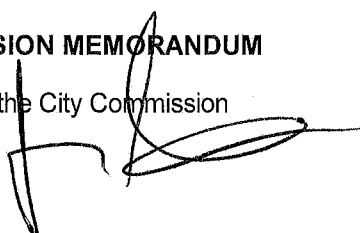


MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Jimmy L. Morales, City Manager
DATE: December 12, 2018



SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND CITYWIDE PROJECTS COMMITTEE, AND WAIVING, BY 5/7THS VOTE, THE COMPETITIVE BIDDING REQUIREMENT PURSUANT TO SECTION 2-367 OF THE CITY CODE, AND FINDING SUCH WAIVER TO BE IN THE BEST INTEREST OF THE CITY; APPROVING, IN CONCEPT, A SCOPE OF WORK FOR A FUTURE AGREEMENT BETWEEN THE CITY OF MIAMI BEACH AND RER CONSULTING ENTERPRISE LLC, FOR CONSULTING SERVICES RELATED TO THE CITY'S CULTURAL PROGRAMMING DURING THE 2019 MEMORIAL DAY WEEKEND; AND AUTHORIZING THE CITY MANAGER TO NEGOTIATE, DRAFT, AND EXECUTE, IN A FORM ACCEPTABLE TO THE CITY ATTORNEY, AN AGREEMENT IN AN AMOUNT NOT TO EXCEED \$80,000, THE TERMS OF WHICH AGREEMENT MAY INCLUDE (i) IDENTIFYING AND/OR CONTRACTING WITH PERFORMERS AND OTHER EVENT-RELATED VENDORS, (ii) SECURING SPONSORSHIPS, AND (iii) PRODUCING THE FULL ACTIVATION OF CULTURAL PROGRAMMING AND RELATED SPECIAL EVENTS DURING THE 2019 MEMORIAL DAY WEEKEND.

RECOMMENDATION

The Administration recommends accepting the recommendation of the Finance and Citywide Projects Committee, and waiving, by 5/7ths vote, the competitive bidding requirement pursuant to Section 2-367 of the City Code, finding such waiver to be in the best interest of the City, and approving the Resolution. In an effort to maintain year-to-year continuity of cultural activities during the Memorial Day Weekend, the City is confident that utilizing RER Consulting Enterprise LLC, which is led by Ruban Roberts, the former Co-Chair of the Mayor's Blue Ribbon Panel for Memorial Day Weekend, will enhance the City's efforts to make Memorial Day Weekend more inclusive and engaging for residents, tourists and businesses.

ANALYSIS

ANALYSIS

In 2018, the Mayor's Blue Ribbon Panel on Memorial Day Weekend spent several months discussing initiatives to enhance both the safety and cultural vibrancy of activities on Miami Beach during Memorial Day Weekend. The Panel recommended providing cultural programming to include a potential gospel concert, spoken word event, welcome center, and other low impact activity throughout the City.

At the February 23, 2018 meeting of the Finance and Citywide Projects Committee (FCWPC), the Committee recommended funding this cultural programming in the amount of \$100,000, which funding was subsequently approved as part of the FY 2018/19 operating budget.

Prior to the Memorial Day Weekend, the City invited key stakeholders and residents to engage in an open dialogue, titled Unity in the Community, to share how to make Memorial Day Weekend welcoming to all residents and guests, address and ease perceived cultural differences in the community, and explore how to have a safe, fun and pedestrian friendly weekend that compliments the Air & Sea show.

During the 2018 Memorial Day Weekend, despite the rainy weekend and the cancelation of the Mayor's Basketball Game and Junkanoo, the following events were produced successfully and were well-received by the public: Welcome Center at MDPL, Sunday gospel choir performance, poetry reading, jazz performance, movie screening and youth poetry slam. See Exhibit A for the FY 17/18 budget and actuals.

During the October 17, 2018 City Commission meeting, Commissioner Arriola proposed that the City provide cultural programming during Memorial Day Weekend 2019, to be performed by RER Consulting Enterprise LLC ("RER"), and allocate funding for such programming in the amount of \$100,000, all of which was referred to the FCWPC for further discussion. Mr. Roberts, the chief executive officer of RER, served as co-chair of the Panel, until the term of the Panel expired.

The City Administration is currently negotiating terms of an agreement with RER to provide consulting services related to the City's cultural programming during the 2019 Memorial Day Weekend, the terms of which agreement may include (i) identifying and/or contracting with performers and other event-related vendors, (ii) securing sponsorships, and (iii) producing the full activation of cultural programming and related special events during the 2019 Memorial Day Weekend. RER would be responsible for executing cultural programming for Memorial Day Weekend 2019 on the City's behalf. RER is requesting \$75,000 in fees, and \$5,000 in out-of-pocket expenses.

This \$80,000 payment to RER would be in addition to the \$100,000 budgeted by the City for cultural programming. Any additional costs, beyond the \$100,000, for the execution and activation of Memorial Day Weekend cultural programming would be subject to sponsorships secured by RER. In-kind services needed for the event have not yet been determined and would be subject to approval of the master plan and budget by the City Manager, and may require additional budget approval by the City Commission.

During the November 2019 FCWPC meeting, the Committee recommended approving, in concept, the plan and budget for the City's Memorial Day Weekend cultural programming, and recommended that the City Commission approve the proposal.

OUTCOMES SUPPORTED

Maximize The Miami Beach Brand As A World Class Destination

Legislative Tracking

Tourism, Culture and Economic Development

Sponsor

Sponsored by Commissioner Ricky Arriola

▣ ATTACHMENTS:

Description

MDW 2018 Budget and Actuals

Memorial Day Weekend Cultural Activation Scope of Services

Producer shall be responsible for the following:

Master Planning

- Development of a Master Plan and Budget for a Memorial Day Weekend Cultural Heritage Festival two weeks after the execution of the agreement.
 - Master Plan and budget should include, without limitation:
 - Creation of event site map for Cultural Heritage Festival
 - On Lummus Park - east of the eastern boundary of the sidewalks along Ocean Drive between 5th & 7th Streets.
 - Lummus Park programming shall take place from the Friday before Memorial Day Weekend through Memorial Day from, 11:00 a.m. to 10:00 p.m. each day.
 - Acquisition and programming of artistic, cultural and food and beverage vendors.
 - Producer shall arrange for vendor concessions inside the enclosed Event Site map. All sales of soft drinks or other beverages must be in compliance with the City's Coca-Cola contract, unless the City exercises its option to waive. City shall have no responsibility, obligation or liability relating to vendor concessions.
 - Producer shall be solely responsible for ensuring that all vendors' services are provided in accordance with all applicable laws, including, without limitation, tents, tables, all food service, food handling, and alcoholic beverage and license regulations.
 - Producer shall ensure all applicable federal, state and local approvals, permits, and licenses are obtained.
 - Cox Communications. Programming may occur east of the eastern boundary of the sidewalks along Ocean Drive between 6th & 7th Streets in conjunction with a local Cox Communications radio station, which must consist of a booth with a live broadcast of music (between 11:00 a.m. and 7:00 p.m.) with local radio talent, positive beach safety messaging about Memorial Day Weekend, and other "fun" or "upbeat" activities.
 - Programming must be mutually agreed upon between Producer, the Air & Sea Show Producer, and the City of Miami Beach (the "City"), and may take place each day of the Air & Sea Show.
 - Additional programming, including but not limited to the following, will be considered by the City, and included in the scope of services, assuming additional funding is raised through sponsorship agreements:

- Entertainment Performances
 - Music (gospel, jazz, youth and/or DJ);
 - Theatrical (comedy, poetry, etc.)
 - Movie screenings
 - Fashion Show
 - Junkanoo Band
- Unity in the Community (community dialogue on diversity and cultural issues);
- Literature and Economic Activations (business development, job fair, book fair, poetry reading);
- Sports Activities (including Mayor's Basketball Challenge)

Sponsorships

- Engage in sponsorship outreach, including the creation and execution of a strategic outreach plan to raise funds to provide for any additional events not provided for within the initial budget set by the City.
- Act as liaison between sponsors and City.
- Ensure that all entitlements promised to sponsors are fulfilled.
- Coordinate production of all materials for sponsors and third party firms with the City and/or outside companies.
- Identify strategic partners, including media, corporations, civic and cultural organizations.
- Handle all immediate sponsor needs post-event and participate in all internal post-event meetings and conference calls.
- Sponsors may not conflict or compete with Air & Sea Show sponsors.
- Development and implementation of an Event Plan and detailed budget.
- Work with City to provide ideas and recommendations for the implementation.
- Develop sponsorship packages in coordination with City Communications Department and with the approval of the City Manager.

Marketing & Promotion

- Work with City's Communications and Greater Miami Convention and Visitor Bureau teams to creation and implement effective marketing plans.

Production of Event

- The Producer will manage and produce, on behalf of the City, every aspect of the entire project within the mutually approved budget allocated and provided by the City.

City is responsible for the following:

- City shall provide a budget of \$100,000 to cover City support of the Memorial Day Weekend Cultural activities, including site preparation cost (tents, fencing, etc.).

- City shall waive special permit fees related to the Memorial Day Weekend Cultural Heritage Festival, including special event application fee, permit fee, vehicle beach access passes, square footage fees, Lummus Park user fees and Police Department administrative fees, with the approval of the City Commission.
- City shall provide for following fees: police, fire, sanitation, ocean rescue, sand sifting, building, and concessionaire displacement fees, subject to approval of any associated budget amendment by the City Commission
- City will compensate Producer for services in the following amount:

\$65,000 in the following installments:
 - City shall provide the following payment schedule:
 - Thirty-five percent (35%) 30 days after the signing of this agreement and the delivery of the Master Plan;
 - Thirty-five percent (35%) by March 15, 2019;
 - Thirty percent (30%) within thirty (30) days from the conclusion of the Final Report.
 - If the services are performed, the Producer will be entitled to its \$10,000 final payment.

Producer will be given exclusive rights to three (3) one year options to produce Memorial Day Weekend Cultural Activations