



THE CITY OF KEY WEST

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EXECUTIVE SUMMARY

Date: March 4, 2019

To: Jim Scholl, City Manager

From: Steve McAlearney, Engineering Director
Todd Stoughton, Risk Manager
Doug Bradshaw, Port and Marina Services Director
Marcus Davila, Community Services Director
John Paul Castro, Utilities Director

Subject: Approving ranking of firms submitting responses to Request for Qualifications (RFQ) No. 19-003: Key West Amphitheater Management

Action Statement

Approve evaluation panel ranking of firms submitting responses to RFQ 19-003: Key West Amphitheater Management and authorize City Manager to negotiate and, pursuant to legal review, enter into contract with Rams Head Promotions of Key West LLC. Authorize any necessary budget transfers/amendments.

Background

The City of Key West (City) requires the services of a qualified firm (Manager) to provide professional amphitheater management services. The Manager will work independently but cooperatively to ensure proper operation of the Amphitheater while minimizing City involvement in event operations. The Manager will be responsible for the administration, financial management, marketing/outreach, venue operations, and coordination with City services.

In response to this need, the City issued RFQ 19-003 to solicit proposals from potential venue managers. The City subsequently received two (2) responses to the RFQ from the following firms:

- Rams Head Promotions of Key West LLC
- We've Got the Keys/AAG Live

On March 1, 2019, an evaluation panel consisting of City Staff held a publicly advertised meeting to present qualification and cost proposal ranking of the two firms submitting responses. Both firms' proposals were considered Responsive and Responsible. Panel rankings are attached for review.

Using the Selection Criteria in the RFQ, the evaluation panel ranked the firms as follows:

<u>Firm</u>	<u>Average Total Ranking Points</u>
Rams Head Promotions of Key West LLC	85.4
We've Got the Keys/AAG Live	70.6

Qualifications

Rams Head Promotions has managed three self-owned entertainment venues in Maryland, as well as a 10-year partnership with the City of Baltimore to manage the Pier Six Pavilion. Additionally, they provide event management to the Maryland Hall for the Performing Arts, the St. Johns College Francis Scott Key Auditorium and created Annapolis' Silopanna music festival. In Key West, Rams Head produces events for the Key West Theater, the Sunset Green Event Lawn, and the Key West Amphitheater.

Options

There are two (2) options:

1. Accept the rankings of the panel and authorize the City Manager to negotiate and, pursuant to legal review, enter into contract with Rams Head Promotions of Key West LLC.
2. Authorize City Manager to negotiate and, pursuant to legal review, enter into contract with the second ranked firm, We've Got the Keys/AAG Live, or reject all proposals and provide further direction to Staff regarding amphitheater venue management.

Financial Issues

Rams Head Promotions of Key West LLC is proposing the City receive \$1 per ticket sold plus 20 percent of net profit for all amphitheater events. They will additionally charge a facility and maintenance fee on each ticket to reinvest in the regular maintenance and upkeep of the amphitheater. The City's sole responsibility will be mowing the grass.

Final total compensation and the City revenue package will be established during agreement negotiations.

Term of the contract to be negotiated; Rams Head Promotions of Key West LLC desires a three-year lease with one (1) three-year renewal option.

Recommendation

Staff recommends the City Commission approve staff ranking of firms submitting responses to RFQ 19-003: Key West Amphitheater Management, and authorize the City Manager to negotiate and, pursuant to legal review, enter into contract with Rams Head Promotions of Key West LLC, and authorize any necessary budget transfers/amendments to fund venue management operations.