



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

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

DATE: October 21, 2014

TITLE: Motion to award a one-year contract for event and valet services –
Request for Proposal (RFP) 544-11429 - \$225,900

Recommendation

It is recommended that the City Commission award a one-year contract for the purchase of event and valet services to Accurate Event Group, Inc., utilizing the City's Contract (Form P-0001) in substantially the form attached, in the estimated annual amount of \$225,900 and authorize the City Manager to approve three, one-year renewal options, contingent upon appropriation of funds.

Background

The Parks and Recreation Department is requesting approval for the purchase of event and valet services for War Memorial Auditorium (WMA).

In order to provide a wider variety of event services which include valet parking for certain events thereby increasing revenue, WMA has sought out an event and valet services vendor that can encompass all aspects of staffing. Expanded patron activities for the multi-use performance venue will involve staffing for general events, guest services, parking, valet parking, and event set-up/tear-down.

Staffing will be used to supplement existing City staff during events and as additional specialized staff for certain events that WMA management may determine as necessary. This contract does not guarantee any minimum staffing usage or any minimum number of events. WMA will charge back all expenses plus 19% (City overhead fee) to each promoter/facility user. The exception to the charge back would be for valet parking and parking attendants whose expenses will be recouped via valet parking fees and the venue's facility fee per ticket charge.

The background of the solicitation process included the following:

- May 2014 – An RFP was issued for event and valet services.

- June 2014 – A pre-bid conference was held for perspective proposers
- July 2014 – The RFP closed with a total of two firms submitting proposals in response to the RFP.
- September 2014 – The evaluation committee consisting of Orlando Castellano, Auditorium Manager; Laura Voet, Aquatic Complex Manager; and Tim McGovern, Community Programs Supervisor evaluated and ranked the two proposals according to the evaluation criteria.
- Including all evaluation criteria, the final tabulations were first place ranked proposer, Accurate Event Group; and second place ranked proposer, Andy Frain Services, as shown in the table below.

		Accurate Event Group	Andy Frain Services
EVALUATION CRITERIA		RANK	RANK
Qualifications, Experience	30%	1	2
Understanding scope of services, approach & technical compliance	20%	1	2
Organizational structure, business operations, performance standards	20%	1	2
Cost to the City	30%	1	2

Resource Impact

There will be a fiscal impact to the City in the estimated amount of \$225,900 in FY 2015. These services will be used on an as needed basis and will be reimbursed by the promoter/facility user.

Funds available as of September 11, 2014					
ACCOUNT NUMBER	INDEX NAME (PROGRAM)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BALANCE (Object Code)	PURCHASE AMOUNT
001-PKR033601-3299	War Memorial Auditorium	Services Materials / Other Services	\$550,020	\$550,020	\$ 225,900
PURCHASE TOTAL ►					\$ 225,900

Strategic Connections:

This item is a Press Play Fort Lauderdale Strategic Plan 2018 initiative, included within the Public Places 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, port, and rail connections.
- Objective 2: Facilitate a responsive and proactive business climate.

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

Attachments

Exhibit 1 - Bid Tabulation RFP 544-11429

Exhibit 2 - Final Rankings RFP 544-11429

Exhibit 3 - Accurate Event Group Proposal

Exhibit 4 - Andy Frain Services Proposal

Exhibit 5 - Agreement

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Department Director: Phil Thornburg, Parks and Recreation