



CITY OF DORAL

Office of the City Manager

Letter to Council

LTC No. 008-2024

To: The Honorable Mayor and Members of the City Council

From: Kathie Brooks, Interim City Manager

Date: April 17, 2024

Subject: **Recommendation to Award RFP No. 2024-03 for Doral Central Park Amphitheater Management Services to Loud And Live, Inc.**

The purpose of this Letter to Council (LTC) is to provide the Mayor and City Councilmembers with notice of the Interim City Manager's recommendation to award Request for Proposals ("RFP") No. 2024-03 for Doral Central Park Amphitheater Management Services to Loud And Live, Inc.

This recommendation is being put forward before the Council meeting to allow the staff to begin the negotiations process, considering the upcoming opening of the park in the coming months. By way of this recommendation, the Cone of Silence shall be lifted, and staff will work with Loud and Live to outline the major terms and conditions of the proposed contract, subject to Council approval. Thereafter, an item will be brought to Council with the recommendation to award and request for authorization to finalize negotiations, execute the contract, and expend budgeted funds in connection therewith.

Background

The Parks and Recreation Department together with the Capital Improvements Division of the City Manager's Office have worked diligently on the construction of Doral Central Park, including the construction of an open-air Amphitheater for community and large-scale events. As development of the Amphitheater is anticipated to be completed before the end of this calendar year, Procurement was engaged to solicit the services of a qualified and experienced entity to provide amphitheater management services.

Prior to the issuance of the RFP, professionals in the event and entertainment industry (open air theater programming) were invited to Doral Central Park Amphitheater Industry Days from December 11 – December 13, 2023 to meet with City Parks and Procurement staff, provide input, and answer questions regarding amphitheater management best practices. Invitations were sent to over 15 entities and industry day meetings were held with four such entities, each with notable experience in the event and entertainment industry.

On February 7, 2024, the City of Doral issued RFP No. 2024-03 inviting all qualified and experienced firms to submit proposals. Notices were posted on the City's website, VendorRegistry.com, and Demandstar.com, with electronic broadcast to over 600 vendors, including all entities invited to the aforementioned industry day meetings. The Department of Procurement and Asset Management addressed all questions of a material nature via three (3) addenda posted on February 12, 2024, February 28, 2024, and March 6, 2024, respectively, on the City's website, VendorRegistry.com, and Demandstar.com. A mandatory pre-proposal conference and site visit was conducted on Thursday, February 22, 2024 at Doral Central Park, including a guided walk through of the amphitheater.

On March 15, 2024, the City received and opened one (1) timely proposal, submitted by Loud and Live. An Evaluation Committee was convened to hear presentations on Tuesday April 9, 2024 and conducted final evaluations thereafter via publicly-noticed meeting. During the evaluation, the Committee made numerous recommendations for the City Manager to consider during negotiations, summarized below:

- Allocate additional days for City-sponsored events;
- Find a balance between the City's event date reservations and the vendor's operational flexibility and success;
- Offer discounted rates to approved third-party organizations, like community-based organizations, local organizations, and non-profits, as determined by the Council;
- Enhance community outreach;
- Implement a program requiring transparency in booking and take other efforts to proactively address customer complaints.

Attached for reference is the Scoring Sheet identifying the total score given to Loud and Live as well as the respective scores provided by each individual committee member. The contract resulting from this award will be for a total term of nine (9) years.

Enclosures: Scoring Sheets
Proposal by Loud And Live, Inc.
RFP 2024-03 for Amphitheater Management Services, inclusive of Addenda