

RESOLUTION NO. _____

A RESOLUTION OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY ("CRA"), CANCELING RFP-4561-17-JE FOR ARTSPARK CONCERT SERIES PRODUCER; FURTHER AUTHORIZING CRA OFFICIALS TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH THE RHYTHM FOUNDATION, INC. TO PROVIDE PRODUCER SERVICES FOR AN ARTSPARK CONCERT SERIES IN AN AMOUNT NOT TO EXCEED \$120,000.00.

WHEREAS, the Community Redevelopment Agency ("CRA") requires an agreement for a qualified concert/special event producer or qualified group or professional (Producer) to coordinate a minimum of four concerts held in the ArtsPark at Young Circle; and

WHEREAS, the series of concerts will be free to the public, feature world-renowned, domestic and or regional performers and artists that enrich the local community, and brand the Downtown Hollywood District as a regional tourism destination for quality free concerts, cutting edge programming and cultural arts; and

WHEREAS, the CRA's goal is to promote and execute all aspects of the Series each fiscal year (October through September), and therefore, the CRA will reimburse the producer for expenses associated with the production of the Series in an amount not to exceed \$120,000.00 for a minimum of four concerts per fiscal year; and

WHEREAS, on October 9, 2017, a Notice to Bid Availability for RFP-4561-JE was posted on the City's Website, advertised and sent to 14,799 firms on Bidsync.com in accordance with Section 38.42(A)(1) of the City's Purchasing Ordinance; and

WHEREAS, on December 14, 2017, the selection committee recommended that RFP-4561-JE be cancelled in order to revise the scope and attract a broader vendor base with more event production experience; and

WHEREAS, on December 27, 2017, the City's Office of Procurement Services posted a notice of intent to cancel RFP-4561-JE; and

WHEREAS, on February 8, 2018, a Notice of Bid Availability for RFP-4575-18-JE was posted on the City's Website, advertised and sent to 14,799 firms and viewed by 60 vendors on Bidsync.com in accordance with Section 38.42(A)(1) of the City's Purchasing Ordinance; and

WHEREAS, RFP-4575-18-JE was opened at 3:00 P.M. on February 28, 2018, and resulted in responses from the following five firms:

- ◆ Atlantic Studios Fort Lauderdale, Florida
- ◆ Branding Alliance Hollywood, Florida
- ◆ MCWDCC Auto Sales & Services Corp. Fort Lauderdale, Florida
- ◆ PK Productions Plantation, Florida
- ◆ The Rhythm Foundation Miami Beach, Florida

; and

WHEREAS, the evaluation of the proposals was based on the criteria as established in the RFP: Experience, Marketing and Promotional Plan, Project understanding, Proposed Approach and Methodology and References and Successfully Completed Similar Projects and Local preference; and

WHEREAS, after the proposals were evaluated, the Evaluation Committee scores were tallied to arrive at the scores below:

- ◆ The Rhythm Foundation, Inc. 385.0
- ◆ Branding Alliance 292.0
- ◆ Atlantic Studios, Inc. 263.0
- ◆ PK Productions 135.0
- ◆ MCWDCC Auto Sales & Services – Non-Responsive

; and

WHEREAS, the proposal received from MCWDCC Auto Sales & Services was found to be non-responsive as their proposal did not reflect the required services as requested in the RFP; and

WHEREAS, the CRA Executive Director and the Director of the Procurement and Contract Compliance recommend that the CRA Board authorize the negotiation and execution of an agreement with The Rhythm Foundation, Inc., as the highest ranked firm to provide the services of an ArtsPark Concert Series Producer for a three year period with the option to renew for one additional two year period subject to CRA option, vendor acceptance, satisfactory performance and determination that renewal will be in the best interest of the CRA; and

WHEREAS, the CRA reserves the right to terminate this agreement with or without cause; and

WHEREAS, funding for this service is available in the proposed FY19 Special Events Account Number 63.0185.00170.552.004911, and will be requested in subsequent fiscal years; and

WHEREAS, the award is subject to the CRA receiving all insurance documentation required and approved by the City's Risk Manager, along with signed statements of Hold Harmless and Indemnity in favor of the CRA.

NOW THEREFORE, BE IT RESOLVED BY THE HOLLYWOOD, FLORIDA
COMMUNITY REDEVELOPMENT AGENCY:

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 cancels RFP-4561-17-JE (ArtsPark Concert Series Producer).

Section 3: That it ranks the four firms responsive to RFP-4575-18-JE as
follows:

1. The Rhythm Foundation, Inc.
2. Branding Alliance
3. Atlantic Studios, Inc.
4. PK Productions

Section 4: That it authorizes CRA officials to negotiate and execute an
agreement embodying the terms and conditions approved by the CRA Board on this date
between the CRA and The Rhythm Foundation, Inc., together with such non-material
changes as may be subsequently agreed to by the CRA Executive Director and approved
as to form and legal sufficiency by the General Counsel.

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

PASSED AND ADOPTED this _____ day of _____, 2018.

JOSH LEVY, CHAIR

ATTEST:

PHYLLIS LEWIS, BOARD SECRETARY

APPROVED AS TO FORM AND LEGAL
SUFFICIENCY for the use and reliance of the
Hollywood, Florida, Community Redevelopment
Agency, only.

DOUGLAS R. GONZALES
GENERAL COUNSEL