



**CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
REGULAR MEETING**

**#16-0763**

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**TO:** Honorable Mayor & Members of the  
Fort Lauderdale City Commission

**FROM:** Lee R. Feldman, ICMA-CM, City Manager

**DATE:** July 12, 2016

**TITLE:** Motion to Approve Contract for Purchase of Management Services for the  
Beach Business Improvement District – Wizard Entertainment, Inc. -  
\$57,600

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**Recommendation**

It is recommended that the City Commission approve a one-year contract, in substantially the form attached, with Wizard Entertainment, Inc. for the purchase of Beach Business Improvement District (BID) Management Services at an estimated cost of \$57,600 per year; and authorize the City Manager to approve three one-year renewal options, contingent upon appropriation of funds.

**Background**

The City of Fort Lauderdale solicited a request for proposals (RFP) from qualified professional firms to provide management, coordination and staffing to further the City's BID goal to enhance the world-class image of Fort Lauderdale Beach as a destination for tourist and locals. The contract requires the firm to have proven experience in managing, coordinating, and prompting special events, as well as securing sponsorships; working with governmental and non-governmental agencies and businesses; and marketing and promoting a tourist destination. These services will be funded by the City's BID. The BID Advisory Committee will recommend a work program and assignments for the contractor to the City Manager or his/her designated representative.

The background of the solicitation process includes the following:

- March 14, 2016 –RFP 364-11715 was issued for management services for BID.
- April 15, 2016 – The RFP closed with a total of two firms submitting proposals including:
  - Redevelopment Management Associates, LLC
  - Wizard Entertainment, Inc.
- June 13, 2016 - The evaluation committee consisting of BID members – Jean Capps, Thomas Miller, Bruce Roy and Martin Wormull met with Ginah Joseph,

Procurement Specialist II, to evaluate and rank the firms based on the evaluation criteria shown below:

EVALUATION CRITERIA	WEIGHT
Understands the scope of the project	20%
Experience, qualification and past performance	50%
Total Project Cost	30%
<b>TOTAL</b>	<b>100%</b>

The two firms were ranked as follows:

- Wizard Entertainment, Inc. (1st Place)
- Redevelopment Management Associates, LLC (2nd Place)

Wizard Entertainment, Inc. has met all requirements of the RFP specifications and has been deemed the responsive and responsible proposer recommended for award.

**Resource Impact**

There will be a current fiscal year impact to the City in the amount of \$14,400 for the contract award. The available balance in the chart below reflects the amount remaining after the removal of the pre-encumbrances established for the purchase. Pre-encumbrances are in the total amount of \$70,000.00. Future expenditures are contingent upon approval and appropriation of the annual budget.

Funds available as of June 15, 2016					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
135-DSD073502-3199	Business Improvement District	Services & Materials/ Other Professional Services	\$664,587.00	\$9,070.00	\$14,400.00
<b>TOTAL AMOUNT ►</b>					<b>\$14,400.00</b>

**Strategic Connections**

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included in the Business Development Cylinder of Excellence, specifically advancing:

- Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, ports and rail connections.
- Objective 2: Facilitate a responsive and proactive business climate.

This item advances the *Fast Forward Fort Lauderdale Vision Plan: We Are Prosperous*.

**Attachments**

Exhibit 1 – Solicitation

Exhibit 2 – Final Ranking

Exhibit 3 – Wizard Entertainment Proposal

Exhibit 4 – Redevelopment Management Associates Proposal

Exhibit 5 – Wizard Entertainment Agreement

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