



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

#20-0518

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: August 18, 2020

TITLE: Motion Approving Agreement for Purchase of Fort Lauderdale Beach Open
Spaces Activation Coordinator – A & R Enterprises of So. FL Inc. d/b/a RAV
Communications - \$105,000 – **(Commission District 2)**

Recommendation

It is recommended that the City Commission approve a agreement, in substantially the form attached, for the purchase of Fort Lauderdale Beach open spaces activation coordinator from A & R Enterprises of So. FL Inc. dba RAV Communications, in the estimated amount of \$105,000 and authorize the City Manager to approve three, one-year renewal options, contingent upon appropriation of funds.

Background

The City of Fort Lauderdale Parks and Recreation Department initiated a Request for Proposal (RFP) to provide activation, management and staffing for four open space areas located at D.C. Alexander Park, Las Olas Oceanside Park, Las Olas Garage Amenity Deck and the Intracoastal promenade south of the Las Olas Bridge. The premise is to provide additional recreational opportunities that highlight and expand upon the new existing amenities on Fort Lauderdale Beach. Anticipated programming options will include health and wellness opportunities, musical concerts, family activities and special events throughout the year.

The background of the solicitation process includes the following:

- February 12, 2020 – RFP No. 12369-505 was issued for Fort Lauderdale Beach open spaces activation coordinator.
- March 11, 2020 – The solicitation opened with a total of four firms below submitting proposals.
 - Atlantic Studios
 - A & R Enterprises of So. FL Inc. dba RAV Communications
 - RT Group, LLC
 - Swarm, Inc.
- June 10, 2020 – The RFP evaluation committee met to evaluate and rank the proposals based on the following criteria:

Understands overall needs of the City as presented in the proposal	10%
Experience, qualifications, past performance, references	30%
Suitability of firm and proposed activities/approach to scope of work	30%
Total Project Cost	30%
TOTAL PERCENT AVAILABLE	100%

- The four firms were ranked as follows:
 - A & R Enterprises of So. FL Inc. dba RAV Communications (1st)
 - Atlantic Studios, Inc. (2nd)
 - Swarm, Inc. (3rd)
 - RT Group, LLC (4th)

Staff recommends the City Commission award a contract to the highest ranked proposer, A&R Enterprises of So. FL Inc. dba RAV Communications. Due to COVID-19 restrictions, the agreement between A & R Enterprises of So. FL Inc. and the City of Fort Lauderdale will begin on February 1, 2021.

One of the four vendors that responded has indicated its status as a Minority Business Enterprise, Women Business Enterprise, or Small Business Enterprise.

Resource Impact

There will be no fiscal impact to the City in FY 2020. Funds in the amount of \$70,000 are contingent upon approval and appropriation of the FY2021 annual budget.

Strategic Connections

This item supports the Press Play Fort Lauderdale 2024 Strategic Plan, specifically advancing:

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community
- Objective: Improve access to and enjoyment of our beaches, waterways, parks and open spaces for everyone

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Community*.

Attachments

Exhibit 1 – Solicitation
 Exhibit 2 – Final Rankings
 Exhibit 3 – A&R Enterprises Proposal
 Exhibit 4 – Atlantic Studios Proposal
 Exhibit 5 – Swarm Proposal
 Exhibit 6 – RT Group Proposal
 Exhibit 7 – Agreement

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