Collins Avenue); (iii) the 41 Street commercial corridor; (iv) Pride Park; and (v) other artisanal markets within the City of Miami Beach as determined by the City Commission. However, the details (e.g., exact locations, size, schedule) of the additional markets are yet to be finalized by the City. As such, Proposers should not include proposals for the additional markets at this time. In selecting an operator for the additional markets, the City may, but is not required to, negotiate with the selected operator for the Lummus Park artisanal market. If mutual agreement is achieved, the additional markets (i – v) may be added to any resultant agreement, via amendment, with the successful Proposer for the Lummus Park artisanal market upon successful negotiations and mutual consent of the contracting parties.

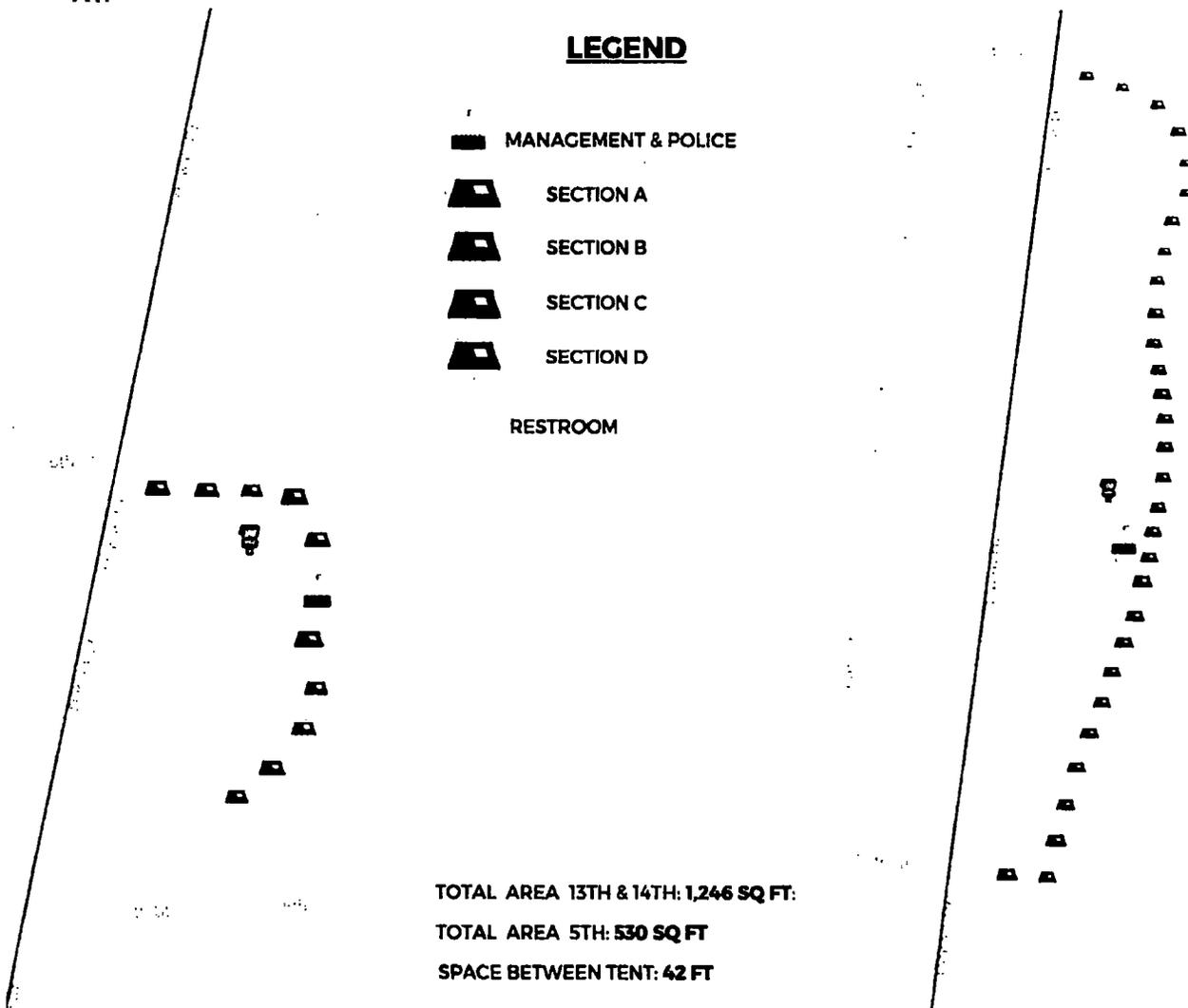
2. **REVISION:** Appendix A, Minimum Requirements and Specifications, Section A4. Special Conditions, of the RFP is hereby amended as follows:

7. ADDITIONAL LOCATIONS. Locations not specifically identified in this request for proposals may be added to, or deleted from, any resultant contract upon successful negotiations and mutual consent of the contracting parties.

3. RESPONSES TO QUESTIONS RECEIVED.

Q1: Is there a map available showing the EXACT outline of the area of the park that will be available for retail operations.

A1:



Q2: What was the gross revenue from any PAST retail Farmers or Artisanal marketplace in this same general area of South Beach, Lummus Park, etc.

A2: The gross revenue from past retail farmers or artisanal marketplace at Lummus Park is approximately \$200,000+ annually.

Q3: Are there any specific requirements regarding size, materials, etc. of the 'tents' or canopy that will be used in this market?

A3: The following are requirements for tents/canopies that will be used at the market:

- 10 x 10 tents

- (1) 10x10 back wall and (2) 3x10 side panels
- 89 lbs. Total
- Water resistance
- 99% UV protection
- UPF50+ rated
- CPAI-84 fire Certified

Q4: Are merchants allowed to bring their own generators for power?

A4: This can be negotiated with the City and depends on the type and amount of generators being requested.

Q5: How will the sales tax be assessed, and what is the procedure for paying it?

A5: Any required Florida State Sales and Use Tax due in connection with any payments due the City shall be paid by Concessionaire directly or added to the payments and forwarded to the City as part of said payments. It is the City's intent that it is to receive all payments due from Concessionaire as net of such Florida State Sales and Use Tax.

Q6: If weather or some other force majeure event occurs causing the event to be postponed or canceled for one or more dates, how will the city determine what events or delays will trigger postponement and/or cancellation and how will it proceed with payments assessed for said dates?

A6: If the City or Concessionaire's performance of its contractual obligations is prevented or delayed by an event believed to be force majeure, such party shall immediately, upon learning of the occurrence of the event or of the commencement of any such delay provide notice. In the event of a force majeure occurrence, the City may, at the sole discretion of the City Manager, suspend the City's payment obligations under the Agreement, and may take such action without regards to the notice requirement.

Q7: How will payments be made to the city and is there a payment schedule currently contemplated? e.g. weekly, monthly, etc.

A7: Payments will be made monthly to the City.

Q8: Have Health and Safety Plans and/or Sustainability Plans been submitted for similar events and does the city have these base plans available for review?

i) **A8: Health and safety and/or sustainability plans have not been submitted for similar events.**

Q9: How and when will payment be remitted for the MG if accepted?

A9: Thirty (30) days from the end of each contract year.

Q10: How and when will the percentage of gross be assessed and required to be paid by?

A10: The percentage of gross will be assessed by an amount equal to twenty-five percent (25%) of gross receipts and paid on a monthly basis and within thirty (30) calendars days from the end of each month..

Q11: Is there a maximum number of vendors we can have across the park, and/or is there a maximum number of vendors we can have per section of the park?

A11: Maximum of 50 vendors at Lummus Park: 40 in North Lummus Park and 10 in South Lummus Park. Two additional tents for (1) Market Management/Vendor Services and (2) Non-Profit Sponsor Tent.

Q12: **Off-Duty Police Officer**– hourly salary and/or entire day fee? (Ocean Drive Market load-in 7am-10am; Show Hours 10am-6pm; load-out 6pm-7/8pm)

A12: Payment of the off-duty police officer is based on Police Department fee schedule.

Q13: **Monitor** - What kind of assistance will the City of Miami Beach “monitor” provide to the Market? What time will the monitor be available and on site at the Market each day

A13: The Field Monitor will available and on site each day, time will vary, to assist with expediting any City services, monitor and verify the accuracy of vendor reports submitted to the City.

Q14: **Recycling**– what type of collection service will be provided to the Market as recycled items are collected? Will the City of Miami Beach’s recycling services make a daily pick-up, or will a recycling drop-off location be determined?

A14: Recycled materials will be picked up daily.

Q15: **Trash Collection/Sanitation**– What type of collection service will be provided to the Market as trash and garbage is collected? Will the City of Miami Beach’s trash collection services make a daily pick-up, or will a trash and garbage drop-off location be determined?

A15: Trash will be collected daily.

Q16: **Street Parking**– what is the cost for each Ocean Drive parking meter (7am – 8pm); meter coverage would have to happen early Saturday and early Sunday morning.

A16: Vehicles and trailers belonging to Concessionaire, including its employees, contractors, agents, vendors, and/or other third parties, shall be permitted on the street adjacent to the Concession Area/public right-of way only for set up and removal of the concession operations, and any and all such vehicles must be removed from the public right-of-way immediately thereafter. If use of parking spaces within the Concession Area is needed in connection with the operation of the Market, and approved by prior written consent of the City Manager or his/her designee, Concessionaire will be required to pay \$26.00 per space per day for the bagging of parking meters.

Q17: **Holidays** - Are Official Bank Holiday dates available market show dates? There are eleven (11) U.S. Bank Holidays).

A17: Official bank holiday dates are available for market show dates at the discretion of the City Manager.

Q18: **Donations**– Are donations made by the successful proposer to local non-profit organizations and/or disadvantaged vendors or students exempt from Percentage of Gross or the \$75,000 minimum fee payments?

A18: Donations, of market space, can be made by the successful proposer to an approved local non-profit organization, at the discretion of the City.

Q19: **Load-in and Load-out**– What special considerations will be given to the market operator and market vendors with traffic control, crowd control especially in the evening load-out portion of the Ocean Drive activation?

A19: A Field Monitor and/or the Police Department will be available to assist with traffic control, crowd control and evening load-out at the following times:

- Vendor Load-in: 8:00am-9:30am
- Market Open: 10:00am-6:00pm
- Vendor Load-out: 6:00pm-7:30pm

Q20: Are all interested parties able to have access to all questions asked and the corresponding answers that are submitted by all responding proposers?

A20: All interested parties have access to this addendum once posted to Periscope S2G.

Q21: What was the minimum guaranteed revenue from the past market?

A21: The Minimum Guarantee in the 2018 concession agreement was \$4k year one, \$5k year two and \$6k year three.

Q22: Does the City anticipate other artisanal markets at any other locations throughout the City?

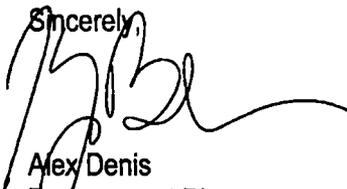
A22: To be determined. See Revision 1 above.

Any questions regarding this Addendum should be submitted **in writing** to the Procurement Management Department to the attention of the individual named below, with a copy to the City Clerk's Office at RafaelGranado@miamibeachfl.gov

Contact: Natalia Delgado	Telephone: 305-673-7000 ext. 26263	Email: nataliadelgado@miamibeachfl.gov
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Proposers are reminded to acknowledge receipt of this addendum as part of your RFP submission.

Sincerely,



Alex Denis
Procurement Director
RFQ No. 2021-151-ND
Addendum #4
7/9/2021

RESOLUTION NO. 2022- 32259

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE RELOCATION OF THE LUMMUS PARK ARTISANAL MARKETS TO THE AREA OF LUMMUS PARK GENERALLY LOCATED BETWEEN 6TH STREET AND 8TH STREET, AND AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH FLORIDA FRESH MARKET TO ACTIVATE ARTISANAL MARKETS IN OTHER AREAS OF THE CITY, IN ADDITION TO LUMMUS PARK.

WHEREAS, on September 16, 2020, Commissioner Michael Gongora sponsored a referral to the Neighborhood and Quality of Life Committee to discuss establishing an Art Deco Market in Lummus Park. It was proposed that a market would help improve the arts & culture offerings of the area and provide revenue to artists who were suffering from ongoing closures during the pandemic; and

WHEREAS, at the October 19, 2020 and November 6, 2020 Neighborhood and Quality of Life Committee meetings, discussions took place regarding the City's plan to relaunch and manage the operation of an artisanal and product market in Lummus Park in early 2021. The market would be a free weekend market featuring curated artistic goods, services, and organic produce year-round. Previously managed by a 3rd party, the management of the market would be a joint effort between the Tourism and Culture and Property Management Departments. These departments would lead the daily management of the vendors and assets, with additional support provided by the Parks and Recreation, Police, and Sanitation Departments; and

WHEREAS, at the January 13, 2021 City Commission meeting, a proposed budget amendment to include the Lummus Park Artisanal Market was presented. The Interim-City Manager expressed concerns of staff taking on the responsibility of overseeing the market due to resources that would have to be put forward for this initiative. The City Commission agreed and directed the Administration to place the Lummus Park Artisanal Market management out to bid; and

WHEREAS, on May 12, 2021, the Mayor and City Commission authorized the issuance of the RFP (RFP 2021-151-ND) 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; and

WHEREAS, on July 30, 2021, the Administration provided a status update on the Request for Proposals (RFP 2021-151-ND) for Management and Operations of an Artisanal Market in Lummus Park in LTC-315-2021. The Administration worked to identify potential artisanal markets in other areas to promote activations 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 would serve as informal social gatherings where residents and visitors could meet and interact with local artists and designers, stimulate community development, and provide family-friendly engagements. Accordingly, the Administration released an addendum to the RFP to allow future additional markets to be added to the resulting agreement by mutual agreement, subject to City Commission approval; and

WHEREAS, the Evaluation Committee convened on August 27, 2021, to consider proposals received. The Committee was comprised of staff from the Parks and Recreation, Property Management, and Tourism and Culture Departments, as well as members of the Art in Public Places Committee and the Miami Beach Convention Center; and

WHEREAS, on October 13, 2021, the Mayor and City Commission authorized the Administration to enter into negotiations with Florida Fresh Market, the top ranked proposer. Florida Fresh Market was the best qualified firm to manage and operate the artisanal markets. Florida Fresh Market demonstrated vast experience in collaborating with other municipalities such as Bal Harbour Village, the City of Coral Gables, and the City of Miramar in the development of their farmers' and artisans' markets. The process of contract negotiations between the City and Florida Fresh Market began immediately; and

WHEREAS, on April 6, 2022, the Tourism and Culture department contacted the Ocean Drive Association to schedule a meeting to present the Lummus Park Artisanal Market details to include the footprint, and tent and logo design.; and

WHEREAS, on April 19, 2022, City Staff and Florida Fresh Markets presented the Lummus Park Artisanal Market to the Ocean Drive Association (ODA), and the ODA shared concerns regarding the location, public safety and the new Ocean Drive Promenade; and

WHEREAS, on April 26, 2022 the Administration received a letter (attached) from the ODA regarding the Lummus Park Artisanal Market where they further detailed their concerns with the location north of 12th Street; and

WHEREAS, on May 31, 2022, the Administration and Florida Fresh Markets presented the Lummus Park Artisanal Market at a publicly noticed Community Discussion, to which included the history of Florida Fresh Markets, the various locations in current operation as well as the proposed Lummus Park location between 13 Street and 14 Place in Lummus Park. The aesthetics of the vendor tents along with a logo for the Lummus Park Artisanal Market were also presented and well received. The overall community feedback was favorable, but the concern was shared that a market should not be placed north of 12 Street in Lummus Park; and

WHEREAS, on June 21, 2022 City staff received an electronic petition from SOBE Safe stating concerns with the market; and

WHEREAS, on July 20, 2022, the Mayor and City Commission approved the relocation of the Lummus Park Artisanal Market from 13 Street and 14 Place to 6 Street to 8 Streets and authorized the Administration to enter into negotiations with Florida Fresh Market to activate artisanal markets in other Miami Beach locations.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, approving the relocation of the Lummus Park Artisanal markets to the area of Lummus Park generally located between 6th Street and 8th Street, and authorize the Administration to enter into negotiations with Florida Fresh Market to activate artisanal markets in other areas of the City, in addition to Lummus Park.

PASSED AND ADOPTED this 20th day of July 2022.

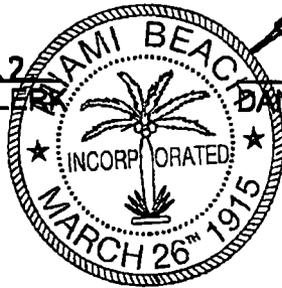
ATTEST:


8/16/2022

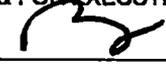
RAFAEL E. GRANADO, CITY CLERK



DAN GELBER, MAYOR



APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney  Date 8-15-22

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Alina T. Hudak, City Manager
DATE: July 20, 2022

SUBJECT: DISCUSS AND TAKE ACTION, IF NECESSARY, ON THE RELOCATION OF THE APPROVED LUMMUS PARK ARTISANAL MARKET WITH MANAGEMENT AND OPERATION BY FLORIDA FRESH MARKET ENTERPRISES, INC.

RECOMMENDATION

Based on overall community feedback regarding the Lummus Park Artisanal Market, the Administration recommends the City Commission discuss and provide direction on a possible relocation of the market, and authorize the administration to enter into negotiations with Florida Fresh Market to activate artisanal markets in other Miami Beach locations.

BACKGROUND/HISTORY

Artisanal markets serve several objectives for cities, including enhancing and providing a community gathering place, adding value to neighborhoods and existing commercial districts, offering an economic opportunity to local vendors and businesses, and providing a diverse marketplace for residents, visitors, and tourists.

As a result, the City Commission directed the Administration to seek a vendor for the operation and management for the Lummus Park Artisanal Market.

ANALYSIS

On the September 16, 2020 City Commission meeting agenda, Commissioner Michael Gongora sponsored a referral to the Neighborhood and Quality of Life Committee to discuss establishing an Art Deco Market in Lummus Park. It was proposed that a market would help improve the arts & culture offerings of the area and provide revenue to artists who were suffering from ongoing closures during the Pandemic.

At the October 19, 2020 and November 6, 2020 Neighborhood and Quality of Life Committee meetings, discussions took place regarding the City's plan to relaunch and manage the operation of an artisanal and product market in Lummus Park in early 2021. The market would be a free weekend market featuring curated artistic goods, services, and organic produce year-round. Previously managed by a 3rd party, the management of the market would be a joint effort between the Tourism and Culture and Property Management Departments. These departments would lead the daily management of the vendors and assets, with additional support provided by the Parks and Recreation, Police, and Sanitation Departments. The mission of the market was to engage residents, tourists, and visitors, with a welcoming, fun, and safe place to shop and connect.

At the January 13, 2021 City Commission meeting, a proposed budget amendment to include

the Lummus Park Artisanal Market was presented. The Interim-City Manager expressed concerns of staff taking on the responsibility of overseeing the market due to resources that would have to be put forward for this initiative. The City Commission agreed and directed the Administration to place the Lummus Park Artisanal Market management out to bid.

On May 12, 2021, the Mayor and City Commission authorized the issuance of the RFP (RFP 2021-151-ND) 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.

On July 30, 2021, the Administration provided a status update on the Request for Proposals (RFP 2021-151-ND) for Management and Operations of an Artisanal Market in Lummus Park in LTC-315-2021. The Administration worked to identify potential artisanal markets in other areas as a way to promote activations 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 could 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. 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 would require City Commission approval.

The Evaluation Committee convened on August 27, 2021, to consider proposals received. The Committee was comprised of staff from the Parks and Recreation, Property Management, and Tourism and Culture Departments, as well as members of the Art in Public Places Committee and the Miami Beach Convention Center.

On October 13, 2021, the Mayor and City Commission approved the recommendation to authorize the Administration to enter into negotiations with Florida Fresh Market, the top ranked proposer. Florida Fresh Market was the best qualified firm to manage and operate the artisanal markets. Florida Fresh Market had vast experience in collaborating with other municipalities such as Bal Harbour Village, the City of Coral Gables, and the City of Miramar in the development of their farmers' and artisans' markets. The process of contract negotiations between the City and Florida Fresh Market began immediately.

On April 6, 2022 the Tourism and Culture department contacted the Ocean Drive Association to schedule a meeting to present the Lummus Park Artisanal Market details to include the footprint, and tent and logo design.

On April 19, 2022, City Staff and Florida Fresh Markets presented the Lummus Park Artisanal Market to the Ocean Drive Association (ODA). The ODA was impressed by the presentation but shared concerns regarding the location, public safety and the new Ocean Drive Promenade.

On April 26, 2022 the Administration received a letter (attached) from the ODA regarding the Lummus Park Artisanal Market where they further detailed their concerns with the location above 12th Street.

On May 31, 2022, the Administration and Florida Fresh Markets presented the Lummus Park Artisanal Market at a publicly noticed Community Discussion to the Art Deco Cultural District residents via Zoom. The presentation attached included the history of Florida Fresh Markets, the various locations in current operation as well as the proposed Lummus Park location between 13 Street and 14 Place in Lummus Park. The presentation also included a logo for the Lummus Park Artisanal

LUMMUS PARK. The designs of the vendor tents along with a logo for the Lummus Park Artisanal Market were also presented and well received. The overall community feedback was favorable, but the concern was shared that a market should not be placed north of 12 Street in Lummus Park.

On June 21, 2022 City staff received an electronic petition (attached) from SOBESafe stating concerns with the market.

SUPPORTING SURVEY DATA

In the 2022 City of Miami Beach Resident Survey, 86% of residents agreed that free or City sponsored art and cultural activities contribute to their quality of life in Miami Beach and 86% of residents agreed that Miami Beach Cultural Activities (such as art shows, film festivals, musicals, and live performances) contribute to the quality of life in Miami Beach.

FINANCIAL INFORMATION

n/a

CONCLUSION

Based on overall community feedback regarding the Lummus Park Artisanal Market, the Administration recommends the City Commission discuss and provide direction on a possible relocation of the market, and authorize the administration to enter into negotiations with Florida Fresh Market to activate artisanal markets in other Miami Beach locations.

Applicable Area

South Beach

Is this a "Residents Right to Know" Item, pursuant to City Code Section 2-14?

Yes

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

Legislative Tracking

Tourism and Culture

ATTACHMENTS:

Description

- Exhibit A Lummus Park Artisanal Market Presentation
- Exhibit B Letter from Ocean Drive Association
- Exhibit C Letter from SOBESafe
- Exhibit D LTC 315-2021

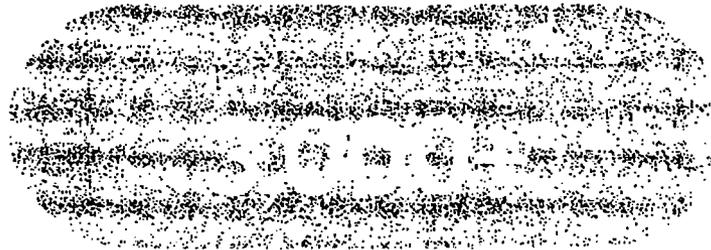
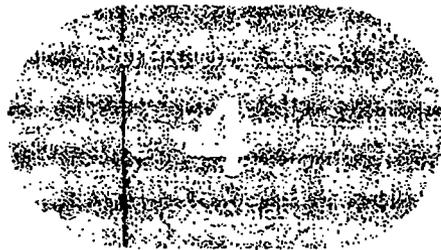


Florida
Fresh
Markets

Artisanal Market in Lummus Park



Numbers



Our partners

BRIC

Brookfield
Properties

SIMON

ANDERSON
REALTY

Nicklaus
Children's
Hospital

ISLAND HOME

MIAMI
DESIGN
DISTRICT

JLL

The Square
Downtown West Palm

MIZNER
PARK

BAL HARBOUR
VILLAGE

SHOPS AT
MERRICK PARK

DOWNTOWN
CORAL GABLES
BUSINESS IMPROVEMENT DISTRICT

CITY OF
Boca Raton

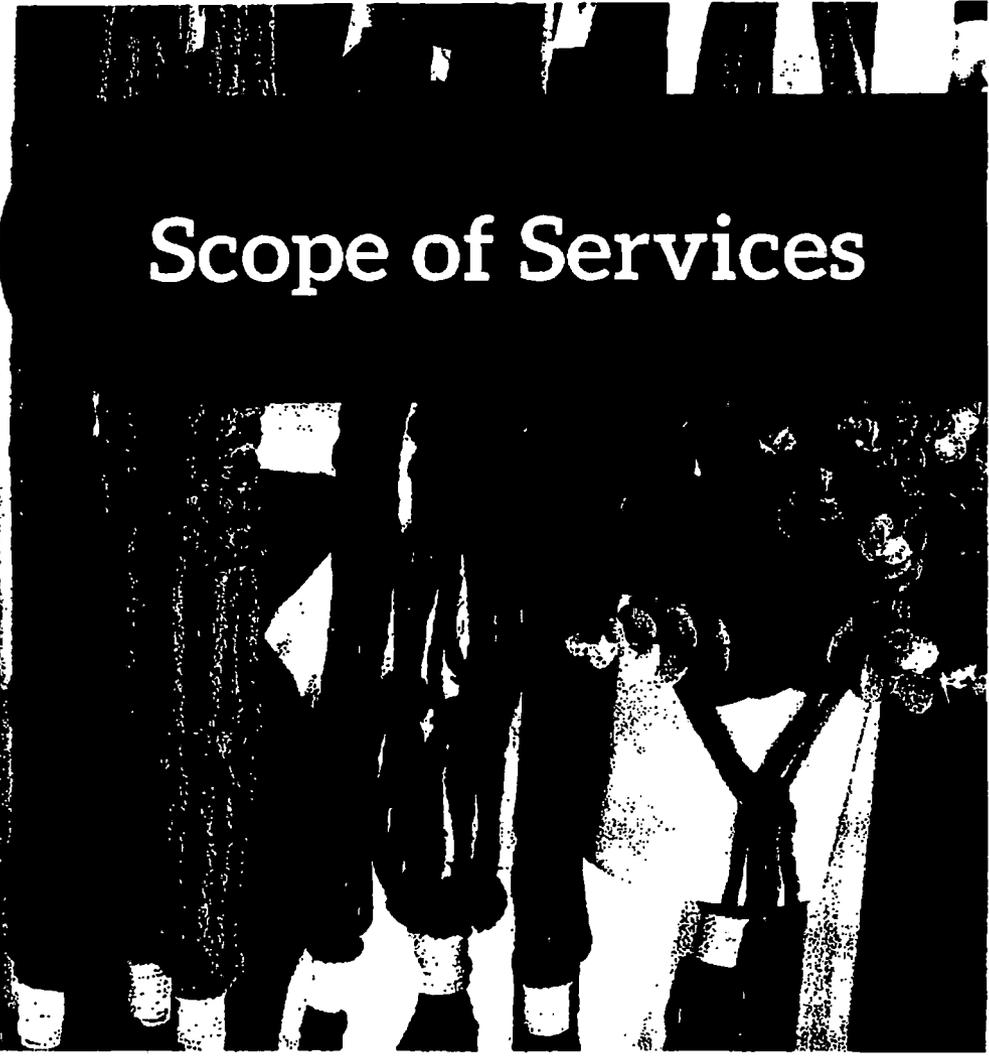
Outside Look

Page 1316 of 1502



Inside Look





Scope of Services

Our Plan

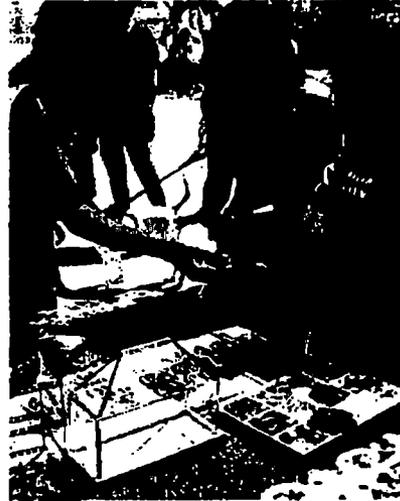
Goal

At the core of Florida Fresh Markets is bringing small local businesses and communities together.

Prioritizing local vendors

Priority will be given to vendors residing in the City of Miami Beach for the first 30 days upon the commencement date of the Concession Agreement when developing the roster of vendors.

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13th and 14th Street

Market Site

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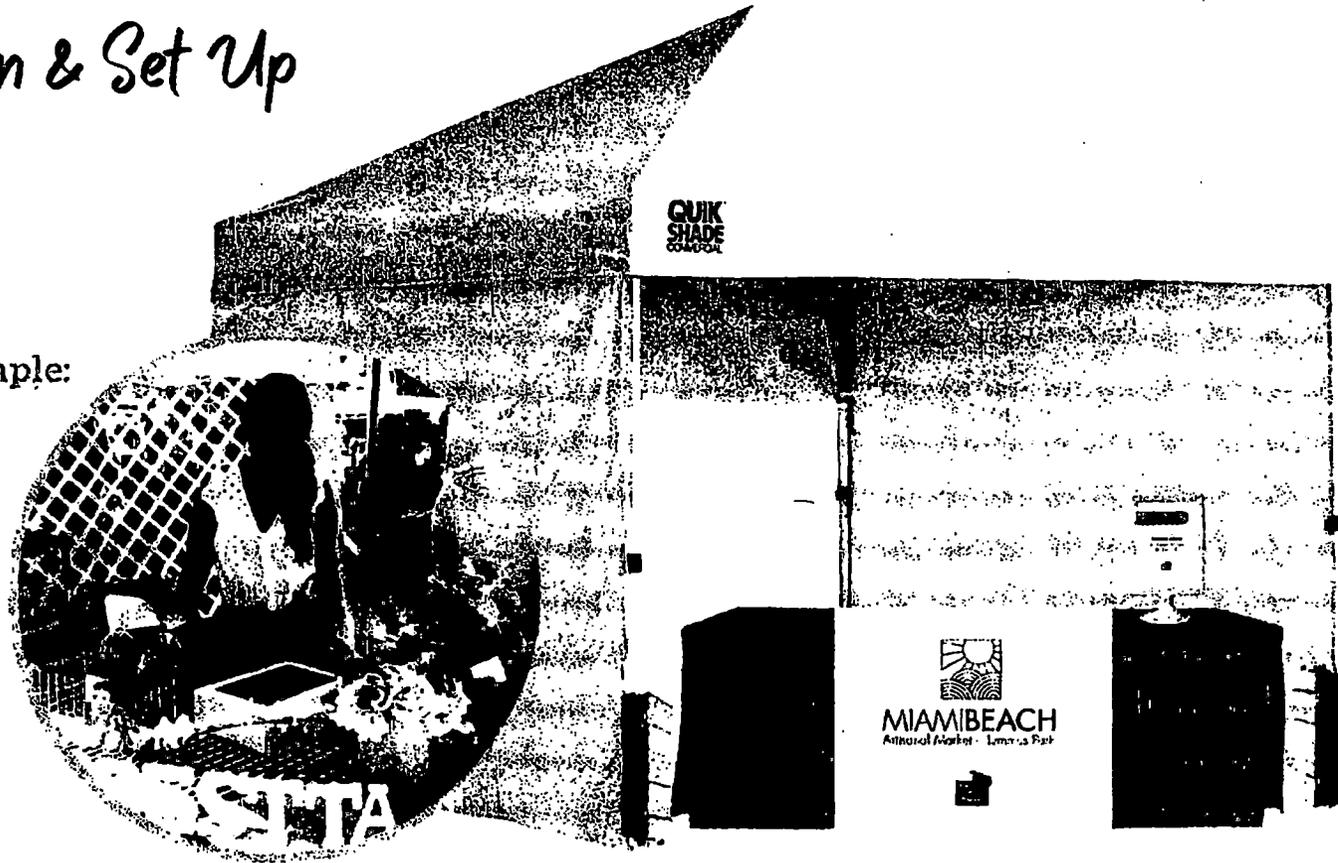
North of 6th Street
Market Site

Page 1320 of 1602



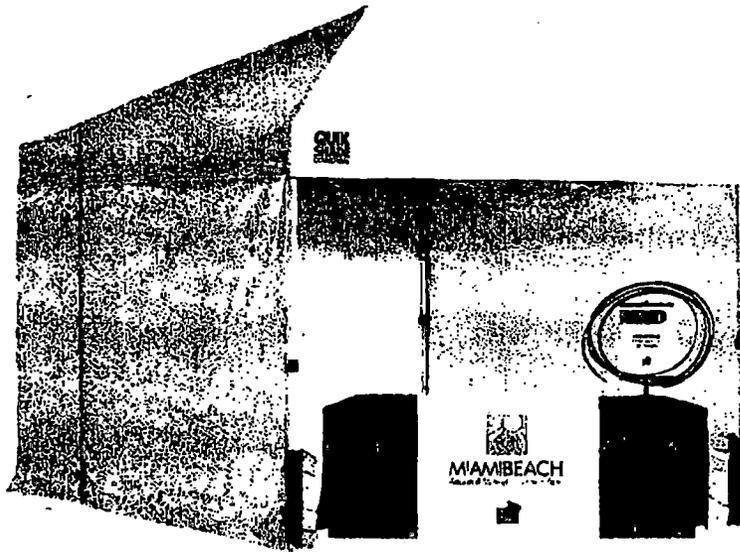
Booth Design & Set Up

Example:

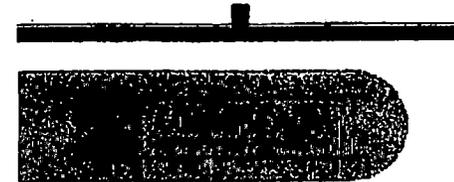


Market Signage Plan

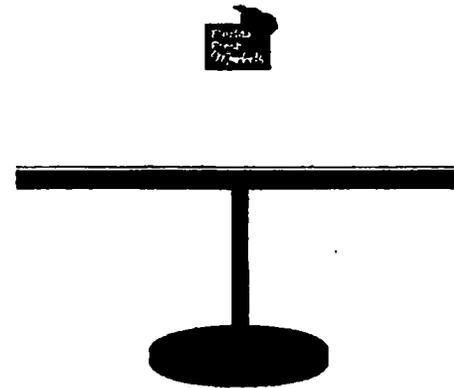
- Vendors will be required to place their individual Vendor ID in a visible location within their booth.



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VENDOR NAME
@instagramaccount
123-456-7890





Vendor Guidelines & Standards

- Specific and strict arrival, set up, and breakdown times
- Strict & cohesive aesthetic expectations
- Each vendor is responsible for leaving the area in a perfect and clean condition after the market is closed.
- Strict cancellation policies
- Vendors will be required to maintain all relevant permits and licenses
- There will always be a market manager on duty to guarantee all market guidelines are met





April 26, 2022

Via Electronic Mail

Lissette Arrogante-Garcia
Director
Department of Tourism and Culture
City of Miami Beach

Lissette,

Thank you for taking the time to meet with the ODA board on 4/19/22 regarding the proposed "Artisanal Market" for Lummus Park. We are grateful for the open and constructive exchange. I thought that I would share the thoughts of the group as you begin to finalize your approach to this significant installation. I would take note that this was the first opportunity for the ODA to hear from the vendor or the city about the specific plans.

1. The ODA board was very impressed by the presentation made by the team from Florida Fresh. They were thorough, well prepared and professional. They seem to bring significant relevant experience. Kudos for selecting them, now subject to final contract negotiations.
2. The ODA board has a significant public safety concern about any installation adjacent/near the intersection of (i) the southbound beach walk, (ii) the serpentine walkway, (iii) one of the busiest entrances to the beach, (iv) the robust pedestrian traffic coming east on 14th Place (especially with a "South Beach Promenade" connecting Lincoln Road/Drexel/Espanola Way/14th Place and Ocean Drive actively being considered) and (iv) the specifically redirected pedestrian and bicycle traffic from the Promenade on Ocean Drive. The section of the serpentine walkway being considered for the Artisanal Market is already one of the densest locations in Miami Beach (without taking into consideration of the additional impact of people coming to and shopping in the market!).
3. The ODA board has evolved in last 24 months to share what has traditionally been a resident centric view, we need to take particular care about the installation of anything new impacting the park.
4. The ODA board continues to have a significant interest in the nature of the mix of businesses that would be included in the Artisanal Market. Florida Fresh was not able to be precise at all about the ultimate composition of the participating vendors. We would welcome a much more active dialogue about final vendor selection. The ODA community has a particular interest in the nature and quality of any contemplated food vendors.
5. There is also awareness that Ocean Drive has, with the creation of the Pedestrian Promenade, two somewhat distinct sections. The northern portion (above 12th street) has a more residential centric quiet contemplative feel. The southern portion, with vehicular traffic, has more energy. The ODA board believes that

BOARD OF DIRECTORS

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group

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The Bancroft

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Group

Scott Srebnick
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Cavaller & Henrosa
Hotels

David Wallack
Mango's Tropical
Café

Ceci Velasco
Executive Director

this is something to keep in mind when contemplating any installation. To be clear, we believe deeply that the whole Drive must be pointed in the direction of a carefully curated and elevated resident and visitor experience. Meticulous setup and cleanup is critical to a successful Market.

6. We would make three specific suggestions:

- We would suggest the installation of the "40 tents" (with contemplated Saturday and Sunday until sunset installation every weekend) to the area below 12th street. While further research might be needed to identify the optimal location, between 10th and 12th might be ideal
- We would encourage consideration of moving the Artisanal Market installation to the "spoiled sand area" east of the Corai Wall and closer to the dunes and set up the tents facing east. Getting shoppers off the serpentine walkway will promote a much better environment from a public safety point of view. Having the tents facing east will more actively engage passersby on both the serpentine walkway and on Ocean Drive in a safe manner. Moving the tents both further east (away from all the other Serpentine walkway traffic) and further south (away from the very resident rich north Ocean Drive neighborhood) is likely to be more well received by locals and visitors staying in the area.
- We understand residents have not been briefed on the market. We share your interest in this being a successful endeavor. We believe connecting with the resident community in advance about your specific plans would also be beneficial.

Thank you again for ALL you have been doing to promote a culturally rich Miami Beach. We know the burden has been substantial.

Respectfully,

Jonathan Plutzik
Chair
ODA Board of Directors

cc: Alina Hudak, City Manager
Eric Carpenter, Deputy City Manager
Lester Sola, Assistant City Manager
Marcia Monserrat, Chief of Staff
ODA Board of Directors
Ceci Velasco, ODA Executive Director



The Lummus Park Artisanal Market

Dear Madame Manager:

We, residents and business owners living and working on Ocean Drive, have an important and disappointing development to call to your attention in the hope of prompt redress before matters get out of hand.

We have a deep commitment to supporting your efforts to deal with the many challenges the City confronts. As many of us have repeatedly attested, we admire your leadership and that of the Mayor and Commission, the resultant progress that is taking place in the City, and the open way that you interact with the City's various communities. Which brings us to express directly to you a significant concern about a project that continues to unfold in the city's most scrutinized neighborhood -- the "Artisanal Market" (the "Market") contemplated for Lummus Park.

We believe that the activation of the Market is a very ill-considered step.

Our rationale concerning the (lack of) merits to the project:

A. The project must be considered in the context of what is already expected of and planned for this key area:

- The ocean, beach, Lummus Park, and historic architecture are the core of South Beach's distinctive brand. They must be protected
- Any activation must be viewed through the lens of whether it will bring us closer to our shared vision of the "American Riviera."

- The view looking east over Lummus Park and toward the dunes has tremendous value for our residents and visitors. It must not be compromised casually.
- The "spoiled area" (the hard-packed sand just west of the dunes) is a visually important and environmentally sensitive element in the ADCD. It should not be treated like a parking lot, a storage area, or a back-of-the-house loading zone.
- The goal of making this area more family-, resident-, and responsible tourist-friendly does not require a circus-like atmosphere.
- Given the importance of Ocean Drive as a destination, given all the existing commitments the City has (e.g. Air and Sea Show, Pride Festival, Formula One Festival, Orange Bowl Festival, Art Basel), our Lummus Park calendar is already very crowded. If we are to take on more, we must do so very carefully, lest existing commitments suffer.

B. The plans for the Market contemplate forty tents, installed facing east on the serpentine path every Saturday and Sunday not already committed to these events.

- The installation of such a market requires "load in" and "load out" vehicles for each of the forty tents operating in the "spoiled area." Every Saturday and Sunday early morning and late afternoon there will be noisy and environmentally disruptive activity as this occurs.
- Given the size of the contemplated Market, the tents will immediately compromise the views looking east from Ocean Drive and the residential buildings and hotels.
- This is already a highly congested area, with pedestrians, bicyclists, skateboarders, rollerbladers, and more. The installation of the Market will compromise public safety as it entails tents opening right onto the serpentine walkway, adding substantial congestion to an already crowded space. Saturday and Sunday are, of course, the most challenging days of the week from a crowd management perspective.
- The selected operator has not provided any specific information as to the vendors that might be offered space in the Market.

We should also note that this issue has not enjoyed the same level of timely community involvement that we have seen on most other projects that the Administration undertakes:

- No interaction until very late in the planning process;
- Only one community meeting;
- Only one business briefing;
- No feedback on the concerns raised.

The City doesn't accept all our recommendations, of course, but we are grateful that it normally takes them seriously and responds openly and constructively. Not in this case.

In summary,

- You have made great progress in improving conditions on Ocean Drive and in the ADCD.
- We know that there is much work yet to do.
- We believe, however, that the Artisanal Market is not a constructive step forward for our community, and
- Therefore, we ask that you terminate the plans for its launch.

(See Signatories Attached)

***More Signatures in Progress**

Lummus Park Artisanal Market Petition Letter

	Date	Question 1: Name:	Question 2: Address:
1	6/14/2022 11:45	Jeff Kindler	1500 Ocean Drive, 1500 Ocean Drive Miami Beach, Florida 33139 USA
2	6/14/2022 17:57	George Lindemann	1455 Ocean Drive, BH 406 Miami Beach, FL 33139 USA
3	6/15/2022 0:21	Curtis Slipman	1455 ocean drive, 710 miami beach, fl 33139 USA
4	6/15/2022 0:22	Dianne Slipman	1455 Ocean Drive, 710 miami beach, fl 33139 USA
5	6/15/2022 16:44	David R David	1455 Ocean Drive, Unit 1011 Miami Beach, FL 33139 USA
6	6/15/2022 16:49	Van Pham	1455 Ocean Dr, Apt 704 Miami Beach, FL 33139 USA
7	6/15/2022 16:49	Ole Slorer	1455 Ocean Dr, 704 Miami Beach, FL 33139 USA
8	6/15/2022 16:50	Robert Lehrman	1455 Ocean Drive Miami Beach , Fl 33139 USA
9	6/15/2022 16:50	Van Pham	1250 Ocean Dr, 3F Miami Beach, Miami Beach 32139 USA
10	6/15/2022 16:51	Medran Realty	1250 Ocean Dr Miami Beach, FL 33139 USA
11	6/15/2022 16:52	Mollie zweig	1455 ocean dr. Apt.#1108 Miami beach, Fl 33139 USA
12	6/15/2022 16:54	Liz Lehrman	1455 Ocean Dr, #1507 Miami Beach, FL 33139 USA
13	6/15/2022 16:58	Ivan Selin	1455 Ocean Drive, Il Villaggio Miami Beach, FL 33139 USA
14	6/15/2022 17:04	Jim Winston	1455 Ocean Drive, #802 Miami Beach , Florida 33139 USA
15	6/15/2022 17:08	Rita & Ernesto Grinberg	1455 Ocean Dr, APT 702 MIAMI BEACH, FL 33139 USA
16	6/15/2022 17:10	Gary and Enid Goodman	1455 Ocean Drive, 402 Miami Beach, Florida 33139 USA
17	6/15/2022 17:24	Judith Pleasure Willner	1455 Ocean Dr., Unit 1109 Miami Beach, FL 33139 USA
18	6/15/2022 17:34	David T Kollat	Il Villaggio, 1455 Ocean Dr Beach House 404 Miami Beach, FL 33139 164
19	6/15/2022 17:43	John Yee, MD	1455 Ocean Drive # 1205 Miami Beach, FL 33139 USA

*ODA Member

Lummus Park Artisanal Market Petition Letter

		1455 ocean drive, unit 1401, unit 1401
20	6/15/2022 18:40 myrna feinerman	Miami Beach, FL, FL 33139 USA
21	6/15/2022 18:58 Stephen Alex	1455 Ocean Drive Miami Beach, FL 33139 USA
22	6/15/2022 18:59 Christine Menedis	1455 ocean drive Miami Beach, FL 33139 USA
23	6/15/2022 18:59 Marc Bacal	1455 ocean Drive Miami Beach, FL 33139 USA
24	6/15/2022 19:00 Maritza Cuellar	1455 ocean drive Miami Beach, FL 33139 USA
25	6/15/2022 19:00 Naveen Trehan	1455 ocean drive Miami Beach, FL 33139 USA
26	6/15/2022 19:02 Samuel L Hinson	1455 Ocean Drive #703 Miami Beach, Fl 33139 USA
27	6/15/2022 19:17 Zave and Celia Aberman	1455 Ocean Drive, Apt 1105 Miami Beach, Florida 33139 USA
28	6/15/2022 20:22 ERIC GAVARA	1500 OCEAN DRIVE #708 MIAMI BEACH , FLORIDA 33139 USA
29	6/15/2022 21:32 Murray Bacal	1455 Ocean Dr, 904 Miami Beach, Fl 33139 USA
30	6/15/2022 21:41 Lew Cohen	1455 Ocean Dr Miami Beach, FL 33139 USA
31	6/15/2022 21:42 Karon Cohen	1455 Ocean Dr Miami Beach, FL 33139 USA
32	6/16/2022 7:55 Seth J Weinberger	1500 Ocean Drive, 706 Miami Beach, Fl 33139 USA
33	6/16/2022 12:56 Robert Karsunky	1500 Ocean Drive, PH-08 Miami Beach, FL 33139 USA
34	6/16/2022 16:46 Ana Paola Ferrari	1455 Ocean Drive, BH 406 Miami Beach, FL 33139 USA
35	6/16/2022 16:47 Georgina Lindemann	1455 Ocean Drive, BH 406 Miami Beach, FL 33139 USA
36	6/16/2022 16:47 Cellna Lindemann	1455 Ocean Drive, BH 406 Miami Beach, FL 33139 USA
37	6/16/2022 19:49 JOSEPH H WILLNER MD	1455 OCEAN DRIVE, APT 1109 Miami Beach, FL 33139 USA
38	6/17/2022 12:23 richard robertson kracum	5373 fisher island dr MIAMI BEACH, FL 33109 USA
39	6/17/2022 16:00 Jack Frieden	1455 Ocean Drive, Unit 1206 Miami Beach, Florida 33139 USA
40	6/17/2022 16:05 Jodie C Frieden	1455 Ocean Drive, Unit 1206 Miami Beach, Florida 33139 USA
41	6/20/2022 20:16 Richard Morgan	1455 Ocean Drive, 1609 Miami Beach, FL 33139 USA

*ODA Member

Lummus Park Artisanal Market Petition Letter

42	6/21/2022 10:51	Alfie Feola*	760 Ocean Dr., Suite 9 MIAMI BEACH, Florida 33139 USA
43	6/21/2022 11:19	Eugene Rodriguez*	1412 ocean drive Miami Beach , Fla 33139 USA
44	6/21/2022 11:24	Oriando Valdes*	1320 Ocean drive Miami Beach, Florida 33139 164
45	6/21/2022 12:51	Jane Krupp	1390 Ocean Drive, 401 Miami Beach, FL 33139 USA
46	6/21/2022 12:57	Rona Gheysens	1390 ocean drive , 103 Miami Beach , Florida 33139 USA
47	6/21/2022 13:39	Donald Worth	1390 Ocean Drive #207 Miami Beach, FL 33139 USA
49	6/21/2022 13:41	Nina Weber Worth	1390 Ocean Dr. #207 Miami Beach, Fl 33139 USA
50	6/21/2022 13:46	Bimal Rai / Ocean Drive Gallery	1390 Ocean Drive #105 Miami Beach , Fl 33139 164
52	6/21/2022 14:02	Fernando Di Carlo	1455 Ocean Drive # 1402 Miami Beach, Florida 33139 USA
53	6/21/2022 15:45	Ken Koppel	1455 Ocean Drive, #807 Miami Beach, FL 33139 USA
54	6/21/2022 15:48	Jonathan Plutzik*	1440 Ocean Dr Miami Beach, FL 33139 USA
54	6/21/2022 16:30	Harold & Joyce Rosenbaum	1500 Ocean Drive, Apt. 605 Miami Beach, FL 33139 164

****More Signatures in Progress****

***ODA Member**

AAV:BECH

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/CA/AD/KB/ND