

# MIAMI BEACH

Miami Beach Tourism and Culture Department  
1755 Meridian Ave., 5<sup>th</sup> Floor  
Miami Beach, Florida 33139

## 1. Introduction and Background.

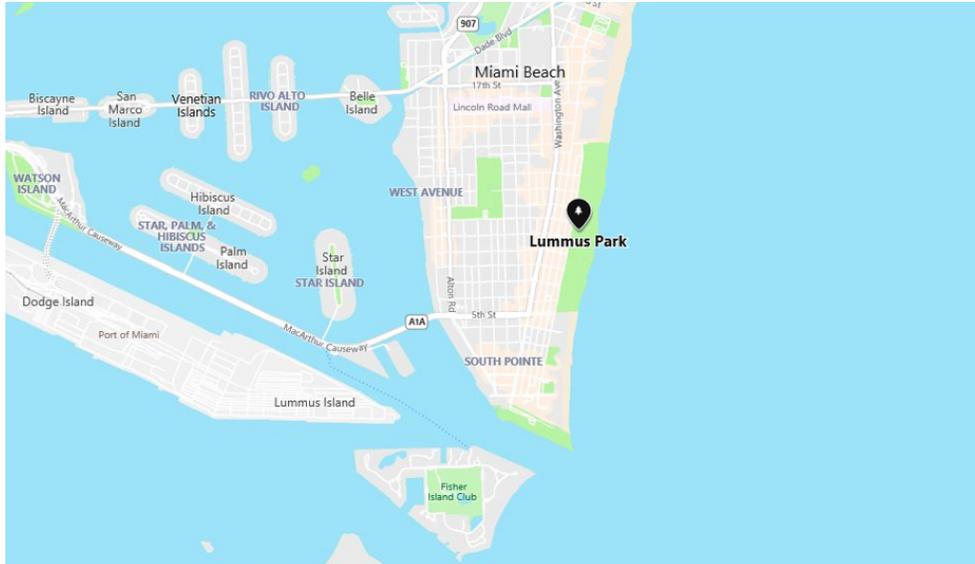
The City of Miami Beach, through its Tourism and Culture Department, seeks a firm to conceive, develop and implement a programmatic strategy and activation for the City of Miami Beach (the “City”) during the month of March 2021 within the geographic area of the City of Miami Beach, and more specifically, the Lummus Park and the beachfront areas. The City is looking for unique, innovative, imaginative and big ideas that will engage our residents and tourists during our “Spring Break” season. No idea is too big, or too “out there” as part of this initial RFLI process, we want to engage with as many ideas as possible, to see which is the right fit for our City.

If you have an idea that does not exactly match what we are looking for below, please still submit, as we may be able to re-work our plans to incorporate more than one idea or combine ideas to create a larger plan. The City is willing to accept bids from individual companies or groups of companies who want to come together to solve the problem together.

Miami Beach is a world-class city, with unparalleled cultural offerings, and the City would like to expand on those offerings, by partnering with a firm or firms, to bring an original, big, programming vision to the City during an otherwise high-volume time period, in an attempt to drive tourism and increase hotel room occupancy, while reducing traffic impact, and creating a new look and feel for Miami Beach during that time.

Through this RFLI, the City seeks Letters of Interest from firms who have a history of producing large scale city events and meet all of the requirements, as listed below. We intend to put cultural offerings at the forefront of who and what we are – cultural offerings could include, but are not limited to (music, art, sports, fashion, or performance art).

- 1. Location.** The proposed location would be directly on the beach, in the Lummus Park area of Miami Beach, between 5<sup>th</sup> Street and 10<sup>th</sup> Street (as referenced in map, below). Proposals do not have to take up that entire geographical space, but the City is interested in proposals that will take up a few city blocks, as a way in which to spread out the heavy beach crowds that generally congregate in those areas during Spring Break. This physical footprint should take up a large portion of the beach with event infrastructure, tents, etc. The programming will take place directly on the beach, which is jurisdiction of the State of Florida. The City will work with producers to ensure all sign offs are obtained from the State, Coast Guard, and all required environmental authorities. The City could be interested in proposals that take place in other geographic areas throughout the City as well, if the scale and genre of event were the right fit – propose us with options!



2. **Minimum Eligibility Requirements.** Proposer shall submit, the required submittal(s) documenting compliance with each minimum requirement. Proposers that fail to include the required submittals or fail to comply with minimum requirements shall be deemed non-responsive and shall not have its proposal considered.

Prime proposer or team member shall have successfully completed at least three (3) productions of this size, in the past.

**Submittal Requirement:** *For each project, submit project name, brief description of project, date of completion, and supporting photos or video.*

3. **Scope of Services/Specifications.** The City is soliciting Letters of Interest (“LOI”) from qualified bidders that will be able to create a three to four week long programming vision for the City, to include the below time frames (proposers are free to propose a different schedule, but should do their best to maximize the number of programmable days during the times listed below):
  - a. **Tentative Load In** – February 20<sup>th</sup> – February 25<sup>th</sup>, 2021
  - b. Tentative Event Dates – February 26<sup>th</sup> – March 28<sup>th</sup>, 2021
  - c. Tentative Load Out - March 29<sup>th</sup> – April 2<sup>nd</sup>, 2021

The bidder will be expected to provide the following services upon selection

4. **Programming Features.** It is required that the proposed strategy include, at a minimum, the following features:
  - a. Programming that will take place at a minimum, every Friday, Saturday, and Sunday as per the dates outlined above. The City is open to programming all days but required programming must focus on engaging crowds of 1000+ during our high impact times (3pm – 10pm) on Fridays, Saturdays, and Sundays. No programming will be approved before 11:00am, or after 11:00pm on any day.
  - b. All proposals should have a sellable ticket attached to them to ensure the City can monitor anticipated attendance numbers; and to ensure that a significant quantity of tickets can be packaged with City hotel rooms, in order to ensure occupancy of our hotel rooms, and to mitigate traffic issues by having guests stay within walking distance of the site.
  - c. Programming should be engaging and entice people to travel to and stay in the City to take part –

- and position Miami Beach as a destination for international travelers.
- d. Attendance - the City is open to attendance suggestions, but ideally programming elements should not exceed 15,000 people per day. Proposals must be manageable and not strain City Services (Transportation, Police, Fire, EMS, Sanitation, etc.).
  - e. Firms will be required to follow all Federal, State and local laws.
5. **Sustainability Elements.** The proposed concept must follow the City's Sustainable & Resiliency policies. For more information on the City's environmental and sustainability efforts, please visit <https://www.miamibeachfl.gov/city-hall/environmental-sustainability/>
- a. It is not a requirement, but any proposals that put a focus on the City as a world leader in resiliency, sustainability, or plastic free initiatives, would be looked on favorably, as Miami Beach is one of the top cities at risk of climate change and bringing awareness to our initiatives aimed at combatting climate change is a big focus for the City as we "Rise Above".
6. **Fee Waivers.** The City is willing to waive all Special Event permit fees as part of this RFLI, which could include, but are not solely limited to, application fees, security deposits, park user fees, and square footage fees.
7. **Budget.** The City does not have a set budget allocated for this RFLI and would like proposers to be very clear in their financial proposal. The City is not looking to fund this endeavor, but rather, is looking for a partner who will be able to utilize private financing, sponsorship and ticket revenue to pay for this endeavor. It is the intent of the City to select a proposal that does not require any financial support from the City (outside of the fee waivers outlined above). Proposals must consider all costs associated with their proposals including production infrastructure, City services, etc. A budget is not required as part of this proposal but should be considered when presenting ideas.
8. **Submittal Requirements:** Responses **MUST** contain the following:
- A. **Cover Letter.** The cover letter must indicate name and contact information for the submitting organization or individual, as well as contact information to include: address, telephone number and email information.
  - B. **Experience.** Submit, as applicable, experience and three (3) past projects, as well as any applicable qualifications of interested parties.
  - C. **Approach/Methodology.** Submit **detailed** information on how your proposal plans to accomplish the required scope of services detailed in this RFLI. Paint us the picture and be very clear in terms of scheduling / timing, programmatic offerings, and overall benefit to the City. Proposals should also outline how your programming vision solves some of the issues mentioned above (traffic, hotel room sales, crowd control, etc.).
9. **Contact.** Any questions or clarifications concerning this solicitation shall be submitted to the contact noted below:

**Contact:**

Matt Kenny

**Telephone:**

305-673-7577 x6597

**Email:**

[mattkenny@miamibeachfl.gov](mailto:mattkenny@miamibeachfl.gov)

All responses to questions/clarifications will be sent to all prospective Proposers in the form of an addendum.

- 10. Submittal Deadline. Friday, September 27th, 2019 at 05:00 p.m.**, Eastern Standard Time (EST). Packages are to be submitted to:  
City of Miami Beach  
Tourism and Culture  
Attn: Matt Kenny - Director  
1755 Meridian Ave., 5<sup>th</sup> Floor  
Miami Beach, Florida 33139

Digital submissions can be submitted to - [mattkenny@miamibeachfl.gov](mailto:mattkenny@miamibeachfl.gov)

**Submittals received after the due date and time will not be considered.**

**Question/Answer Deadline.** Wednesday, August 21, 2019 at 5:00 p.m.

- 11. Evaluation of Responses.** The City shall evaluate all letters of interest based upon the consultant's qualifications and the extent to which the consultant services meet the City's needs and concerns, are of high quality and adhere to best practice standards and are economically feasible. Following its receipt and review of the responses submitted to this Request for Letters of Interest, the City reserves the right to contact such firm (or firms) as the City, in its sole discretion and determination, may wish to interview, in further determining the most qualified firm (or firms) to perform the required consultation and other related professional services solicited pursuant to this process.

- 12. Method of Award.** Shall include, but not limited to, the following: conformity of methodology and approach to the City's scope of services, proposed cost to the City, and previous experience on similar projects.

**Result of RFLI.** The City is not required to act upon any information obtained through this RFLI. However, the City reserves the right to negotiate an agreement or issue a Purchase Order pursuant to this RFLI to the respondent deemed to be in the best interest of the City. The City reserves the right to not award any business as a result of this RFLI.

- 13. Insurance Requirements.** The consultant shall maintain and carry in full force during the Term, the following insurance:

1. Worker's compensation and employer's liability, as required pursuant to Florida Statutes.
2. Consultant general liability, in the amount of \$1,000,000 per occurrence and \$2,000,000 aggregate
3. Consultant professional liability, in the amount of \$1,000,000 per occurrence

The insurance must be furnished by insurance companies authorized to do business in the State of Florida. All insurance policies must be issued by companies rated no less than "B+" as to management and not less than "Class VI" as to strength by the latest edition of Best's Insurance Guide, published by A.M. Best Company, Oldwick, New Jersey, or its equivalent.

All of Consultant's certificates shall contain endorsements providing that written notice shall be given to the City at least thirty (30) days prior to termination, cancellation or reduction in coverage in the policy.

Original certificates of insurance must be submitted to the City's Risk Manager for approval (prior to any work and/or services commencing) and will be kept on file in the Office of the Risk Manager. The City shall have the right to obtain from the Consultant specimen copies of the insurance policies in the event that submitted certificates of insurance are inadequate to ascertain compliance with required coverage.

The Consultant is also solely responsible for obtaining and submitting all insurance certificates for any sub-consultants.

Contractor hereby grants to City of Miami Beach a waiver of any right to subrogation which any insurer of the Contractor may acquire against the City of Miami Beach by virtue of the payment of any loss under such insurance. Contractor agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether or not the City of Miami Beach has received a waiver of subrogation endorsement from the insurer.

Compliance with the foregoing requirements shall not relieve the Consultant of the liabilities and obligations under this Section or under any other portion of this Agreement.

The Consultant shall not commence any work and or services pursuant to this Agreement until all insurance required under this Section has been obtained and such insurance has been approved by the City's Risk Manager.

**Additional Insured Status.**

The City of Miami Beach must be covered as an additional insured with respect to liability arising out of work or operations performed by or on behalf of the Contractor.

**Certificate Holder Language.**

**CITY OF MIAMI BEACH  
c/o TOURISM AND CULTURE  
1700 CONVENTION CENTER DRIVE  
MIAMI BEACH, FL 33139**