CITY OF MIAMI BEACH COMMISSION ITEM SUMMARY



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Resolution accepting the recommendation of the evaluation committee for RFP 25-02/03 and authorizing the Administration to negotiate with the firm of Production Sud for the operation of an antique and collectible market on Lincoln Road.

Issue:

Shall the City enter into negotiations with Production Sud, the top ranked firm for the operation of an antique and collectible market on Lincoln Road

Item Summary/Recommendation:

The City Commission authorized the issuance of RFP 25-02/03 for the management and operation of an antique and collectibles market on Lincoln Road. The City received two proposals, and on July 22, 2003, an Evaluation Committee recommended the firm of Production Sud as the top-ranked firm. The Administration recommends acceptance of the Evaluation Committee's ranking and seeks authorization to enter into negotiations with Production Sud.

Advisory Board Recommendation:

RFP 25-02/03 Evaluation Committee - July 22, 2003

Financial Information:

Source of	Amount	Account Approved
Funds:	1 n/a	
	2	
·	3	
	4	
Finance Dept.	Total	

	City	Clerk's	Office	Legis	lative	Tracl	kina:
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	V	
Kevin Crowder		

Sign-Offs:

Department Directo	r Assistant City Manager	City Manager
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CITY OF MIAMI BEACH

CITY HALL 1700 CONVENTION CENTER DRIVE MIAMI BEACH, FLORIDA 33139 www.ci.miami-beach.fl.us



COMMISSION MEMORANDUM

To:

Mayor David Dermer and

Members of the City Commission

Date: July 30, 2003

From:

Jorge M. Gonzalez

City Manager

Subject:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE MIAMI BEACH, FLORIDA, **ACCEPTING** RECOMMENDATION OF THE CITY MANAGER PERTAINING TO THE RANKING OF PROPOSALS RECEIVED PURSUANT TO REQUEST FOR PROPOSALS (RFP) NO. 25-02/03, FOR THE MANAGEMENT AND OPERATION OF AN ANTIQUE AND COLLECTIBLE MARKET ON LINCOLN ROAD; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH THE OF PRODUCTION SUD **FOR OPERATION** MANAGEMENT OF SAID MARKET ON LINCOLN ROAD; AND SHOULD THE ADMINISTRATION NOT BE ABLE TO NEGOTIATE AN AGREEMENT WITH PRODUCTION SUD, AUTHORIZING THE ADMINISTRATION TO NEGOTIATE WITH THE SECOND-RANKED FIRM, ENCORE EVENTS.

ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

ANALYSIS:

On July 17, 2001, the Mayor and the City Commission referred a discussion of special events policies regarding markets to the Community Affairs Committee. On July 25, 2001, the Community Affairs Committee voted to direct Legal and the Administration to work on a concession agreement for recurring markets. On January 29, 2002, the Community Affairs Committee requested that the Administration research how other cities handle permitting of markets and to bring options for permitting of markets to the next meeting. On February 9, 2002, a report on other market operations was made to the Community Affairs Committee, and they requested that the Administration seek additional input from the neighborhood associations wherein the markets are currently located and seek their recommendations regarding events, or market operations in the various business districts.

In April and May of 2002, the Administration held meetings in the business districts to gain input on how the markets should operate, and to determine if the community wanted market operations to continue to occur. These meetings focused on frequency, hours of

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operation, location, selection criteria and process, exclusivity of product, entertainment, operating and management standards, and resolution of vendor complaints.

LOCATION:

For the proposed antique market, it was determined that Lincoln Road was the preferred location.

FREQUENCY AND HOURS OF OPERATION:

Both of these criteria are working well with the markets. It was recommended that the markets be kept as consistent as possible throughout the year, and with as little disruption from special events as possible. If the market maintains consistent hours, location and frequency, patrons begin to depend on it and are more likely to visit the business district. The markets should continue operating in the mornings, in order to maintain a neighborhood feel.

SELECTION CRITERIA AND PROCESS:

This was one of the most widely discussed topics at the meetings. It was recommended that the City establish guidelines for selection criteria in order to provide clear definition, and the business districts and/or merchants associations monitor the implementation of the criteria and serve in an advisory capacity.

OPERATING AND MANAGEMENT STANDARDS:

Businesses felt that an oversight committee should be established to monitor the market operations as it relates to selection criteria, fees, and product standards.

RFP Process:

On June 21, 2002, the Community Affairs Committee reviewed and commented on the proposed scope of services, and recommended that a Request for Proposals for the market operations be issued.

At its regular meeting on July 31, 2002, the Mayor and City Commission authorized the issuance of a Request For Proposals for the management and operations of an antique and collectibles market on Lincoln Road after the 2002/2003 market season. On April 8, 2003, RFP 25-02/03 was issued, as described in LTC 101-2003.

On June 25, 2003, an Evaluation Committee met to evaluate proposals from Production Sud and Encore Events. The Evaluation Committee convened for a second meeting to evaluate two proposals for Lincoln Road on July 22, 2003. Both meetings provided for a period of public input in addition to the vendor presentations. Members of the Evaluation Committee were:

Mel Schlesser, Chair, Planning Board Chair. Phillip Cousins, Miami Beach Resident. Erica Brigham, Miami Beach Resident and Business Owner. Tom Mooney, Planning Department Commission Memorandum July 30, 2003 Page 3

Manny Marquez, Finance Department Bob Papke, SMG

Production Sud and Encore Events each submitted a proposal for management and operation of an antique and collectibles market on Lincoln Road. Public comment was provided by Lincoln Road property and business owners, and other citizens. Comments included concern about the frequency of the market, the number of different markets that will occur on the Road, and vendor selection and quality. There was sentiment that the current market operator (Production Sud) should be retained.

The comments of the members of the evaluation committee were consistent in that the members felt that the Production Sud (the current operator) had more experience and would deliver a higher quality market than Encore Events. Discussion centered around Production Sud's experience in antiques specifically, as well as logistics and the presentation of the market (uniformity, tents).

The ranking of the proposals was based on the following criteria:

Experience 40 points
Quality of the proposed operation 40 points
Financial return to the City 20 points

The Evaluation Committee awarded the following total points:

Production Sud 510 points (6 first place votes) Encore Events 369 points (6 second place votes)

The Evaluation Committee affirmed its recommendation of Production Sud as the topranked bidder for the management and operation of the Antique and Collectibles Market on Lincoln Road, and that if the City is unable to negotiate a contract with Production Sud, to proceed with negotiations with the second-ranked bidder, Encore Events.

Tony Angione and Lou Bondi are the two principals of the firm Production Sud. Tony, serving as the President and Lou, Vice President, served as the president of the Lincoln Road Mercantile Association for a period of time

Tony and Louis have over 20 years of experience, with 13 years dedicated to being in Miami Beach. They came to Miami Beach in 1990 and opened a shop called "Debris" at 630 Lincoln Road. At that time the west end of Lincoln Road was barren and desperately in need of pedestrian traffic. They created the Lincoln Road Antique Market in 1992 with 28 dealers. Today, the market hosts up to 140 vendors in season.

Previously, Tony Angione facilitated a market on Broadway and Grand Street in New York. Louis Bondi had a very successful antique shop in East Village and Soho in New York City, and ran an outdoor antique show in Germany with his former business partner.

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CONCLUSION:

The Administration recommends that the Mayor and City Commission authorize the Administration to enter into negotiations with Production Sud for the management and operation of the Antique and Collectibles Market on Lincoln Road.

Attachment

JMG/CMC/KC T:\AGENDA\2003\jul3003\consent\Antique RFP Memo.doc

F	RESO	LUT	TION	NO.	

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 PROPOSALS RECEIVED PURSUANT TO REQUEST FOR **PROPOSALS** (RFP) NO. 25-02/03. FOR THE MANAGEMENT AND OPERATION OF AN ANTIQUE AND LINCOLN COLLECTIBLES MARKET ON AUTHORIZING THE ADMINISTRATION TO ENTER INTO **NEGOTIATIONS WITH THE FIRM OF PRODUCTION SUD** FOR OPERATION AND MANAGEMENT OF MARKET ON LINCOLN ROAD: AND SHOULD THE ADMINISTRATION NOT BE ABLE TO NEGOTIATE AN AGREEMENT WITH PRODUCTION SUD. AUTHORIZING THE ADMINISTRATION TO NEGOTIATE WITH THE SECOND-RANKED FIRM, ENCORE EVENTS.

WHEREAS, the City is desirous of continuing to an antique & collectibles market on Lincoln Road; and

WHEREAS, an antique & collectibles market attracts additional activity to the neighborhood and enhance its economic vitality; and

WHEREAS, the current antique & collectibles market has operated as special events in the City over the past several years; and

WHEREAS, as the antique & collectibles market is an eight (8) month operation, the City is desirous of establishing annual agreement with an antique & collectibles market producer; and

WHEREAS, on June 21, 2002, the Community Affairs Committee recommended the issuance of a Request for Proposals for the management and operation of an antique & collectibles market on Lincoln Road; and

WHEREAS, at its regular meeting on July 31, 2002, the Mayor and City Commission authorized the issuance of a Request for Proposals No. 25-02/03 for the management and operation of an antique & collectibles market on Lincoln Road, (the RFP); and

WHEREAS, on April 8, 2003, the City issued the RFP, with a deadline of May 1, 2003 for proposals to be submitted to the City; and

WHEREAS, two (2) copies of the RFP were requested by interested parties; and

WHEREAS, on May 1, 2003, the City received two (2) proposals for the management and operation of an antique & collectibles market on Lincoln Road from Production Sud, and Encore Events; and

WHEREAS, on June 25, 2003, an Evaluation Committee convened to evaluate the proposals; and

WHEREAS, on July 22, 2003, the Evaluation Committee convened again to hear public comment for the Lincoln Road stakeholders, and view presentations from Production Sud and Encore Events; and

WHEREAS, the Evaluation Committee awarded 510 points to Production Sud, and 369 points to Encore Events; and

WHEREAS, the Evaluation Committee approved a motion to rank the proposers according to the points awarded and selected Production Sud as the top-ranked firm, and Encore Events as the second-ranked firm; and

WHEREAS, the City Manager concurs with the recommendation of the Evaluation Committee.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission accept the recommendation of the City Manager pertaining to the ranking of proposals received pursuant to Request for Proposals No. 25-02/03 for the management and operation of an antique & collectibles market on Lincoln Road, and authorize the Administration to enter into negotiations with the top-ranked firm of Production Sud for operation and management of said market on Lincoln Road; and should the Administration not be able to negotiate an agreement with Production Sud, authorize the Administration to negotiate with the second-ranked firm, Encore Events.

PASSED and ADOPTED this	day of July, 2003.
ATTEST:	Mayor
City Clerk	APPROVED AS TO FORM & LANGUAGE & FOR EXECUTION
	City Attorney OF Date