

**CITY OF MIAMI BEACH  
COMMISSION ITEM SUMMARY**



15-02/03

**Condensed Title:**

A RESOLUTION ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER PERTAINING TO THE RANKING OF FIRMS FOR PUBLIC RELATIONS SERVICES AND MARKETING AND COMMUNICATIONS CONSULTING SERVICES; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH THE TOP-RANKED FIRM OF KELLEY SWOFFORD ROY, INC., AND SHOULD THE ADMINISTRATION NOT BE ABLE TO NEGOTIATE AN AGREEMENT WITH THE TOP-RANKED FIRM; AUTHORIZING THE ADMINISTRATION TO NEGOTIATE WITH THE SECOND-RANKED FIRM OF EDELMAN.

**Issue:**

SHALL THE CITY COMMISSION ACCEPT THE RANKING OF FIRMS AND AUTHORIZE NEGOTIATIONS?

**Item Summary/Recommendation:**

ON DECEMBER 11, 2002, THE CITY COMMISSION ADOPTED RESOLUTION NO. 2002-25076, WHICH AUTHORIZED THE ISSUANCE OF A RFQ TO SOLICIT QUALIFICATIONS FOR PUBLIC RELATIONS SERVICES AND MARKETING AND COMMUNICATIONS CONSULTING SERVICES.

THE ADMINISTRATION ISSUED A RFQ, CONDUCTED A COMPETITIVE PROCESS, AND RECEIVED A RECOMMENDATION FROM AN EVALUATION COMMITTEE, WHICH RECOMMENDED KELLEY SWOFFORD ROY AS THE TOP-RANKED FIRM.

KELLEY SWOFFORD ROY IS CERTIFIED BY THE STATE OF FLORIDA AND MIAMI-DADE COUNTY AS A MINORITY/WOMEN BUSINESS ENTERPRISE (M/WBE) AND WAS FOUNDED IN CORAL GABLES, FLORIDA, 19 YEARS AGO. DR. ROY WILL LEAD KSR'S TEAM AND WILL DETERMINE THE STRATEGY AND DIRECTION FOR KSR'S MARKETING SUCCESS.

**ADOPT THE RESOLUTION.**

**Advisory Board Recommendation:**

N/A

**Financial Information:**

Source of Funds:		Amount	Account	Approved
<div style="border: 1px solid black; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center;"> </div> Finance Dept.	1	N/A		
	2			
	3			
	4			
	Total			

**City Clerk's Office Legislative Tracking:**

Christina Cuervo, ext. 6586

**Sign-Offs:**

Department Director	Assistant City Manager	City Manager
DS GL	CMC/Hee	JMG

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AGENDA ITEM C7D  
DATE 4-30-03

# CITY OF MIAMI BEACH

CITY HALL 1700 CONVENTION CENTER DRIVE MIAMI BEACH, FLORIDA 33139  
www.miamibeachfl.gov



## COMMISSION MEMORANDUM

**To:** Mayor David Dermer and  
Members of the City Commission

**Date:** April 30, 2003

**From:** Jorge M. Gonzalez  
City Manager

A handwritten signature in black ink, appearing to read 'Jorge'.

**Subject:** **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER PERTAINING TO THE RANKING OF FIRMS PURSUANT TO REQUEST FOR QUALIFICATIONS (RFQ) NO. 15-02/03, FOR PUBLIC RELATIONS SERVICES AND MARKETING AND COMMUNICATIONS CONSULTING SERVICES FOR THE CITY OF MIAMI BEACH; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH THE TOP-RANKED FIRM OF KELLEY SWOFFORD ROY, INC., AND SHOULD THE ADMINISTRATION NOT BE ABLE TO NEGOTIATE AN AGREEMENT WITH THE TOP-RANKED FIRM; AUTHORIZING THE ADMINISTRATION TO NEGOTIATE WITH THE SECOND-RANKED FIRM OF EDELMAN.**

### ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

### ANALYSIS

As part of the Greater Miami Convention and Visitors Bureau (GMCVB) review and renewal, the City Commission agree to have the City engage a publicist to compliment the GMCVB effort but with a focus on Miami Beach. Funding was included in the amount of \$100,000 in the Fiscal Year 2002/03 Budget.

With all the activity and significant events taking place in Miami Beach, the City engaged Motivus, Inc. to act on a short-term basis as the City's Marketing and Communications Specialist, for a 120-day period, for \$25,000 until such time as a permanent selection can be made pursuant to a Request for Qualifications (RFQ) process.

On December 11, 2002, the City Commission adopted Resolution No. 2002-25076, which authorized the issuance of a RFQ to solicit qualifications for public relations services and marketing and communications consulting services.

**RFQ PROCESS**

On December 20, 2002, RFQ No. 15-02/03 was issued and notices sent to 754 individuals or firms, which resulted in the receipt of four qualifications packages (two were late and were disqualified) from the following firms:

- 1) Kelley Swofford Roy, Inc.;
- 2) Edelman;
- 3) Motivus (late); and
- 4) The Bristol Group (late).

The RFQ stated that any proposal received after 3:00 p.m. on January 24, 2003, would be returned to the proposer unopened. The proposals of Motivus and the Bristol Group were returned unopened since they both received after said date and time.

On January 31, 2003, the City Manager via Letter to Commission No. 28-2003, appointed an Evaluation Committee (the "Committee"), consisting of the following individuals:

1. Jeff Abbattichio, Marketing Director, Loews Hotel and CAC Board Member
2. Lana Bernstein, Ocean Drive Magazine
3. Tammy Green, PIC
4. Jose Lima, City of Bal Harbour
5. Bob Papke, SMG
6. Nannette Rodriguez, Media Relations Officer
7. Donna Shaw, Director of Tourism and Cultural Development
8. Leslie Siegel, Miami Beach Visitors and Convention Authority
9. Octavio Zubizureta, CEO, Zubi Advertising and resident.

Ms. Bernstein, Ms. Green, Mr. Siegel and Mr. Zubizureta were not able to attend the scheduled Committee meeting due to prior commitments. Ms. Bernstein was replaced with Leslie Wolfson, Ocean Drive Magazine. Mr. Zubizureta was replaced by his sister, Michelle Zubizureta. Ms. Shaw, on the advice of the City Attorney's Office, recused herself from serving as a Committee member. Michelle Zubizarreta, Chief Operating Officer of Zubi Advertising, was appointed as Chair of the Committee.

On March 4, 2003, the Committee convened and was provided with an overview of the project, information relative to the City's Cone of Silence Ordinance, and the Government in the Sunshine Law. The Committee then listened to presentations from Edelman, and Kelley Swofford Roy. After each presentation the Committee engaged in a question and answer session.

While the Committee believed that Edelman provided the national and international exposure and prominence, their presentation lacked insight as to Miami Beach's vision and strategic needs. On the other hand, KSR demonstrated a greater understanding of the Miami Beach product and provided a creative approach to meet the City's communication

and marketing needs. The Committee however, expressed concern that KSR was viewed predominantly as an advertising agency and their expertise was not in the public relations arena.

The Committee also questioned the lack of responsive bids and felt the scope of services may be better defined to reflect the City's priority needs, commensurate with the funding allocated.

City staff indicated that the Committee's comments would be shared with the City Manager and may be incorporated as part of the Administration's deliberations and/or negotiations.

The Committee was instructed to rank and score each proposal pursuant to the evaluation criteria established in the RFQ which was as follows:

- a. Experience and qualifications of the firm (20 points).
- b. Experience and qualifications and proven successful track record of the publicist(s) assigned to work with the City (40 points).
- c. Approach and methodology (20 points).
- d. Demonstrated record of accomplished work in public relations or as a publicist (10 points).
- e. Proposed fees (10 points).

The Committee then scored and ranked the firms as follows:

COMMITTEE MEMBER	EDELMAN SCORE	EDELMAN RANKING	KSR SCORE	KSR RANKING
NANNETTE RODRIGUEZ	78.0	2ND	86.0	1ST
BOB PAPKE	84.0	2ND	84.0	1ST
JEFF ABBATICCHIO	86.0	1ST	68.0	2ND
LESLIE WOLFSON	69.0	2ND	80.0	1 ST
MICHELLE ZUBIZARRETA	93.0	2ND	88.0	1ST
RAMIRO INGUANZO	76.0	2ND	83.0	1ST
<b>TOTAL</b>	<b>486.0</b>	<b>1 – First 5 - Second</b>	<b>489.0</b>	<b>5 – First 1 -- Second</b>

As noted above, while the Chair ranked KSR number one (1) in terms of rankings, she scored Edelman higher than KSR in the "Experience and Qualifications of Firm" category due to Edelman's national/international prominence and presence.

A summary of the Kelley Swofford Roy experience, qualifications, the proposed team and similar projects is attached hereto.

### **CONCLUSION**

Independently, the Administration reviewed both proposals in conjunction with the input provided by the Evaluation Committee. The Administration has determined that many of the Committee's observations are meritorious. Furthermore, Donna Shaw, the City's new Tourism and Cultural Development Director has made similar findings.

During Motivus, Inc.'s short-term contract, a recurring theme throughout the City organization and within the targeted industry segments of tourism, culture, retail and entertainment, was the apparent need to identify the City of Miami Beach's branding platform. In order to create and distribute an effective media campaign, including the packaging and placement of stories, and have a successful media outreach, the City needs to create an effective press kit strategy/collateral marketing materials that send a consistent message. This may include re-evaluating everything from the City logo, letterhead, boilerplate language in press releases, welcome message, etc.

Therefore, as part of the negotiations, the Administration has identified the need to concentrate on establishing a brand identity platform, which is an element of the scope of services in the RFP. This coupled with the ongoing need for strategic communication and marketing assistance is also required. The Administration will negotiate with KSR to provide these vital services as part of this contract negotiation.

The Administration recommends that the Mayor and City Commission approve the attached resolution, which recommends the acceptance of the ranking of firms, and authorizing the Administration to enter into negotiations with the top-ranked firm of KSR, and should the Administration not be able to negotiate an agreement with KSR; then authorizes the Administration to negotiate with the second-ranked firm of Edelman.

JMG:<sup>AW</sup>CMC:GL

## **WHY KSR?**

Kelley Swofford Roy is certified by the State of Florida and Miami-Dade County as a Minority/Women Business Enterprise (M/WBE) and was founded in Coral Gables, Florida, 19 years ago. KSR has a multi-cultural professional staff of 35 in their Coral Gables headquarters, an office in Naples, Florida, and representation in New York City, Washington, D.C., Bogotá, Colombia and Mexico City, Mexico.

## **KSR'S PROPOSED TEAM**

### **WILLIAM R. ROY, PH.D.**

***PARTNER / DIRECTOR OF MARKETING STRATEGY***

***TEAM: PARTNER-IN-CHARGE***

Dr. Roy will determine the strategy and direction for their marketing success. Dr. Roy was Vice President of Worldwide Passenger Marketing for Pan American World Airways and Chief Marketing Officer at Pacific Southwest Airlines. He has also been a management consultant with Booz, Allen & Hamilton and the University of Michigan. He holds Ph.D., M.B.A. and B.A. degrees with specialties in target marketing, international operations and consumer buying behavior.

Dr. Roy is a past president of the California Travel Industry Association and served on the Governor's Task Force on Economic Development and Task Force on Tourism (both in California). He has also been a member of the Executive Committee of the Florida Tourism Association. He is a member of the American Marketing Association and the World Future Society, a Trustee of the World Trade Center and the Greater Miami Chamber of Commerce, and serves on numerous community boards.

### **RICHARD GIBBS -- "PROJECT MANAGER"**

***TEAM: PUBLIC RELATIONS DIRECTOR***

Mr. Gibbs is a graduate of the University of Florida and has more than 15 years of experience in tourism and travel both as a journalist and as a public relations practitioner. His scope of tourism experience is varied ranging from media outreach with travel trade and consumer media to niche travel market development. He currently represents the Miami Beach Cultural Arts Council (CAC) as its public relations consultant promoting the Activities of the CAC and its free monthly arts and cultural program -- **2<sup>nd</sup> Thursdays**.

Mr. Gibbs is a Miami Beach resident, and a member of the Miami chapter of the Public Relations Society of America and a board member with Hands On Miami, Miami-Dade County's premier volunteer service organization.

**DAN MURPHY**

**VICE PRESIDENT**

**TEAM: SENIOR PUBLIC RELATIONS & MARKETING COUNSELOR**

Mr. Murphy is a senior marketing specialist with experience in both corporate and agency settings. He holds a Masters in International Management from the American Graduate School of International Management and a Bachelor of Arts in Journalism from Arizona State University.

In Mexico he opened what came to be the country's sixth largest full-service public relations firm. He developed a complete range of services from corporate reputation management to brand and marketing communications; government, environmental and community relations; sales training; and database marketing. He personally directed the Mexico City Tourism public relations account during a major branding effort to attract cultural and artistic tourism.

**TOM LANGLEY**

**SENIOR VICE PRESIDENT & CREATIVE DIRECTOR**

**TEAM: CREATIVE DIRECTOR**

Mr. Langley holds a Bachelor's Degree in Advertising and Fine Arts from Georgia State University and over 19 years of creative and art direction experience. He created award-winning campaigns with a prestigious advertising agency in Atlanta for accounts such as: Borden's Puff Cheese Doodles, McDonald's, Six Flags, Taylor Wines, Hyatt, and M & M Products, as well as for the launch of the Cherry Coke brand for Coca Cola, USA.

**MIKE TESCH**

**TEAM: ASSOCIATE CREATIVE DIRECTOR**

Mr. Tesch is an inductee in the Art Director's Hall of Fame. *Adweek* named him to their "All American Creative Team." *Ad/Day USA* conducted a nationwide vote where Tesch was voted one of "America's 100 most Outstanding Creative People." He has had several award-winning campaigns, including a Federal Express campaign, which was selected for inclusion by the Smithsonian Institute and can be seen at The Center for Advertising History. Mr. Tesch has won over 50 Clios for his work on campaigns like Dunkin Donuts' "Time To Make the Donuts" and has five commercials in the Clio Hall of Fame. TV Guide recently selected the 50 Best Commercials of All Times and Tesch's Federal Express and Dunkin Donuts ads were both selected for this prestigious award. Mike also brings extensive knowledge of the film industry, as a creative mind, scriptwriter, director and member of the Director's Guild of America.

**KSR'S SIMILAR ASSIGNMENTS**

The following projects are similar in scope to the tourism development services described in the RFQ.

**Commission Memo**

**RFQ 15-02/03 – Public Relations Services, Marketing and Communications Consulting Services**

**April 30, 2003**

**Page 7 of 11**

**City of Miami Beach Anti-Litter Campaign.** KSR developed a kick-off program with a contest designed to involve the community and generate awareness for the litter problem on Miami Beach. The media mix also included public relations, and a specially negotiated combination of paid radio spots and free public service announcements. The “*Excuse Me You Dropped Something!*” logo designed is used on street signs, trash cans, posters, city trucks and even in city utility billings.

**Miami-Dade County’s Vizcaya Museum and Gardens.** KSR was hired by Miami-Dade County to provide a wide range of marketing services for Vizcaya Museum and Gardens to include a media plan, tag line, collateral and advertising for TV, cable, radio, and print, with the goal of increasing attendance at this historic attraction and landmark on Biscayne Bay in Miami.

**Collier County.** KSR developed a creative and highly functional print press kit and photo CD-ROM, providing extensive backgrounders on all the diverse destinations and activities within the *Classic Florida* region. A proactive public relations campaign includes the planning and execution of familiarization trips, press kit distribution and fast and informative responses to media seeking information on the region. KSR’s public relations efforts in the past year produced over \$3 million in equivalent advertising exposure for the region in national, international and regional publications.

**KSR’s Current Clients.** A current list of KSR clients includes:

- *Greater Naples, Marco Island & The Everglades* – Collier County, Florida
- *Charlotte Harbor & the Gulf Islands* –Charlotte County Tourist Development Bureau, Florida
- Miami-Dade County Vizcaya Museum and Gardens
- Royal Caribbean International (Cruise) Lines
- Sol Meliá Hotels & Resorts – Americas Division
- La Source Beach & Spa Resort/Grenada
- Comfort Suites – Paradise Island
- Miami-Dade Expressway Authority (MDX)
- Miami-Dade County Mayor’s Office of Film & Entertainment
- Marine Industries Association of South Florida
- Johnson Group Homes
- Community Partnership for the Homeless, Inc.

## **KSR’S METHODOLOGY AND APPROACH**

### **Communications Objectives**

- Position Miami Beach as a compelling year-round tourism destination; and
- Stimulate prospective visitors to vacation on Miami Beach in 2003.



### **Strategy**

- Create consensus among Miami Beach tourism industry on a unique brand strategy;
- Create compelling brand marketing elements;
- Communicate indirectly to the travel trade and prospective visitors via news media coverage; and
- Communicate directly via direct response, Miami Beach events.

### **Specific Examples**

#### **1. Signature Event “Jackie Gleason 25-Year Retrospective”**

KSR proposed to work with national television networks to encourage production of Miami Beach-based retrospective documentary. Working with one or more event producers KSR will develop a series of events every two weeks over a two-month period on Miami Beach, including music, drama, comedy, show dance, golf, billiards and other attractions. Each event will involve nationally recognized talent performing live on Miami Beach. The series will include a mix of street-festival-type events, entirely open to the public in an open-air setting as well as paid audience events, performed in auditoriums and other appropriate venues. KSR will publicize the event series nationally.

KSR proposed to develop a unique logotype for the retrospective and will carefully control all aspects of the event series. KSR will preannounce the series to appropriate cultural, entertainment and travel-related trade media. KSR will select and train Miami Beach notables as spokespersons for the series.

KSR will schedule a gala inaugural press conference and media event, hosted by a private industry benefactor. During the promotional period, KSR will invite and conduct individualized media familiarization trips for national general circulation media including television, radio and print and for specific, selected trade media including primarily arts, cultural and entertainment media. KSR will work with airlines, hotels and other Miami Beach service providers to offer celebrities and invited guests suitable accommodations and will otherwise seek to defray the cost of the retrospective to Miami Beach.

#### **2. “Come to Life on Miami Beach” Brand Workshop**

KSR proposes a large-scale, thematic workshop to develop a common Miami Beach brand image and create consensus among tourism authorities to support the image. KSR would select a number of Miami Beach celebrities from various walks of life, hold informal small meetings with them to evolve their suggestions as to how visitors will “come to life” when they visit Miami Beach in 2003. For example chefs would discuss how visitors could “come to life” through dining experiences, concierges and others could discuss little known tours and attractions, sports notables could discuss golf, tennis, biking and other sporting

activities, etc. These suggestions will be compiled in a collateral piece to be produced in mass quantities and given to visitors during the promotional period in the late spring, summer and early fall seasons.

The celebrities and a select group of representatives from the hotels, restaurants and other attractions on Miami Beach will then be invited to attend a day-long workshop. At the workshop notable authorities would deliver clear messages about tourism goals on Miami Beach. Breakout sessions would provide opportunities for input by the workshop participants as well as a networking and informal social opportunity. The workshop would be recorded and would become material for local news media coverage.

### **3. Miami Beach News Bureau**

As the central element of its services to Miami Beach, KSR will initiate and operate a comprehensive news bureau. It is anticipated that the news bureau will generate focused and increased coverage of Miami Beach in the U.S. and abroad by creating and sending information; responding to newspaper, magazine, radio, television and Internet journalist requests for information; hosting visiting journalists and facilitating their coverage of Miami Beach; reaching out to key news media personalities to stimulate coverage; and monitoring and responding to media coverage.

The news bureau will necessarily be a 24-hour-a-day, seven-days-a-week availability for at least one individual during the contract period. Although the staff will work primarily during office hours, journalists typically keep other schedules and require the availability of a contact person.

The news bureau may include:

**Spokesperson Selection and Training.** KSR will select a panel of up to ten spokespersons. They will be given media training including key message points, interview techniques, videotaping and critique until they meet criteria as bona fide spokespersons.

**Media Monitoring and Response.** KSR will maintain print and broadcast clipping services and will report regularly to Miami Beach tourism authorities. When merited, KSR will develop responses to articles.

**News Releases and Kit.** KSR will develop and send news releases (including video and audio releases) and will maintain a Miami Beach standard press kit including photography, biographies of speakers, maps, literature and other materials. Once approved by Miami Beach tourism authorities, KSR will release the materials and follow up with journalists.

**Key Media List.** KSR will customize a comprehensive media list including daily newspapers, radio and television news programs, trade media and specialized publications and electronic programs suitable for Miami Beach. KSR will regularly contact with individual reporters, editors, program directors and on-air personalities in key markets and

at key news media and will regularly contact them on behalf of Miami Beach.

**Familiarization Trips.** KSR will work with the GMCVB to identify up to 72 journalists considered essential to Miami Beach success. These individuals will be invited to Miami Beach, given personalized attention and tours of locations plus interviews with Miami Beach personalities. KSR will work with hotels, restaurants, transportation companies and others as well as the GMCVB to defray the travel and lodging costs of these familiarization trips.

**Media Inquiries.** KSR will establish procedures for receiving, documenting and responding to journalist inquiries with responses approved by Miami Beach tourism authorities in an almost immediate manner. It is fully anticipated that there will be multiple inquiries daily processed in this manner.

**Photo, Video and Audio Bank.** KSR will create a file of photography, video and audio clips and other materials with appropriate releases for use by news media. The bank will be available on-line or by request to the news bureau.

**Media Tours.** KSR will work with celebrities and others on Miami Beach to identify major media market opportunities, to prepare spokespersons and delegations to travel to key destinations and to schedule and obtain media coverage. It is suggested that KSR perform one media tour in 2003 as a prototype for many others in subsequent years.

**Major Media Placements.** KSR will identify up to 20 leading media in culture, art, sport and other attractive tourism market segments and work to develop extraordinary coverage of Miami Beach events with these media. The efforts typically involve research and preliminary groundwork for journalists prior to a decision to cover the topic. They often involve making arrangements, scheduling interviews or otherwise assisting the journalists while in Miami Beach. However, the extended coverage that results directly stimulates the interest of thought leaders who frequent the news media and encourages them to visit Miami Beach.

**Calendarization.** KSR will notify media calendars months in advance of events to take place on Miami Beach.

**Direct Response.** During the course of the first year of representation, KSR will develop the structure for a CD-ROM and companion web site for Miami Beach with comprehensive tourism information. The information will be digested and presented from the standpoint of the needs of travel professionals (travel agent, meeting planner, tour operator or electronic booking service), but also usable by experienced individual travelers. Also during the course of the year KSR will endeavor to identify a database of 2,500 travel professionals and 1,000 celebrity travelers who should receive a direct mailing of the CD-ROM or directive to access the web site. Because of budget limitations it is doubtful the CD-ROM will be produced, databases purchased and cleaned or the solicitation made. However, KSR will seek to identify private businesses potentially willing to sponsor the effort on a

goodwill basis. If funds are obtained the tasks will be completed.

Additionally, KSR envisions developing a piece of thematic collateral that underscores the Miami Beach brand. The collateral would be produced in massive quantities and given to visitors in dispensaries in hotels, restaurants and other tourist sites as well as in packets of information sent to inquiring prospects. Prospective visitors would also send the collateral upon request as a response to news media placements, Internet inquiries and other contacts. KSR would attempt to create a map indicating the location of tourist sites mentioned in the collateral piece and readily identifiable on-the-spot identification at each of the sites.

### **KSR'S PROPOSED FEES**

KSR has proposed a flat retainer fee per month equivalent to the monthly proportion of the total \$75,000, or \$8,300 per month over the nine-month initial period. For that amount KSR will dedicate Richard Gibbs, supplemented by Dan Murphy and other team members, as necessary. The retainer will cover performance of all the recommendations and deliverables included in this scope of work plus KSR attendance at Miami Beach and Greater Miami Convention & Visitors Bureau meetings and other administrative requirements.

KSR also proposed to use a portion of the monthly retainer fee to develop cooperative funds sources for Miami Beach initiatives. Sponsorship will make the Jackie Gleason event series possible, will reduce the cost to Miami Beach of the branding workshop and will make possible audio-visual and printed collateral pieces not budgeted. KSR's participation in FLA/USA suggests numerous opportunities for additional funds, expanded international promotion or specific tasks.

**RESOLUTION NO. 2003-25283**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AN AGREEMENT WITH KELLEY SWOFFORD ROY, INC., AS THE SELECTED PROPOSER PURSUANT TO RESOLUTION NO. 2003-25179, FOR PUBLIC RELATIONS SERVICES AND MARKETING AND COMMUNICATIONS CONSULTING SERVICES FOR THE CITY OF MIAMI BEACH, IN THE AMOUNT OF \$50,000.00, WITH AN OPTION TO RENEW SAID AGREEMENT FOR ONE YEAR, FOR A FEE NOT TO EXCEED \$100,000.00.**

**WHEREAS**, on December 11, 2002, the City Commission adopted Resolution No. 2002-25076, which authorized the issuance of a Request for Qualifications (RFQ) to solicit qualifications for public relations services and marketing and communications consulting services; and

**WHEREAS**, on April 30, 2003, the City Commission adopted Resolution No. 2003-25179 accepting the recommendation of the City Manager pertaining to the ranking of proposals received pursuant to RFQ No. 15-02/03, and authorized the administration to enter into negotiates with the top-ranked firm of Kelley Swofford Roy, Inc. (KSR) for the aforementioned services ; and

**WHEREAS**, the selection committee, as well as the Administration has identified the need to concentrate on establishing a brand identity platform and for strategic communication and marketing assistance, which was an element of the scope of services in the RFQ; and

**WHEREAS**, the Administration has negotiated an Agreement with KSR to provide these essential services; and

**WHEREAS**, the term of this Agreement shall terminate no later than September 30, 2003; and

**WHEREAS**, this Agreement may be renewed for one (1) year, from October 1, 2003 to September 30, 2004, exercised at the sole discretion of the City, for an additional fee not to exceed one hundred thousand dollars (\$100,000.00).

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Clerk are authorized to execute an Agreement with Kelley Swofford Roy, Inc., as the successful proposer pursuant to Resolution No. 2003-25179, for public relations services and marketing and communications consulting services for the

City of Miami Beach, in the amount of \$50,000.00, with an option to renew for one year, for a fee not to exceed \$100,000.00.

PASSED and ADOPTED this 30th day of July, 2003.

ATTEST:

*for* Maxie E. Manting  
CITY CLERK

[Signature]  
MAYOR

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Resolution No. 2003-25283

**APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION**  
[Signature] 7-30-03  
City Attorney Date

**CITY OF MIAMI BEACH  
COMMISSION ITEM SUMMARY**



**Condensed Title:**

A Resolution of the Mayor and City Commission of the City of Miami Beach, Florida, approving and authorizing the Mayor and City Clerk to execute an Agreement with Kelley Swofford Roy, Inc., as the selected proposer pursuant to Resolution No. 2003-25179, for public relations services and marketing and communications consulting services for the City of Miami Beach, in the amount of \$50,000.00, with an option to renew said agreement for one year, for a fee not to exceed \$100,000.00.

**Issue:**

Shall the City Commission execute an agreement with Kelley Swofford Roy, Inc for public relations services and marketing and communications consulting services?

**Item Summary/Recommendation:**

On April 30, 2003, the City Commission adopted Resolution No. 2003-25179 accepting the recommendation of the City Manager pertaining to the ranking of proposals received pursuant to RFQ No. 15-02/03 and authorized the administration to enter into negotiates with the top-ranked firm of Kelley Swofford Roy, Inc. (KSR) for the aforementioned services.

The selection committee, as well as the Administration has identified the need to concentrate on establishing a brand identity platform for the City and for strategic communication and marketing assistance, which was an element of the scope of services in the RFP. The Administration negotiated with KSR to provide these essential services as part of this contract negotiation.

**PROJECTED TIMELINE**

**July:** Compile Miami Beach research data, draft creative brief for brand positioning materials, present creative brief to client.

**August:** Work on brand-positioning materials, conduct media training and develop media relations support mechanism.

**September:** Present brand-positioning materials; develop guidelines for managing media relations process and usage of brand positioning communications. Provide media relations support and outreach for key events


**COMPENSATION AND TERM**

The City executed an agreement between the City and KSR for a fee of twenty four thousand nine hundred ninety-nine dollars (\$24,999.00) and an additional twenty five thousand dollars (\$25,000.00) subject to approval by the City Commission. This agreement may be renewed for one (1) additional one-year term, from October 1, 2003 to September 30, 2004, exercised at the sole discretion of the City of Miami Beach for an additional fee not to exceed one hundred thousand dollars (\$100,000.00).

**Advisory Board Recommendation:**

N/A




**Financial Information:**

Source of Funds:	Amount	Account	Approved
 Finance Dept.	1	\$150,000	011.0530.000312
	2	\$ 50,000	FY 02/03
	3	100,000	FY 03/04 Proposed Budget
	4		
	<b>Total</b>		

**City Clerk's Office Legislative Tracking:**

Christina Cuervo, ext. 6586

**Sign-Offs:**

Department Director	Assistant City Manager	City Manager
DS 	CMC 	JMG 

AGENDA ITEM C74

DATE 7-30-03

# CITY OF MIAMI BEACH

CITY HALL 1700 CONVENTION CENTER DRIVE MIAMI BEACH, FLORIDA 33139  
www.miamibeachfl.gov



## COMMISSION MEMORANDUM

**To:** Mayor David Dermer and  
Members of the City Commission

**Date:** July 30, 2003

**From:** Jorge M. Gonzalez  
City Manager

A handwritten signature in black ink, appearing to read 'Jorge'.

**Subject:** **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AN AGREEMENT WITH KELLEY SWOFFORD ROY, INC. PURSUANT TO RESOLUTION NO. 2003-25179, FOR PUBLIC RELATIONS SERVICES AND MARKETING AND COMMUNICATIONS CONSULTING SERVICES FOR THE CITY OF MIAMI BEACH, IN THE AMOUNT OF \$50,000.00 WITH AN OPTION TO RENEW FOR ONE (1) ADDITIONAL ONE-YEAR TERM FOR A FEE NOT TO EXCEED \$100,000.00.**

### ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

### FUNDING

\$50,000 is available from Fiscal Year 2002/03

\$100,000 is budgeted in Fiscal Year 2003/04

### ANALYSIS

As part of the Greater Miami Convention and Visitors Bureau (GMCVB) review and renewal, the City Commission agree to have the City engage a publicist to compliment the GMCVB effort but with a focus on Miami Beach. Funding was included in the amount of \$100,000 in the Fiscal Year 2002/03 Budget. Of this \$100,000, \$25,000 was already spent to contract Motivus, Inc. for short-term Marketing and Communications services for the City prior to the issuance of Request for Qualifications (RFQ) No. 15-02/03 for public relations services and marketing and communications consulting services. Additionally, another \$25,000 was contracted to AMS Planning and Research, Corp. to conduct a Cultural Facilities Master Plan for the City. An additional \$100,000 is budgeted in Fiscal Year 2003/04 Budget to continue this effort.

On December 11, 2002, the City Commission adopted Resolution No. 2002-25076, which authorized the issuance of a RFQ to solicit qualifications for public relations services and marketing and communications consulting services. Subsequently, on April 30, 2003, the City Commission adopted Resolution No. 2003-25179 accepting the recommendation of



the City Manager pertaining to the ranking of proposals received pursuant to RFQ No. 15-02/03 and authorized the administration to enter into negotiations with the top-ranked firm of Kelley Swofford Roy, Inc. (KSR) for the aforementioned services.

The Selection Committee, as well as the Administration, had identified the need to concentrate on establishing a brand identity platform for the City and for strategic communication and marketing assistance, which was an element of the scope of services in the RFP. The Administration negotiated with KSR to provide these essential services as part of this contract negotiation.

### **SCOPE OF SERVICES**

KSR agrees to perform the following services for the City during the initial term of this Agreement (Services). Should the City, at its sole option and discretion, renew the Agreement for an additional year, as provided herein, the City reserves the right to negotiate any and all future services to be provided herein. The timeline for the performance of Services referred to below will commence upon execution of this Agreement.

- a) KSR will develop and execute a brand positioning campaign that effectively creates a clear positive new identity for the City of Miami Beach community, its government and residents, and its tourism-related infrastructure.
  - a. KSR will identify key target audiences and positioning strategies for those target audiences, obtaining City approval of a preferred strategy (14-21 business days from time of execution of this Agreement).
  - b. KSR will create a work plan, including specific objectives plus the City's approved preferred strategy and will obtain City approval of the work plan (7 business days).
  - c. Based upon the approved work plan, KSR will develop a creative campaign that includes a central creative idea; a new visual identity (possibly including typography for a logotype and tagline, graphic symbol, and other elements); storyboards or pre-production material for a basic set of executions including television spot commercial, radio spot commercial, print advertising, collateral and unique identity items; a strategic plan for implanting the brand positioning campaign with internal government audiences, the residential communities on Miami Beach and key tourism stakeholders. (21 business days). The campaign will be presented for City approval and, if approved, will be budgeted and produced.

KSR shall make a presentation of the final branding positioning campaign to the City Commission if required by City staff.

- b) KSR will create key public relations messages and conduct media training for up to eight spokespersons for Miami Beach in two sessions.
  - a. KSR will work with the City to identify appropriate spokespersons.

- b. KSR will deliver training on media interview techniques, will work with identified City staff to develop and deliver key messages and will conduct videotaped training interviews, critiquing them with participants present to implant key elements of the training. (14 business days)
- c) KSR will counsel and assist Miami Beach public relations personnel in obtaining major media coverage during the term of this Agreement.
  - a. KSR will prepare background materials, select and prepare suitable coverage alternatives for media and work with major event public relations planners to obtain positive coverage of Miami Beach during major events taking place within the term of this Agreement.
  - b. KSR will counsel and assist Miami Beach public relations personnel in handling major media inquiries during the period, preparing background materials, selecting and preparing suitable coverage alternatives and accompanying the journalists and editors as opportunities are identified.
  - c. KSR will help create a library of B-roll footage. KSR will contact news media and independent film and video producers to obtain rights usage to existing historic and current video about Miami Beach. KSR will identify desirable B-roll additions supporting key Miami Beach brand position and public relations messaging, create storyboards and work with news media and film and video producers, the Greater Miami Convention and Visitors Bureau, and other authorities to obtain permission and tape new materials. (completion within 70 business days)

### **Projected Timeline for Services**

#### **July 2003**

- Compile Miami Beach research data, draft creative brief for brand positioning campaign, present creative brief to City staff

#### **August 2003**

- Continue working on brand-positioning campaign, conduct media training and develop media relations support mechanism

#### **September 2003**

- Present final brand-positioning campaign to City staff and, if required to City Commission, for approval, develop guidelines for managing media relations process and usage of brand positioning campaign
- Provide media relations support and outreach for key events

### **COMPENSATION AND TERM**

The Administration determined that it was vital for KSR to begin its work immediately, as there are only three (3) months left in the current fiscal year. Therefore, the City executed an agreement between the City and KSR for a fee of twenty four thousand nine hundred

**Commission Memo**

**KSR Public Relations Services, Marketing and Communications Consulting Services Agreement**

**July 30, 2003**

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ninety-nine dollars (\$24,999.00) and an additional twenty five thousand dollars (\$25,000.00) subject to approval by the City Commission as presented herein, including reimbursable expenses and any other consultants necessary to complete the scope of work described above. Reimbursable expenses are inclusive of, but not limited to, out-of-pocket costs which include long-distance phone calls, photocopies, transportation, mailings, courier services and other ancillary costs for items such as press kits, a branding manual, media-training equipment rental and tapes.

Furthermore, the term of this Agreement shall terminate no later than September 30, 2003. This agreement may be renewed for one (1) additional one-year term, from October 1, 2003 to September 30, 2004, exercised at the sole discretion of the City of Miami Beach for an additional fee not to exceed one hundred thousand dollars (\$100,000.00), funded from the proposed budget for Fiscal Year 2003/04, to be negotiated at the time of said renewal, if exercised.

JMG/<sup>CMC</sup>CMC/DS/mas