

Legislation Text

File #: R-CRA-2018-18, **Version:** 1

A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, 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.

Staff Recommends: Approval of Attached Resolution .

Explanation:

The ArtsPark at Young Circle has a state-of-the-art amphitheater, and has the potential to host concerts and events that will draw large audiences that will be introduced to Downtown Hollywood as a great place to live, work and invest. At this time, the Community Redevelopment Agency ("CRA") is seeking an event producer to coordinate a minimum of four concerts held in the ArtsPark at Young Circle.

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. This additional branding will introduce Downtown Hollywood, and the City of Hollywood to new potential business owners, residents and investors.

The process of identifying an event producer was comprehensive and thorough. 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. Subsequently, 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.

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.

On February 28, 2018, RFP-4575-18-JE was opened at 3:00 P.M., 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

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| ◆ PK Productions | Plantation, Florida |
| ◆ The Rhythm Foundation | Miami Beach, Florida |

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

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| ◆ 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 | |

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.

Recommended for inclusion on the agenda by:
Jorge Camejo, Executive Director