



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # *086-2014*

LETTER TO COMMISSION

To: Mayor Philip Levine and Members of the City Commission

From: Jimmy L. Morales, City Manager

Date: March 17, 2014

Subject: REQUEST FOR QUALIFICATIONS (RFQ) - EVENT PLANNING AND MARKETING SERVICES

This Letter to Commission (LTC) is being provided pursuant to the action taken by the City Commission on March 5, 2014, which directed the Administration to draft and issue a Request for Qualifications (RFQ) for event planning and marketing services for the Miami Beach Centennial. As directed, the scope of services in the attached RFQ was provided to the Mayor's Office for review and the full RFQ is now being provided to you.

Please provide me with any comments you may have within three (3) business days as the RFQ will be issued immediately following this period in an effort to award the contract at the April 23, 2014 City Commission meeting.

Please feel free to contact me with any questions.

  
JLM/KCB/MASH  
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C: Kathie G. Brooks, Assistant City Manager  
Alex Denis, Procurement Department Director  
Max A. Sklar, Tourism, Culture, Economic Development Director  
Raphael Granado, City Clerk

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# REQUEST FOR QUALIFICATIONS (RFQ)

2014-182-LR

EVENT PLANNING AND MARKETING SERVICES

**RFQ ISSUANCE DATE: MARCH 19, 2014**

**STATEMENTS OF QUALIFICATIONS DUE: APRIL 11, 2014 @ 3:00 PM**

**ISSUED BY: LOURDES RODRIGUEZ**



**MIAMIBEACH**

**LOURDES RODRIGUEZ, PROCUREMENT COORDINATOR**

DEPARTMENT OF PROCUREMENT MANAGEMENT

1700 Convention Center Drive, Miami Beach, FL 33139

305.673.7000 x **6652** | Fax: 786.394.4075 | [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

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**SECTION 0200**
**INSTRUCTIONS TO RESPONDENTS & GENERAL CONDITIONS**

**1. GENERAL.** This Request for Qualifications (RFQ) is issued by the City of Miami Beach, Florida (the "City"), as the means for prospective Proposer to submit their qualifications, proposed scopes of work and cost Statement of Qualifications (the "proposal") to the City for the City's consideration as an option in achieving the required scope of services and requirements as noted herein. All documents released in connection with this solicitation, including all appendixes and addenda, whether included herein or released under separate cover, comprise the solicitation, and are complementary to one another and together establish the complete terms, conditions and obligations of the Proposer and, subsequently, the successful proposer(s) (the "contractor[s]") if this RFQ results in an award.

The City utilizes **PublicPurchase** ([www.publicpurchase.com](http://www.publicpurchase.com)) for automatic notification of competitive solicitation opportunities and document fulfillment, including the issuance of any addendum to this RFQ. Any prospective proposer who has received this RFQ by any means other than through **PublicPurchase** must register immediately with **PublicPurchase** to assure it receives any addendum issued to this RFQ. **Failure to receive an addendum may result in disqualification of proposal submitted.**

**2. PURPOSE.**

The City of Miami Beach is seeking an qualified vendor to collaborate with the City in planning, managing, and marketing the "Miami Beach Centennial Celebration". For the City's centennial which will occur on March 26, 2015, the City envisions a celebration of Miami Beach's heritage that promotes awareness of our history and creates lasting legacies as we move into the future. The City's desire is to host a year-long celebration of public events and educational initiatives to celebrate Miami Beach's past, present and future. The celebrations will begin September 2014 and run through August 2015, with a major public event on the Centennial, March 26, 2015. The City may also utilize services awarded pursuant to this solicitation for other City events as mutually agreed upon by the City and Contractor.

**3. SOLICITATION TIMETABLE.** The tentative schedule for this solicitation is as follows:

Solicitation Issued	March 19, 2014
Pre-Submittal Meeting	March 26, 2014
Deadline for Receipt of Questions	April 4, 2014
Responses Due	April 11, 2014
Evaluation Committee Review	April 15, 2014
Proposer Presentations	April 15, 2014
Tentative Commission Approval Authorizing Negotiations	April 23, 2013
Contract Negotiations	Following Commission Approval

**4. PROCUREMENT CONTACT.** Any questions or clarifications concerning this solicitation shall be submitted to the Procurement Contact named herein, in writing, with a copy to the City Clerk's Office, Rafael E. Granado via e-mail: [RafaelGranado@miamibeachfl.gov](mailto:RafaelGranado@miamibeachfl.gov) ; or facsimile: 786-394-4188. The Bid title/number shall be referenced on all correspondence. All questions or requests for clarification must be received no later than seven (7) calendar days prior to the date Statement of Qualifications are due as scheduled in Section 0200-3. All responses to questions/clarifications will be sent to all prospective Proposer in the form of an addendum.

Procurement Contact:  
Lourdes Rodriguez

Telephone:  
(305) 673-7000 x 6652

Email:  
[lourdesrodriguez@miamibeachfl.gov](mailto:lourdesrodriguez@miamibeachfl.gov)

**5. PRE-STATEMENTS OF QUALIFICATIONS MEETING OR SITE VISIT(S).** Only if deemed necessary by the City, a pre-proposal meeting or site visit(s) may be scheduled.

A Pre-PROPOSAL conference will be held as scheduled in Solicitation Timeline above at the following address:

**City of Miami Beach  
City Hall - 4<sup>th</sup> Floor  
City Manager's Large Conference Room  
1700 Convention Center Drive  
Miami Beach, Florida 33139**

Attendance (in person or via telephone) is encouraged and recommended as a source of information, but is not mandatory. Proposers interested in participating in the Pre-Proposal Submission Meeting via telephone must follow these steps:

- (1) Dial the TELEPHONE NUMBER: 1- 888-270-9936 (Toll-free North America)
- (2) Enter the MEETING NUMBER: 1142644

Proposers who are interested in participating via telephone should send an e-mail to the contact person listed in this RFP expressing their intent to participate via telephone.

**6. PRE-STATEMENTS OF QUALIFICATIONS INTERPRETATIONS.** Oral information or responses to questions received by a prospective Proposer are not binding on the City and will be without legal effect, including any information received at pre-submittal meeting or site visit(s). Only questions answered by written addenda will be binding and may supersede terms noted in this solicitation. Addendum will be released through *PublicPurchase*.

**7. CONE OF SILENCE.** Pursuant to Section 2-486 of the City Code, all procurement solicitations once advertised and until an award recommendation has been forwarded to the City Commission by the City Manager are under the "Cone of Silence." The Cone of Silence ordinance is available at <http://library.municode.com/index.aspx?clientId=13097&stateID=9&statename=Florida>. Any communication or inquiry in reference to this solicitation with any City employee or City official is strictly prohibited with the exception of communications with the Procurement Director, or his/her administrative staff responsible for administering the procurement process for this solicitation providing said communication is limited to matters of process or procedure regarding the solicitation. Communications regarding this solicitation are to be submitted in writing to the Procurement Contact named herein with a copy to the City Clerk at [RafaelGranado@miamibeachfl.gov](mailto:RafaelGranado@miamibeachfl.gov).

**8. SPECIAL NOTICES.** You are hereby advised that this solicitation is subject to the following ordinances/resolutions, which may be found on the City Of Miami Beach website: <http://web.miamibeachfl.gov/procurement/scroll.aspx?id=23510>

- CONE OF SILENCE..... CITY CODE SECTION 2-486
- PROTEST PROCEDURES..... CITY CODE SECTION 2-371
- DEBARMENT PROCEEDINGS..... CITY CODE SECTIONS 2-397 THROUGH 2-485.3
- LOBBYIST REGISTRATION AND DISCLOSURE OF FEES..... CITY CODE SECTIONS 2-481 THROUGH 2-406
- CAMPAIGN CONTRIBUTIONS BY VENDORS..... CITY CODE SECTION 2-487
- CAMPAIGN CONTRIBUTIONS BY LOBBYISTS ON PROCUREMENT ISSUES..... CITY CODE SECTION 2-488
- REQUIREMENT FOR CITY CONTRACTORS TO PROVIDE EQUAL BENEFITS FOR DOMESTIC PARTNERS..... CITY CODE SECTION 2-373
  
- LIVING WAGE REQUIREMENT..... CITY CODE SECTIONS 2-407 THROUGH 2-410
- LOCAL PREFERENCE FOR MIAMI BEACH-BASED VENDORS..... CITY CODE SECTION 2-372
- PREFERENCE FOR FLORIDA SMALL BUSINESSES OWNED AND CONTROLLED BY VETERANS AND TO STATE-CERTIFIED SERVICE-DISABLED VETERAN BUSINESS ENTERPRISES..... CITY CODE SECTION 2-374
- FALSE CLAIMS ORDINANCE..... CITY CODE SECTION 70-300
- ACCEPTANCE OF GIFTS, FAVORS & SERVICES..... CITY CODE SECTION 2-449

**9. POSTPONEMENT OF DUE DATE FOR RECEIPT OF QUALIFICATIONS.** The City reserves the right to postpone the deadline for submittal of Statement of Qualifications and will make a reasonable effort to give at least three (3) calendar days written notice of any such postponement to all prospective Proposers through *PublicPurchase*.

**10. PROTESTS.** Protests concerning the specifications, requirements, and/or terms; or protests after the proposal due date in accordance with City Code Section 2-371, which establishes procedures for protested proposals and proposed awards. Protests not submitted in a timely manner pursuant to the requirements of City Code Section 2-371 shall be barred.

**11. MIAMI BEACH-BASED VENDORS PREFERENCE.** Pursuant to City of Miami Beach Ordinance No. 2011-3747, a five (5) point preference will be given to a responsive and responsible Miami Beach-based proposer.

**12. VETERAN BUSINESS ENTERPRISES PREFERENCE.** Pursuant to City of Miami Beach Ordinance No. 2011-3748, the City shall give a five (5) point preference to a responsive and responsible proposer which is a small business concern owned and controlled by a veteran(s) or which is a service-disabled veteran business enterprise.

**13. DETERMINATION OF AWARD.** The final ranking results of Step 1 & 2 outlined in Section V, Evaluation of Statement of Qualifications, will be considered by the City Manager who may recommend to the City Commission the proposer(s) s/he deems to be in the best interest of the City or may recommend rejection of all Statement of Qualifications. The City Manager's recommendation need not be consistent with the scoring results identified herein and takes into consideration Miami Beach City Code Section 2-369, including the following considerations:

- (1) The ability, capacity and skill of the proposer to perform the contract.
- (2) Whether the proposer can perform the contract within the time specified, without delay or interference.
- (3) The character, integrity, reputation, judgment, experience and efficiency of the proposer.
- (4) The quality of performance of previous contracts.
- (5) The previous and existing compliance by the proposer with laws and ordinances relating to the contract.

The City Commission shall consider the City Manager's recommendation and may approve such recommendation. The City Commission may also, at its option, reject the City Manager's recommendation and select another Proposer (s) which it deems to be in the best interest of the City, or it may also reject all Statement of Qualifications. Upon approval of selection by the City Commission, negotiations between the City and the selected Proposer (s) will take place to arrive at a mutually acceptable Agreement, including cost of services.

**14. ACCEPTANCE OR REJECTION OF RESPONSES.** The City reserves the right to reject any or all Statement of Qualifications prior to award. Reasonable efforts will be made to either award the Contract or reject all Statement of Qualifications within one-hundred twenty (120) calendar days after Statement of Qualifications opening date. A proposer may not withdraw its Statement of Qualifications unilaterally before the expiration of one hundred and twenty (120) calendar days from the date of Statement of Qualifications opening.

**15. PROPOSER'S RESPONSIBILITY.** Before submitting a Statement of Qualifications, each Proposer shall be solely responsible for making any and all investigations, evaluations, and examinations, as it deems necessary, to ascertain all conditions and requirements affecting the full performance of the contract. Ignorance of such conditions and requirements, and/or failure to make such evaluations, investigations, and examinations, will not relieve the Proposer from any obligation to comply with every detail and with all provisions and requirements of the contract, and will not be accepted as a basis for any subsequent claim whatsoever for any monetary consideration on the part of the Proposer .

**16. COSTS INCURRED BY RESPONDENTS.** All expenses involved with the preparation and submission of Statement of Qualifications, or any work performed in connection therewith, shall be the sole responsibility (and shall be at the sole cost and expense) of the Proposer , and shall not be reimbursed by the City.

**17. RELATIONSHIP TO THE CITY.** It is the intent of the City, and Proposals hereby acknowledge and agree, that the successful Proposer is considered to be an independent contractor, and that neither the Proposer , nor the Proposer 's employees, agents, and/or contractors, shall, under any circumstances, be considered employees or agents of the City.

**18. TAXES.** The City of Miami Beach is exempt from all Federal Excise and State taxes.

**19. MISTAKES.** Proposals are expected to examine the terms, conditions, specifications, delivery schedules, proposed pricing, and all instructions pertaining to the goods and services relative to this RFQ. Failure to do so will be at the Proposer 's risk and may result in the Statement of Qualifications being non-responsive.

**20. PAYMENT.** Payment will be made by the City after the goods or services have been received, inspected, and found to comply with contract, specifications, free of damage or defect, and are properly invoiced. Invoices must be consistent with Purchase Order format.

**21. PATENTS & ROYALTIES.** Proposer shall indemnify and save harmless the City of Miami Beach, Florida, and its officers, employees, contractors, and/or agents, from liability of any nature or kind, including cost and expenses for, or on account of, any copyrighted, patented, or unpatented invention, process, or article manufactured or used in the performance of the contract, including its use by the City of Miami Beach, Florida. If the proposer uses any design, device or materials covered by letters, patent, or copyright, it is mutually understood and agreed, without exception, that the proposal prices shall include all royalties or cost arising from the use of such design, device, or materials in any way involved in the work.

**22. MANNER OF PERFORMANCE.** Proposer agrees to perform its duties and obligations in a professional manner and in accordance with all applicable Local, State, County, and Federal laws, rules, regulations and codes. Lack of knowledge or ignorance by the proposer with/of applicable laws will in no way be a cause for relief from responsibility. Proposer agrees that the services provided shall be provided by employees that are educated, trained, experienced, certified, and licensed in all areas encompassed within their designated duties. Proposer agrees to furnish to the City any and all documentation, certification, authorization, license, permit, or registration currently required by applicable laws, rules, and regulations. Proposer further certifies that it and its employees will keep all licenses, permits, registrations, authorizations, or certifications required by applicable laws or regulations in full force and effect during the term of this contract. Failure of proposer to comply with this paragraph shall constitute a material breach of this contract.

Where contractor is required to enter or go on to City of Miami Beach property to deliver materials or perform work or services as a result of any contract resulting from this solicitation, the contractor will assume the full duty, obligation and expense of obtaining all necessary licenses, permits, and insurance, and assure all work complies with all applicable laws. The contractor shall be liable for any damages or loss to the City occasioned by negligence of the proposer, or its officers, employees, contractors, and/or agents, for failure to comply with applicable laws.

**23. SPECIAL CONDITIONS.** Any and all Special Conditions that may vary from these General Terms and Conditions shall have precedence.

**24. ANTI-DISCRIMINATION.** The proposer certifies that he/she is in compliance with the non-discrimination clause contained in Section 202, Executive Order 11246, as amended by Executive Order 11375, relative to equal employment opportunity for all persons without regard to race, color, religion, sex or national origin.

**25. DEMONSTRATION OF COMPETENCY.**

- A. Pre-award inspection of the Proposer 's facility may be made prior to the award of contract.
- B. Statement of Qualifications will only be considered from firms which are regularly engaged in the business of providing the goods and/or services as described in this solicitation.
- C. Proposals must be able to demonstrate a good record of performance for a reasonable period of time, and have sufficient financial capacity, equipment, and organization to ensure that they can satisfactorily perform the services if awarded a contract under the terms and conditions of this solicitation.
- D. The terms "equipment and organization", as used herein shall, be construed to mean a fully equipped and well established company in line with the best business practices in the industry, and as determined by the City of Miami Beach.
- E. The City may consider any evidence available regarding the financial, technical, and other qualifications and abilities of a proposer, including past performance (experience), in making an award that is in the best interest of the City.
- F. The City may require proposer s to show proof that they have been designated as authorized representatives of a manufacturer or supplier, which is the actual source of supply. In these instances, the City may also require material information from the source of supply regarding the quality, packaging, and characteristics of the products to be supply to the City.

**26. ASSIGNMENT.** The successful proposer shall not assign, transfer, convey, sublet or otherwise dispose of the contract, including any or all of its right, title or interest therein, or his/her or its power to execute such contract, to any person, company or corporation, without the prior written consent of the City.

**27. LAWS, PERMITS AND REGULATIONS.** The proposer shall obtain and pay for all licenses, permits, and inspection fees required to complete the work and shall comply with all applicable laws.

**28. OPTIONAL CONTRACT USAGE.** When the successful proposer (s) is in agreement, other units of government or non-profit agencies may participate in purchases pursuant to the award of this contract at the option of the unit of government or non-profit agency.

**29. VOLUME OF WORK TO BE RECEIVED BY CONTRACTOR.** It is the intent of the City to purchase the goods and services specifically listed in this solicitation from the contractor. However, the City reserves the right to purchase any goods or services awarded from state or other governmental contract, or on an as-needed basis through the City's spot market purchase provisions.

**30. DISPUTES.** In the event of a conflict between the documents, the order of priority of the documents shall be as follows:

- A. Any contract or agreement resulting from the award of this solicitation; then
- B. Addendum issued for this solicitation, with the latest Addendum taking precedence; then
- C. The solicitation; then
- D. The proposer 's proposal in response to the solicitation.

**31. INDEMNIFICATION.** The contractor shall indemnify and hold harmless the City and its officers, employees, agents and instrumentalities from any and all liability, losses or damages, including attorney's fees and costs of defense, which the City or its officers, employees, agents or instrumentalities may incur as a result of claims, demands, suits, causes of actions or proceedings of any kind or nature arising out of, relating to or resulting from the performance of the agreement by the contractor or its employees, agents, servants, partners, principals or subcontractors. The contractor shall pay all claims and losses in connection therewith, and shall investigate and defend all claims, suits or actions of any kind or nature in the name of the City, where applicable, including appellate proceedings, and shall pay all costs, judgments, and attorney's fees which may be incurred thereon. The contractor expressly understands and agrees that any insurance protection required by this Agreement or otherwise provided by the contractor shall in no way limit the responsibility to indemnify, keep and save harmless and defend the City or its officers, employees, agents and instrumentalities as herein provided. The above indemnification provisions shall survive the expiration or termination of this Agreement.

**32. CONTRACT EXTENSION.** The City reserves the right to require the Contractor to extend contract past the stated termination date for a period of up to 120 days in the event that a subsequent contract has not yet been awarded. Additional extensions past the 120 days may occur as needed by the City and as mutually agreed upon by the City and the contractor.

**33. FLORIDA PUBLIC RECORDS LAW.** Proposals are hereby notified that all Bid including, without limitation, any and all information and documentation submitted therewith, are exempt from public records requirements under Section 119.07(1), Florida Statutes, and s. 24(a), Art. 1 of the State Constitution until such time as the City provides notice of an intended decision or until thirty (30) days after opening of the proposals, whichever is earlier. Additionally, Contractor agrees to be in full compliance with Florida Statute 119.0701 including, but not limited to, agreement to (a) Keep and maintain public records that ordinarily and necessarily would be required by the public agency in order to perform the services; (b) provide the public with access to public records on the same terms and conditions that the public agency would provide the records and at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law; (c) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law; (d) Meet all requirements for retaining public records and transfer, at no cost, to the public agency all public records in possession of the contractor upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the public agency in a format that is compatible with the information technology systems of the public agency.

**34. MODIFICATION/WITHDRAWALS OF QUALIFICATIONS.** A Proposer may submit a modified Statement of Qualifications to replace all or any portion of a previously submitted Statement of Qualifications up until the Statement of Qualifications due date and time. Modifications received after the Statement of Qualifications due date and time will not be considered. Statement of Qualifications shall be irrevocable until contract award unless withdrawn in writing prior to the Statement of Qualifications due date, or after expiration of **120** calendar days from the opening of Statement of Qualifications without a contract award. Letters of withdrawal received after the Statement of Qualifications due date and before said expiration date, and letters of withdrawal received after contract award will not be considered.

**35. EXCEPTIONS TO RFQ.** Proposals must clearly indicate any exceptions they wish to take to any of the terms in this RFQ, and outline what, if any, alternative is being offered. All exceptions and alternatives shall be included and clearly delineated, in writing, in the Statement of Qualifications. The City, at its sole and absolute discretion, may accept or reject any or all exceptions and alternatives. In cases in which exceptions and alternatives are rejected, the City shall require the Proposer to comply with the particular term and/or condition of the RFQ to which Proposer took exception to (as said term and/or condition was originally set forth on the RFQ).

**36. ACCEPTANCE OF GIFTS, FAVORS, SERVICES.** Proposals shall not offer any gratuities, favors, or anything of monetary value to any official, employee, or agent of the City, for the purpose of influencing consideration of this Statement of Qualifications. Pursuant to Sec. 2-449 of the City Code, no officer or employee of the City shall accept any gift, favor or service that might reasonably tend improperly to influence him in the discharge of his official duties.

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**SECTION 0300****SUBMITTAL INSTRUCTIONS AND FORMAT**

**1. SEALED RESPONSES.** One original Statement of Qualifications (preferably in 3-ring binder) must be submitted in an opaque, sealed envelope or container on or before the due date established for the receipt of proposals. Additionally, ten (10) bound copies and one (1) electronic format (CD or USB format) are to be submitted. The following information should be clearly marked on the face of the envelope or container in which the proposal is submitted: solicitation number, solicitation title, proposer name, proposer return address. Statement of Qualifications received electronically, either through email or facsimile, are not acceptable and will be rejected.

**2. LATE BIDS.** Statement of Qualifications are to be received on or before the due date established herein for the receipt of Bids. **Any Bid received after the deadline established for receipt of Statement of Qualifications will be considered late and not be accepted or will be returned to proposer unopened.** The City does not accept responsibility for any delays, natural or otherwise.

**3. STATEMENTS OF QUALIFICATIONS FORMAT.** In order to maintain comparability, facilitate the review process and assist the Evaluation Committee in review of Statement of Qualifications, it is strongly recommended that Statement of Qualifications be organized and tabbed in accordance with the sections and manner specified below. Hard copy submittal should be tabbed as enumerated below and contain a table of contents with page references. Electronic copies should also be tabbed and contain a table of contents with page references. Statement of Qualifications that do not include the required information will be deemed non-responsive and will not be considered.

**TAB 1 Cover Letter & Minimum Qualifications Requirements**

**1.1 Cover Letter and Table of Contents.** The cover letter must indicate Proposer and Proposer Primary Contact for the purposes of this solicitation.

**1.2 Response Certification, Questionnaire & Requirements Affidavit (Appendix A).** Attach Appendix A fully completed and executed.

**1.3 Minimum Qualifications Requirements.** Submit verifiable information documenting compliance with the minimum qualifications requirements established in Appendix C, Minimum Requirements and Specifications.

**TAB 2 Experience & Qualifications**

**2.1 Qualifications of Proposing Firm.** Submit detailed information regarding the firm's history and relevant experience and proven track record of providing the scope of services similar as identified in this solicitation, including experience in providing similar scope of services to public sector agencies. For each project that the proposer submits as evidence of similar experience, the following is required: project description, agency name, agency contact, contact telephone & email, and year(s) and term of engagement.

**2.2 Qualifications of Proposer Team.** Provide an organizational chart of all personnel and consultants to be used for this project if awarded, the role that each team member will play in providing the services detailed herein and each team members' qualifications. A resume of each individual, including education, experience, and any other pertinent information, shall be included for each respondent team member to be assigned to this contract.

**2.3 Financial Capacity.** Each proposer shall arrange for Dun & Bradstreet to submit a Supplier Qualification Report (SQR) directly to the Procurement Contact named herein. No proposal will be considered without receipt, by the City, of the SQR directly from Dun & Bradstreet. The cost of the preparation of the SQR shall be the responsibility of the Proposer. The Proposer shall request the SQR report from D&B at:

<https://supplierportal.dnb.com/webapp/wcs/stores/servlet/SupplierPortal?storeId=11696>

**Proposals are responsible for the accuracy of the information contained in its SQR. It is highly recommended that each proposer review the information contained in its SQR for accuracy prior to submittal to the City and as early as possible in the solicitation process. For assistance with any portion of the SQR submittal process, contact Dun & Bradstreet at 800-424-2495.**

**TAB 3      Scope of Services Proposed**

Submit detailed information outlining the scope of services that the proposer is proposing. For any scope requirement identified in Appendix C, Minimum Requirements and Specifications, proposer is to clearly articulate how the proposed solution satisfies the scope requirement. Proposers may offer complementary or related services or solutions beyond the stated scope requirements.

Responses shall be in sufficient detail and include supporting documentation, as applicable, which will allow the Evaluation Committee to complete a full review and score the proposed scope of services.

**TAB 4      Approach and Methodology**

For each scope of service outlined in Tab 3, Scope of Services, submit detailed information on the approach and methodology how proposer plans to accomplish the proposed scope of services, including detailed information, as applicable, which addresses, but need not be limited to: implementation plan, project timeline, phasing options, testing and risk mitigation options for assuring project is implemented on time and within budget.

**Note:** After proposal submittal, the City reserves the right to require additional information from Proposer (or proposer team members or sub-consultants) to determine: qualifications (including, but not limited to, litigation history, regulatory action, or additional references); and financial capability (including, but not limited to, annual reviewed/audited financial statements with the auditors notes for each of their last two complete fiscal years).

**1. Evaluation Committee.** An Evaluation Committee, appointed by the City Manager, shall meet to evaluate each Statement of Qualifications in accordance with the requirements set forth in the solicitation. If further information is desired, Proposals may be requested to make additional written submissions of a clarifying nature or oral presentations to the Evaluation Committee. The evaluation of Statement of Qualifications will proceed in a two-step process as noted below. It is important to note that the Evaluation Committee will score the qualitative portions of the Statement of Qualifications only. The Evaluation Committee does not make an award recommendation to the City Manager. The results of Step 1 & Step 2 Evaluations will be forwarded to the City Manager who will utilize the results to make a recommendation to the City Commission.

**2. Step 1 Evaluation.** The first step will consist of the qualitative criteria listed below to be considered by the Evaluation Committee. The second step will consist of quantitative criteria established below to be added to the Evaluation Committee results by the Department of Procurement Management. An Evaluation Committee, appointed by the City Manager, shall meet to evaluate each Statement of Qualifications in accordance with the qualifications criteria established below for Step 1, Qualitative Criteria. In doing so, the Evaluation Committee may:

- review and score all Statement of Qualifications received, with or without conducting interview sessions; or
- review all Statement of Qualifications received and short-list one or more Proposer to be further considered during subsequent interview session(s) (using the same criteria).

Step 1 - Qualitative Criteria	Maximum Points
Proposer Experience and Qualifications, including Financial Capability	50
Scope of Services Proposed	25
Approach and Methodology	25
<b>TOTAL AVAILABLE STEP 1 POINTS</b>	

**3. Step 2 Evaluation.** Following the results of Step 1 Evaluation of qualitative criteria, the Proposer may receive additional quantitative criteria points to be added by the Department of Procurement Management to those points earned in Step 1, as follows.

Step 2 - Quantitative Criteria	Maximum Points
Miami Beach-Based Vendor Preference	5
Veterans Preference	5
<b>TOTAL AVAILABLE STEP 2 POINTS</b>	

**5. Determination of Final Ranking.** At the conclusion of the Evaluation Committee Step 1 scoring, Step 2 Points will be added to each evaluation committee member's scores by the Department of Procurement Management. Step 1 and 2 scores will be converted to rankings in accordance with the example below:

		Proposer A	Proposer B	Proposer C
Committee Member 1	Step 1 Points	82	76	80
	Step 2 Points	22	15	12
	Total	104	91	92
	Rank	1	3	2
Committee Member 2	Step 1 Points	79	85	72
	Step 2 Points	22	15	12
	Total	101	100	84
	Rank	1	2	3
Committee Member 2	Step 1 Points	80	74	66
	Step 2 Points	22	15	12
	Total	102	89	78
	Rank	1	2	3
<b>Low Aggregate Score</b>		<b>3</b>	<b>7</b>	<b>8</b>
<b>Final Ranking*</b>		<b>1</b>	<b>2</b>	<b>3</b>

\* Final Ranking is presented to the City Manager for further due diligence and recommendation to the City Commission. Final Ranking does not constitute an award recommendation until such time as the City Manager has made his recommendation to the City Commission, which may be different than final ranking results.

# APPENDIX A



# MIAMI BEACH

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## Response Certification, Questionnaire & Requirements Affidavit

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2014-182-LR  
EVENT PLANNING AND MARKETING  
SERVICES

DEPARTMENT OF PROCUREMENT MANAGEMENT  
1700 Convention Center Drive  
Miami Beach, Florida 33139

Solicitation No: 2014-182-LR	Solicitation Title: Event Planning and Marketing Services	
Procurement Contact: Lourdes Rodriguez	Tel: 305.673.7000 x 6652	Email: lourdesrodriguez@miamibeachfl.gov

## STATEMENTS OF QUALIFICATIONS CERTIFICATION, QUESTIONNAIRE & REQUIREMENTS AFFIDAVIT

**Purpose:** The purpose of this Response Certification, Questionnaire and Requirements Affidavit Form is to inform prospective Proposals of certain solicitation and contractual requirements, and to collect necessary information from Proposals in order that certain portions of responsiveness, responsibility and other determining factors and compliance with requirements may be evaluated. **This Statement of Qualifications Certification, Questionnaire and Requirements Affidavit Form is a REQUIRED FORM that must be submitted fully completed and executed.**

### 1. General Proposer Information.

FIRM NAME:	
No of Years in Business:	No of Years in Business Locally:
OTHER NAME(S) PROPOSER HAS OPERATED UNDER IN THE LAST 10 YEARS:	
FIRM PRIMARY ADDRESS (HEADQUARTERS):	
CITY:	
STATE:	ZIP CODE:
TELEPHONE NO.:	
TOLL FREE NO.:	
FAX NO.:	
FIRM LOCAL ADDRESS:	
CITY:	
STATE:	ZIP CODE:
PRIMARY ACCOUNT REPRESENTATIVE FOR THIS ENGAGEMENT:	
ACCOUNT REP TELEPHONE NO.:	
ACCOUNT REP TOLL FREE NO.:	
ACCOUNT REP EMAIL:	
FEDERAL TAX IDENTIFICATION NO.:	

The City reserves the right to seek additional information from proposer or other source(s), including but not limited to: any firm or principal information, applicable licensure, resumes of relevant individuals, client information, financial information, or any information the City deems necessary to evaluate the capacity of the proposer to perform in accordance with contract requirements.

1. **Miami Beach Based (Local) Vendor.** Is proposer claiming Miami Beach based firm status?  
 YES  NO

**SUBMITTAL REQUIREMENT:** Proposals claiming Miami Beach vendor status shall submit a Business Tax Receipt issued by the City of Miami Beach and the proof of residency requirement, as required pursuant to ordinance 2011-3747, to demonstrate that the Proposer is a Miami Beach Based Vendor.

2. **Veteran Owned Business.** Is proposer claiming a veteran owned business status?  
 YES  NO

**SUBMITTAL REQUIREMENT:** Proposals claiming veteran owned business status shall submit a documentation proving that firm is certified as a veteran-owned business or a service-disabled veteran owned business by the State of Florida or United States federal government, as required pursuant to ordinance 2011-3748.

3. **Conflict Of Interest.** All Proposals must disclose, in their Statement of Qualifications, the name(s) of any officer, director, agent, or immediate family member (spouse, parent, sibling, and child) who is also an employee of the City of Miami Beach. Further, all Proposals must disclose the name of any City employee who owns, either directly or indirectly, an interest of ten (10%) percent or more in the Proposer entity or any of its affiliates.

**SUBMITTAL REQUIREMENT:** Proposals must disclose the name(s) of any officer, director, agent, or immediate family member (spouse, parent, sibling, and child) who is also an employee of the City of Miami Beach. Proposals must also disclose the name of any City employee who owns, either directly or indirectly, an interest of ten (10%) percent or more in the Proposer entity or any of its affiliates

4. **References & Past Performance.** Proposer shall submit at least three (3) references for whom the proposer has completed work similar in size and nature as the work referenced in solicitation.

**SUBMITTAL REQUIREMENT:** For each reference submitted, the following information is required: 1) Firm Name, 2) Contact Individual Name & Title, 3) Address, 4) Telephone, 5) Contact's Email and 6) Narrative on Scope of Services Provided.

5. **Suspension, Debarment or Contract Cancellation.** Has proposer ever been debarred, suspended or other legal violation, or had a contract cancelled due to non-performance by any public sector agency?  
 YES  NO

**SUBMITTAL REQUIREMENT:** If answer to above is "YES," Proposer shall submit a statement detailing the reasons that led to action(s).

6. **Vendor Campaign Contributions.** Proposals are expected to be or become familiar with, the City's Campaign Finance Reform laws, as codified in Sections 2-487 through 2-490 of the City Code. Proposals shall be solely responsible for ensuring that all applicable provisions of the City's Campaign Finance Reform laws are complied with, and shall be subject to any and all sanctions, as prescribed therein, including disqualification of their Statement of Qualifications, in the event of such non-compliance.

**SUBMITTAL REQUIREMENT:** Submit the names of all individuals or entities (including your sub-consultants) with a controlling financial interest as defined in solicitation. For each individual or entity with a controlling financial interest indicate whether or not each individual or entity has contributed to the campaign either directly or indirectly, of a candidate who has been elected to the office of Mayor or City Commissioner for the City of Miami Beach.

7. **Code of Business Ethics.** Pursuant to City Resolution No.2000-23879, each person or entity that seeks to do business with the City shall adopt a Code of Business Ethics ("Code") and submit that Code to the Procurement Division with its proposal/response or within five (5) days upon receipt of request. The Code shall, at a minimum, require the Proposer, to comply with all applicable governmental rules and regulations including, among others, the conflict of interest, lobbying and ethics provision of the City of Miami Beach and Miami Dade County.

**SUBMITTAL REQUIREMENT:** Proposer shall submit firm's Code of Business Ethics. In lieu of submitting Code of Business Ethics, proposer may submit a statement indicating that it will adopt, as required in the ordinance, the City of Miami Beach Code of Ethics, available at [www.miamibeachfl.gov/procurement/](http://www.miamibeachfl.gov/procurement/).

8. **Living Wage.** Pursuant to Section 2-408 of the Miami Beach City Code, as same may be amended from time to time, Proposer shall be required to pay all employees who provide services pursuant to this Agreement, the hourly living wage rates listed below:
- Commencing with City fiscal year 2012-13 (October 1, 2012), the hourly living rate will be \$11.28/hr with health benefits, and \$12.92/hr without benefits.

The living wage rate and health care benefits rate may, by Resolution of the City Commission be indexed annually for inflation using the Consumer Price Index for all Urban Consumers (CPI-U) Miami/Ft. Lauderdale, issued by the U.S. Department of Labor's Bureau of Labor Statistics. Notwithstanding the preceding, no annual index shall exceed three percent (3%). The City may also, by resolution, elect not to index the living wage rate in any particular year, if it determines it would not be fiscally sound to implement same (in a particular year).

Proposals' failure to comply with this provision shall be deemed a material breach under this proposal, under which the City may, at its sole option, immediately deem said proposer as non-responsive, and may further subject proposer to additional penalties and fines, as provided in the City's Living Wage Ordinance, as amended. Further information on the Living Wage requirement is available at [www.miamibeachfl.gov/procurement/](http://www.miamibeachfl.gov/procurement/).

**SUBMITTAL REQUIREMENT:** No additional submittal is required. By virtue of executing this affidavit document, Proposer agrees to the living wage requirement.

9. **Equal Benefits for Employees with Spouses and Employees with Domestic Partners.** When awarding competitively solicited contracts valued at over \$100,000 whose contractors maintain 51 or more full time employees on their payrolls during 20 or more calendar work weeks, the Equal Benefits for Domestic Partners Ordinance 2005-3494 requires certain contractors doing business with the City of Miami Beach, who are awarded a contract pursuant to competitive proposals, to provide "Equal Benefits" to their employees with domestic partners, as they provide to employees with spouses. The Ordinance applies to all employees of a Contractor who work within the City limits of the City of Miami Beach, Florida; and the Contractor's employees located in the United States, but outside of the City of Miami Beach limits, who are directly performing work on the contract within the City of Miami Beach.

- A. Does your company provide or offer access to any benefits to employees with spouses or to spouses of employees?  
 YES       NO
- B. Does your company provide or offer access to any benefits to employees with (same or opposite sex) domestic partners\* or to domestic partners of employees?  
 YES       NO
- C. Please check all benefits that apply to your answers above and list in the "other" section any additional benefits not already specified. Note: some benefits are provided to employees because they have a spouse or domestic partner, such as bereavement leave; other benefits are provided directly to the spouse or domestic partner, such as medical insurance.

BENEFIT	Firm Provides for Employees with Spouses	Firm Provides for Employees with Domestic Partners	Firm does not Provide Benefit
Health			
Sick Leave			
Family Medical Leave			
Bereavement Leave			

If Proposer cannot offer a benefit to domestic partners because of reasons outside your control, (e.g., there are no insurance providers in your area willing to offer domestic partner coverage) you may be eligible for Reasonable Measures compliance. To comply on this basis, you must agree to pay a cash equivalent and submit a completed Reasonable Measures Application (attached) with all necessary documentation. Your Reasonable Measures Application will be reviewed for consideration by the City Manager, or his designee. Approval is not guaranteed and the City Manager's decision is final. Further information on the Equal Benefits requirement is available at [www.miamibeachfl.gov/procurement/](http://www.miamibeachfl.gov/procurement/).

10. **Public Entity Crimes.** Section 287.133(2)(a), Florida Statutes, as currently enacted or as amended from time to time, states that a person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a proposal, proposal, or reply on a contract to provide any goods or services to a public entity; may not submit a proposal, proposal, or reply on a contract with a public entity for the construction or repair of a public building or public work; may not submit proposals, Statement of Qualifications, or replies on leases of real property to a public entity; may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 for CATEGORY TWO for a period of 36 months following the date of being placed on the convicted vendor list.

**SUBMITTAL REQUIREMENT:** No additional submittal is required. By virtue of executing this affidavit document, proposer agrees with the requirements of Section 287.133, Florida Statutes, and certifies it has not been placed on convicted vendor list.

11. **Acknowledgement of Addendum.** After issuance of solicitation, the City may release one or more addendum to the solicitation which may provide additional information to Proposer or alter solicitation requirements. The City will strive to reach every Proposer having received solicitation through the City's e-procurement system, PublicPurchase.com. However, Proposals are solely responsible for assuring they have received any and all addendum issued pursuant to solicitation. This Acknowledgement of Addendum section certifies that the Proposer has received all addendum released by the City pursuant to this solicitation. Failure to obtain and acknowledge receipt of all addendum may result in proposal disqualification.

Initial to Confirm Receipt		Initial to Confirm Receipt		Initial to Confirm Receipt	
	Addendum 1		Addendum 6		Addendum 11
	Addendum 2		Addendum 7		Addendum 12
	Addendum 3		Addendum 8		Addendum 13
	Addendum 4		Addendum 9		Addendum 14
	Addendum 5		Addendum 10		Addendum 15

If additional confirmation of addendum is required, submit under separate cover.

## DISCLOSURE AND DISCLAIMER SECTION

The solicitation referenced herein is being furnished to the recipient by the City of Miami Beach (the "City") for the recipient's convenience. Any action taken by the City in response to Statement of Qualifications made pursuant to this solicitation, or in making any award, or in failing or refusing to make any award pursuant to such Statement of Qualifications, or in cancelling awards, or in withdrawing or cancelling this solicitation, either before or after issuance of an award, shall be without any liability or obligation on the part of the City.

In its sole discretion, the City may withdraw the solicitation either before or after receiving Statement of Qualifications, may accept or reject Statement of Qualifications, and may accept Statement of Qualifications which deviate from the solicitation, as it deems appropriate and in its best interest. In its sole discretion, the City may determine the qualifications and acceptability of any party or parties submitting Statement of Qualifications in response to this solicitation.

Following submission of Statement of Qualifications, the applicant agrees to deliver such further details, information and assurances, including financial and disclosure data, relating to the Statement of Qualifications and the applicant including, without limitation, the applicant's affiliates, officers, directors, shareholders, partners and employees, as requested by the City in its discretion.

The information contained herein is provided solely for the convenience of prospective Proposals. It is the responsibility of the recipient to assure itself that information contained herein is accurate and complete. The City does not provide any assurances as to the accuracy of any information in this solicitation.

Any reliance on these contents, or on any permitted communications with City officials, shall be at the recipient's own risk. Proposals should rely exclusively on their own investigations, interpretations, and analyses. The solicitation is being provided by the City without any warranty or representation, express or implied, as to its content, its accuracy, or its completeness. No warranty or representation is made by the City or its agents that any Statement of Qualifications conforming to these requirements will be selected for consideration, negotiation, or approval.

The City shall have no obligation or liability with respect to this solicitation, the selection and the award process, or whether any award will be made. Any recipient of this solicitation who responds hereto fully acknowledges all the provisions of this Disclosure and Disclaimer, is totally relying on this Disclosure and Disclaimer, and agrees to be bound by the terms hereof. Any Statement of Qualifications submitted to the City pursuant to this solicitation are submitted at the sole risk and responsibility of the party submitting such Statement of Qualifications.

This solicitation is made subject to correction of errors, omissions, or withdrawal from the market without notice. Information is for guidance only, and does not constitute all or any part of an agreement.

The City and all Proposals will be bound only as, if and when a Statement of Qualifications, as same may be modified, and the applicable definitive agreements pertaining thereto, are approved and executed by the parties, and then only pursuant to the terms of the definitive agreements executed among the parties. Any response to this solicitation may be accepted or rejected by the City for any reason, or for no reason, without any resultant liability to the City.

The City is governed by the Government-in-the-Sunshine Law, and all Statement of Qualifications and supporting documents shall be subject to disclosure as required by such law. All Statement of Qualifications shall be submitted in sealed proposal form and shall remain confidential to the extent permitted by Florida Statutes, until the date and time selected for opening the responses. At that time, all documents received by the City shall become public records.

Proposals are expected to make all disclosures and declarations as requested in this solicitation. By submission of a Statement of Qualifications, the Proposer acknowledges and agrees that the City has the right to make any inquiry or investigation it deems appropriate to substantiate or supplement information contained in the Statement of Qualifications, and authorizes the release to the City of any and all information sought in such inquiry or investigation. Each Proposer certifies that the information contained in the Statement of Qualifications is true, accurate and complete, to the best of its knowledge, information, and belief.

Notwithstanding the foregoing or anything contained in the solicitation, all Proposals agree that in the event of a final unappealable judgment by a court of competent jurisdiction which imposes on the City any liability arising out of this solicitation, or any response thereto, or any action or inaction by the City with respect thereto, such liability shall be limited to \$10,000.00 as agreed-upon and liquidated damages. The previous sentence, however, shall not be construed to circumvent any of the other provisions of this Disclosure and Disclaimer which imposes no liability on the City.

In the event of any differences in language between this Disclosure and Disclaimer and the balance of the solicitation, it is understood that the provisions of this Disclosure and Disclaimer shall always govern. The solicitation and any disputes arising from the solicitation shall be governed by and construed in accordance with the laws of the State of Florida.

**PROPOSER CERTIFICATION**

I hereby certify that: I, as an authorized agent of the Proposer, am submitting the following information as my firm's proposal; Proposer agrees to complete and unconditional acceptance of the terms and conditions of this document, inclusive of this solicitation, all attachments, exhibits and appendices and the contents of any Addenda released hereto, and the Disclosure and Disclaimer Statement; proposer agrees to be bound to any and all specifications, terms and conditions contained in the solicitation, and any released Addenda and understand that the following are requirements of this solicitation and failure to comply will result in disqualification of proposal submitted; Proposer has not divulged, discussed, or compared the proposal with other Proposals and has not colluded with any other proposer or party to any other proposal; proposer acknowledges that all information contained herein is part of the public domain as defined by the State of Florida Sunshine and Public Records Laws; all responses, data and information contained in this proposal, inclusive of the Statement of Qualifications Certification, Questionnaire and Requirements Affidavit are true and accurate.

Name of Proposer 's Authorized Representative:	Title of Proposer 's Authorized Representative:
Signature of Proposer 's Authorized Representative:	Date:

State of FLORIDA                    )  
   )  
 County of \_\_\_\_\_)  
 of \_\_\_\_\_, a corporation, and that the instrument was signed in behalf of the said corporation by authority of its board of directors and acknowledged said instrument to be its voluntary act and deed. Before me:

On this \_\_\_\_ day of \_\_\_\_\_, 20\_\_, personally appeared before me \_\_\_\_\_ who stated that (s)he is the \_\_\_\_\_

\_\_\_\_\_  
 Notary Public for the State of \_\_\_\_\_  
 My Commission Expires: \_\_\_\_\_.

# APPENDIX B



# MIAMI BEACH

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## “No Bid” Form

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### 2014-182-LR EVENT PLANNING AND MARKETING SERVICES

DEPARTMENT OF PROCUREMENT MANAGEMENT  
1700 Convention Center Drive  
Miami Beach, Florida 33139

Note: It is important for those vendors who have received notification of this solicitation but have decided not to respond, to complete and submit the attached "Statement of No Bid." The "Statement of No Bid" provides the City with information on how to improve the solicitation process. Failure to submit a "Statement of No Bid" may result in not being notified of future solicitations by the City.

**Statement of No Bid**

**WE HAVE ELECTED NOT TO SUBMIT A STATEMENTS OF QUALIFICATIONS AT THIS TIME FOR REASON(S) CHECKED AND/OR INDICATED BELOW:**

Workload does not allow us to proposal

Insufficient time to respond

Specifications unclear or too restrictive

Unable to meet specifications

Unable to meet service requirements

Unable to meet insurance requirements

Do not offer this product/service

OTHER. (Please specify)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

---

We do  do not  want to be retained on your mailing list for future proposals of this type product and/or service.

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

**Legal Company Name:** \_\_\_\_\_

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Note: Failure to respond, either by submitting a proposal or this completed form, may result in your company being removed from our vendors list.

**PLEASE RETURN TO:**  
CITY OF MIAMI BEACH  
DEPT. OF PROCUREMENT MANAGEMENT  
ATTN: **Lourdes Rodriguez**  
STATEMENTS OF QUALIFICATIONS #2014-182-LR  
1700 Convention Center Drive  
MIAMI BEACH, FL 33139

# APPENDIX C



MIAMI BEACH

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## Minimum Requirements & Specifications

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2014-182-LR  
EVENT PLANNING AND MARKETING  
SERVICES

DEPARTMENT OF PROCUREMENT MANAGEMENT  
1700 Convention Center Drive  
Miami Beach, Florida 33139

**C1. Minimum Requirements.** The Minimum Eligibility Requirements for this solicitation are listed below. Proposer shall submit detailed verifiable information affirmatively documenting compliance with each minimum requirement. Proposals that fail to comply with minimum requirements will be deemed non-responsive and will not be considered. Detailed responses documenting compliance with minimum requirements shall be provided in Tab 1 of Proposal response.

1. Proposers shall exhibit considerable relevant experience with this type of work, and should emphasize experience, capability to meet a required schedule, and capability of the particular Principal and personnel who will actually perform the work.

Relevant experience shall be documented by a list of related projects conducted in the last five (5) years of similar size and scope from the Proposer, and at least five (5) similar events from principal who will be assigned the City's Event. The list(s) shall include: name of client, client contact information, (stated below under references), date of Event, examples of marketing materials and overall cost of Event.

## **C2. Statement of Work Required.**

The successful proposer will outline an inclusive plan for the yearlong celebration that includes but is not limited to:

### Planning

- Concept Planning
- Development and implementation of an Event Plan and detailed budget
- Work with City committee to provide ideas and recommendations for the implementation

### Marketing & Promotion

- Creation and implementation of effective marketing plans
- Design and production of marketing materials and other materials, as necessary.
- Marketing campaign must reach target audiences, with an emphasis on media partnerships, leveraging existing City assets, local partnerships, Out-of-Home (OOH) ads and grassroots promotions.

### Logistics

- Creation and implementation of an efficient staffing and logistics plans
- Vendor operations
- Recruitment and management of volunteers and temporary event staff
- Recruitment and coordination of programming partners
- Development of a signage plan and the production of signage
- Participate in all relevant meetings, conference calls and site visits.

### Sponsors

- Sponsorship outreach, including the creation and execution of a strategic outreach plan.
- 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

#### Additional Scope Requirements:

At a minimum, the successful firm shall be required to provide the following:

- Communicate on a regular, agreed upon schedule with the City on project progress
- Maintain books and records of all revenues, cost, expenditures and expenses incurred in the promotion and production of the Event and provide copies of these records to the City
- Conduct, along with the City an after Event wrap-up meeting
- Provide a final, written narrative and financial report to the City
- The City shall retain oversight and approval of the final Event, promotional themes, venue and entertainment

#### **MIAMI BEACH CENTENNIAL PRELIMINARY CONCEPT**

The City has outlined some concepts to be included in the celebration:

##### HISTORIC INITIATIVES

Work with a professional historian to implement programs that raise awareness of the City's history to appeal to diverse age groups and sectors of the community to ensure that the Centennial reached a vast and broad audience.

1. Centennial Exhibits

In an effort to highlight snapshots of the City's past, exhibits featuring Miami Beach's history can be circulated throughout our community. Portable exhibits comprised of text and photos displayed at various events and public facilities, including local parks and libraries.

2. Park Plaques

While residents and visitors regularly utilize City parks, very few know the origin of the park name. The Park Plaque project can involve producing and installing bronze plaques that featured brief biographies of the individuals for whom the parks are named.

3. Speakers Bureau Program

To raise awareness of local history, presentations can be developed on the following topics, "Miami Beach: A Brief History," "Miami Beach: 100 Years Ago," and "Miami Beach: The Next 100 Years." Throughout the year, a group of trained volunteers can give free historic presentations to local community groups and organizations and Homeowner Associations. To accommodate a multitude of locations and audiences, a "low-tech" version of the presentation can also be delivered strictly with enlarged, mounted photos.

4. State Heritage Markers

Miami Beach is home to numerous historically significant sites and events. The City can apply to the Florida Department of State, Division of Historical Resources, for heritage markers to commemorate specific locations and milestones.

5. Traveling Trunks

Reaching out to future generations is of great importance throughout the Centennial. With a special focus on captivating school children, the Centennial historian can develop a collection of replica artifacts to be placed in a portable "trunk" and made available to local schools to provide

students with an opportunity to receive a hands-on educational experience while learning about local history.

6. In-School Arts Education

The City is already contracted with Arts 4 Learning (A4L) to provide in-school curriculum based arts education programs and after-school art classes. The City will work with A4L to tie the programming to the City's Centennial in order to raise awareness of our local history.

7. Virtual Miami Beach Museum

Although MDPL is developing an Art Deco Museum, the City does not currently have a museum dedicated to preserving the City's history. A component of the City's Centennial could be the creation and launch of a website that celebrates and honors the City's rich history using archives already of the City and other institutions.

## PUBLIC EVENTS

1. City Events

Creating a series of exciting public events with a variety of themes, formats and locations to celebrate and maintain momentum throughout the entire year. The year-long series of events will begin October 2014 with a public Centennial Celebration kick-off and concluded in August 2015. A major public celebration will occur on Thursday, March 26, 2015. The City also schedule a Centennial Eve Celebration in connection with the monthly food truck event in North Beach.

2. Sanctioned Events

To maximize community engagement, local groups and organizations can be encouraged to register their events with the City to become a "Centennial Sanctioned Event." Sanctioned events can be provided the Centennial Celebration Logo and other material to incorporate the centennial theme, and in turn promoted on the City website and given permission to include the City Centennial logo on their promotional event materials.

3. Birthday Event – March 26, 2015

To include a pop/rock concert, outdoor performance/installation and giant birthday cake. This night should be a big party for residents with birthday presents for all. Fireworks at the end of the night.

## COMMUNITY ENHANCEMENT PROJECTS

In addition to the numerous historic initiatives and public events, a variety of community projects could be conceived to enhance neighborhoods and leave lasting legacies for future generations. Projects could include a public art project, original commemorative poster and t-shirt that capture the past century of Miami Beach's history and/or creation of unique, permanent art installation at each school in the City.

1. Visual Memoirs Project

To generate excitement for the Centennial Celebration, the City can partner with the Miami Beach Visitor and Convention Authority and Miami Design Preservation League to utilize the Miami Beach Visual Memoirs Project and circulate it around Miami Beach. MDPL in partnership with Close-Up Productions recorded the memoirs of the City of Miami Beach through the stories of people who have been a part of the City's history.

These interviews have been combined and edited to create a museum installation. The full-length interviews are part of an audio-visual archive that will continue to expand as more interviews are conducted. Also during the project's, an educational video aimed at middle school students will be

created from the interviews collected. MDPL and Close-Up Productions will develop a lesson plan and teacher guide that is complimentary to existing curriculum requirements for the middle school years.

The videos can also be posted on the City Centennial website and made available to the public on CD. The video can be shown on Channel 77, on the City's website and at SoundScape Park regularly throughout the Centennial year-long celebration.

2. Marketing

An extensive marketing and advertising program will be developed to promote the yearlong celebration to the local community and to promote the Centennial nationally to raise awareness and attract visitors to participate in the events. Marketing campaign must reach target audiences, with an emphasis on media partnerships, leveraging existing City assets, local partnerships, Out-of-Home (OOH) ads and grassroots promotions.

3. Centennial Logo Sign

Similar to what the City of Fort Lauderdale did, Miami Beach could create an iconic large scale replica of the City's Centennial logo to be erected at an agreed upon location. The sign can be illuminated in an official ceremony and remain as a focal point throughout year. The display would likely become a tremendous resident and tourist attraction that brands the City's 100th Birthday.

Replicas of the Centennial Logo could also be installed at all entrances to City and at the Lummus Park Clock.

4. Historical Images

Super graphics of historical photos from each century could be produced and displayed on buildings throughout the City.

#### ADDITIONAL SERVICES

The City may, upon mutual agreement of Contractor, engage contractor for projects beyond the Miami Beach Centennial project. In doing so, the City will negotiate scope of services and costs with Contractor.

# APPENDIX D



# MIAMI BEACH

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## Special Conditions & Sample Agreement

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2014-182-LR  
EVENT PLANNING AND MARKETING  
SERVICES

DEPARTMENT OF PROCUREMENT MANAGEMENT  
1700 Convention Center Drive  
Miami Beach, Florida 33139

**1. TERM OF CONTRACT.** The contract shall commence upon the date of notice of award and shall be effective for a period of two (2) years.

**2. OPTIONS TO RENEW.** The City, through its City Manager, will have the option to extend for three (3) additional one (1) year periods.

## APPENDIX E



MIAMI BEACH

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# Insurance Requirements

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2014-182-LR  
EVENT PLANNING AND MARKETING  
SERVICES

DEPARTMENT OF PROCUREMENT MANAGEMENT  
1700 Convention Center Drive  
Miami Beach, Florida 33139



# MIAMI BEACH

## INSURANCE REQUIREMENTS

This document sets forth the minimum levels of insurance that the contractor is required to maintain throughout the term of the contract and any renewal periods.

- XXX 1. Workers' Compensation and Employer's Liability per the Statutory limits of the state of Florida.
- XXX 2. Comprehensive General Liability (occurrence form), limits of liability \$ 1,000,000.00 per occurrence for bodily injury property damage to include Premises/ Operations; Products, Completed Operations and Contractual Liability. **Contractual Liability** and Contractual Indemnity (Hold harmless endorsement exactly as written in "insurance requirements" of specifications).
- XXX 3. Automobile Liability - \$1,000,000 each occurrence - owned/non-owned/hired automobiles included.
- 4. Excess Liability - \$           .00 per occurrence to follow the primary coverages.
- XXX 5. The City must be named as and additional insured on the liability policies; and it **must** be stated on the certificate.
- 6. Other Insurance as indicated:
 

<u>    </u> Builders Risk completed value	\$ <u>          </u> .00
<u>    </u> Liquor Liability	\$ <u>          </u> .00
<u>    </u> Fire Legal Liability	\$ <u>          </u> .00
<u>    </u> Protection and Indemnity	\$ <u>          </u> .00
<u>    </u> Employee Dishonesty Bond	\$ <u>          </u> .00
<u>    </u> Other	\$ <u>          </u> .00
- XXX 7. Thirty (30) days written cancellation notice required.
- XXX 8. Best's guide rating B+:VI or better, latest edition.
- XXX 9. The certificate must state the proposal number and title

**The City of Miami Beach is self-insured. Any and all claim payments made from self-insurance are subject to the limits and provisions of Florida Statute 768.28, the Florida Constitution, and any other applicable Statutes.**