



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#25-0161

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

FROM: Susan Grant, Acting City Manager

DATE: March 4, 2025

TITLE: Motion Approving Agreement for an Open Spaces Coordinator - A & R
Enterprises of So. FL Inc. d/b/a rAv Communications - \$115,000 -
(Commission Districts 1 and 2)

Recommendation

Staff recommends the City Commission approve an agreement, in substantially the form attached, for the services of an Open Spaces Coordinator from A & R Enterprises of So. FL Inc. d/b/a rAv Communications, and authorize the City Manager to execute it for an initial one (1)-year contract term in the amount of \$115,000, and to exercise the three (3) additional one (1)-year renewal options for an estimated annual renewal amount of \$115,000 for a potential total contract amount of \$460,000, contingent upon the appropriation of funds.

Background

The City of Fort Lauderdale Parks and Recreation Department requested to acquire services to provide activation, management and staffing for three open space areas on the barrier island, located at Las Olas Oceanside Park and the Intracoastal promenade south of the Las Olas Bridge. In addition, the awardee will oversee activation, management and staffing to the North Beach Restaurants and Shoppes area. 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.

On October 14, 2024, the Procurement Services Division issued a Request for Proposals (RFP) Event No. 368 for an Open Spaces Coordinator to provide management, coordination, and staffing to support the City's Parks and Recreation Department in activating open space areas. The target areas include:

- Las Olas Oceanside Park
- Galt Plaza/North Beach Restaurants and Shoppes
- Intracoastal Promenade (south of Las Olas Bridge)

A total of four (4) firms submitted proposals for this service. None of the firms listed their status as a Disadvantaged Business Enterprise (DBE).

1. A & R Enterprises of So. FL Inc. d/b/a rAv Communications
2. Beachside Events
3. Code RED Event
4. HZIP LLC

HZIP LLC was unable to honor the proposal price submitted and as such was deemed non-responsive.

On January 6, 2025, the Evaluation Committee (Committee) met to evaluate and score each proposal based on the criteria established in the RFP. The firms were ranked based on the evaluation criteria shown in the table below:

Evaluation Criteria	Weight (%)
Understands the overall needs of the City as presented in the proposal.	20%
Experience, qualifications, past performance, including persons proposed for the project, equipment, resources, references.	30%
Suitability of the firm and proposed activities/Approach to the Scope of Work.	20%
Total Project Cost	30%
TOTAL PERCENT AVAILABLE:	100%

After discussion and consideration, the Committee recommended A & R Enterprises of So. FL Inc. d/b/a rAv Communications for award consideration.

Resource Impact

Funds for this agreement in the amount of \$67,083 are available in the FY 2025 Budget in the account listed below:

<i>Funds available as of February 7, 2025</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-6025-574-30-3199-PSE003	Community Events	Services/Materials – Other Professional Services	\$119,400	\$75,650	\$67,083
TOTAL AMOUNT ►					\$67,083

Strategic Connections

This is a FY 2025 Commission Priority, advancing Public Spaces and Community Initiatives.

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

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

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan, specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Space Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Attachments

Exhibit 1 - Solicitation

Exhibit 2 - Evaluation Committee Tabulation

Exhibit 3 - A & R Enterprises of So. FL Inc. d/b/a rAv Communications Proposal

Exhibit 4 - A & R Enterprises of So. FL Inc. d/b/a rAv Communications Agreement

Prepared by:

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