

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, APPROVING AND AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO EXECUTE AN AGREEMENT WITH HZIP LLC FOR MAJOR EVENTS PRODUCTION FOR A FIVE-YEAR PERIOD IN AN ANNUAL AMOUNT OF UP TO \$88,000.00.

WHEREAS, the Department of Parks and Recreation and Cultural Arts desires to contract for major events production to provide a series of concerts and/or major special events within the City of Hollywood's ArtsPark at Young Circle; and

WHEREAS, the producer will provide all talent and services necessary to maximize exposure, use, and revenue-generating potential of the ArtsPark; and

WHEREAS, the producer will be responsible for coordinating dates and operational plans with City staff, contracting talent, vendors, and other applicable services, promoting the events, and executing the event—including ticket sales, event settlement with outside parties, and other related activities; and

WHEREAS, Section 38.43 of the Procurement Code states that when the estimated annual cost of goods, supplies, materials, equipment, or services exceeds \$50,000.00, a formal solicitation process shall be completed that may result in a written contract(s) and/or purchase order(s) after due public notice inviting bids or proposals; and

WHEREAS, on November 21, 2024, Request for Proposals Number RFP-249-25-GJ ("RFP") was electronically advertised on OpenGov.com to solicit the desired Major Events Production services in accordance with Section 38.43(A) of the Procurement Code; and

WHEREAS, the RFP resulted in proposals from the following four firms by the response due date:

CaneJuice Ent LLC
HZIP LLC
Seaside Music Management, Inc.
Soundskilz, Inc. ; and

WHEREAS, on April 14, 2025, a Selection Committee met to evaluate and rank the proposals based upon the approved Evaluation Criteria established in the RFP: Firm Qualifications and Experience; Project Understanding, Approach, Methodology and Remuneration; Experience of Staff/Event Managers; References and Successful Execution of Similar Projects, Financial Responsibility; and

WHEREAS, based on the Evaluation Criteria, the Selection Committee evaluated the four proposals, and the scores were compiled to arrive at the following rankings, with the highest score being the highest ranked:

- | | | |
|----|--------------------------------|--------------------|
| 1. | HZIP LLC | 73.00 Points |
| 2. | Soundskilz, Inc. | 57.75 Points |
| 3. | CaneJuice Ent LLC | 32.25 Points |
| 4. | Seaside Music Management, Inc. | 15.75 Points ; and |

WHEREAS, the Selection Committee recommends that the City Commission execute an Agreement with the highest ranked firm, HZIP LLC, for a term of five years with an option to renew for two additional one-year periods to provide Major Events Production; and

WHEREAS, HZIP LLC, proposes a revenue sharing model, where the City receives 10% of gross revenue from all event related activities; and

WHEREAS, partial funding for the Agreement is available in the FY 2025 Operating Budget in account number 001.300602.57500.531170.000000.000.000 and will be made available in subsequent fiscal years subject to approval and adoption by the City Commission.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA.

Section 1: That the foregoing "WHEREAS" clauses are ratified and confirmed as being true and correct and are incorporated in this Resolution.

Section 2: That it approves the ranking of the firms as follows:

1. HZIP LLC
2. Soundskilz, Inc.
3. CaneJuice Ent LLC
4. Seaside Music Management, Inc.

Section 3: That it authorizes the appropriate City officials to execute an Agreement, embodying the terms and conditions approved by the City Commission this date, with HZIP LLC, in a form acceptable to the City Manager and approved as to form by the City Attorney.

Section 4: That if the appropriate City officials are unable to negotiate an Agreement with the highest ranked firm, they are authorized to terminate negotiations with that firm and proceed to negotiate and execute an agreement with the next highest ranked firm(s), in order, until an Agreement is reached.

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Section 5: That this Resolution shall be in full force and effect immediately upon its passage and adoption.

PASSED AND ADOPTED this _____ day of _____, 2025.

JOSH LEVY, MAYOR

ATTEST:

PATRICIA A. CERNY, MMC
CITY CLERK

APPROVED AS TO FORM:

DAMARIS HENLON
CITY ATTORNEY