



PROPOSAL FOR [RFP No. 006-18](#)

KEY WEST AMPHITHEATER
VENUE MANAGEMENT
City of Key West – City Clerk
1300 White St. Key West, FL 33040

Presented by: Nadene Grossman Enterprises, Inc.
DBA We've Got the Keys

COST PROPOSAL

Attachment C
Cost Proposal - Package No. 2

PACKAGE NO. 2 - COST PROPOSAL

for
KEY WEST AMPHITHEATER VENUE MANAGEMENT
KEY WEST, FLORIDA
RFP 006-18

(Include with in a separate package from Package No. 1 and in Sealed Envelope)

NOTE TO PROPOSER: Use ink, preferably BLACK, for completing this proposal form.

To: City Clerk, City of Key West

Address: 1300 White Street
Key West, Florida 33040

Project Title: KEY WEST AMPHITHEATER VENUE MANAGEMENT
Key West, Florida

CITY Project No.: RFP 006-18

PROPOSER'S person to contact for additional information on the
Proposal:

Name: Nadene Grossman Orr

Telephone Number: 305-304-0881

BIDDER'S DECLARATION AND UNDERSTANDING

The undersigned hereinafter called the Proposer, declares that the only persons or parties interested in this Proposal are those names herein, that this Proposal is, in all respects, fair and without fraud, that it is made without any connection or collusion with any person submitting another Proposal on this Contract.

The Proposer further declares that the Proposer has carefully examined the Request for Proposal, that the Proposer attended the Pre-proposal Meeting, that the Proposer has satisfied himself as to the scope of the Project, as well as the detailed requirements of the Contract, and that this Proposal is made according to the provisions and under the terms of the Contract. Furthermore, the Proposer acknowledges all information presented in the Instructions to Proposers.

Certificates of Insurance

The Proposer further agrees to furnish to the City, before signing of the Contract, the certificates of insurance as specified in the Request for Proposal Documents. The CITY shall be listed as additionally insured on all Insurance Certificates.

Contract Duration

Proposer further agrees to an initial two (2) year Contract with an option that the Contract may be extended for up to two (2) additional two (2) year terms if agreed to by both Parties.

Addenda

The Proposer hereby acknowledges that he has received Addenda No's 1, 2, 3, _____, _____, (Bidder shall insert No. of each Addendum received) and agrees that all Addenda issued are hereby made part of the Contract Documents, and the Bidder further agrees that the Proposal includes all impacts resulting from said Addenda.

Sales and Use Taxes

The Proposer agrees that all sales and use taxes are included in the stated cost for the work, unless provision is made herein for the Proposer to separately itemize the amount of sales tax.

Public Entity Crimes

"A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list." See Attachment M.

Cost Proposal – Total Compensation

The Proposer can agree to accept as payment for venue management services a lump sum bid amount, a commission percentage based on City revenues from the Amphitheater income, or a combination thereof; please describe proposed compensation plan below (attach additional page if necessary):

Compensation \$150,000 annually (5-6 employees)
Marketing Budget of \$50,000 1st year (2nd yr. TBD)
Weve bot the keyp will receive 20% on sponsorships secured
a 5% fee paid to City of KW on Services Provided by W6TK
profit share on merchandise / memberships / memorial

Proposer

The name of the Proposer submitting this Proposal is:

Nadene Grossman Enterprises Inc

doing business at:

922 Caroline St.

Street

Key West FL 33040

City

State

Zip Code

which is the address to which all communications concerned with this Proposal and with the Contract shall be sent.

The names of the principal officers of the corporation submitting this Proposal, or of the partnership, or of all persons interested in this Proposal as principals are as follows:

Nadene Grossman Orr

If Sole Proprietor or Partnership

IN WITNESS hereto the undersigned has set his (its) hand this _____ day of _____, 20__.

Signature of Proposer: _____

Title: _____

If Corporation

IN WITNESS WHEREOF the undersigned corporation has caused this instrument to be executed and its seal affixed by its duly authorized officers this 15th day of MAY 2018

(SEAL)



Beth Ann Moyes
Notary 5/1/18

Nadene Grossman Enterprises Inc
Name of Corporation

By *[Signature]*

Title CEO

Attest *[Signature]*
Secretary



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3883

ADDENDUM NO. 1

RFP 006-018 Key West Amphitheater Venue Manager April 11, 2018 Pre-Proposal Meeting Questions and City Responses

This addendum is issued as supplemental information to the bid package for clarification of certain matters of both a general and a technical nature. The referenced Request for Proposal (RFP) package is hereby amended in accordance with the following items:

1. Questions: Has the City contemplated obtaining an open liquor license for the Amphitheater facility to address the limitations currently in place which limit Event Organizers/Promoters to 3 per year?

CKW Response: As applicable to this RFP, the City has not considered obtaining an open liquor license. Expansion of liquor sales at events at the Amphitheater would require amending the current ordinance.

2. Question: Can the Venue Manager (VM) act as a promoter too?

CKW Response: The City's intent relative to the RFP was that the VM would facilitate the booking of events, not to act as a promoter.

3. Question: Would the City be interested in bearing some of the initial startup / marketing funds?

CKW Response: The City may consider initial year(s) marketing needs; scenarios should be included in proposer's presentation portion of the Proposal. Required costs to the City shall be included in the Cost Proposal section of the Proposal.

4. Question: Will the VM have the authority to approve or reject a promoter or event or will every event need to go to the City Commission for review and approval concerning alcohol and food sales, noise ordinance, etc.

CKW Response: At this time and relative to this RFP, events requesting the sale of alcohol will need to go in front of the City Commission for approval. There is a possibility to amend the ordinance in the future specific to the Amphitheater.

5. Question: If the VM books an event through a promoter and the promoter has paid the deposit for the event and the KW City Commission denies the request, will the City reimburse the promoter for the portion of deposit funds lost due to cancellation?

CKW Response: No. At this time the ordinance for Special Events on City property requires the request go in front of the City Commission for approval. There is a possibility to amend the ordinance in the future specific to the Amphitheater addressing the need for an accelerated approval process to mitigate potential loss of deposits.

6. Question: Will the VM have the ability to allow an event access to Truman Waterfront Park as well as the Key West Amphitheater?

CKW Response: The VM will coordinate events at the Amphitheater; however, should a promoter of an event request use of part of the Truman Waterfront Park, then such request could go through the Special Event process for use of City Property.

7. Question: What can the VM expect relative to “labor” provided by the City?

CKW Response: The promoter is responsible for all labor needed to run the event. City staff will provide standard day to day maintenance of the Amphitheater (pressure washing, landscape maintenance, general housekeeping, etc.).

8. Question: Will the naming rights of the Amphitheater need to go out for RFP and who receives the funds provided by the potential sponsor.

CKW Response: The naming rights of the Amphitheater would need to go out as an RFP and the City shall retain received funds for amphitheater and park maintenance.

9. Question: What if a company wanted to be the “Sponsor” for a specific event, would the VM retain any of those funds?

CKW Response: Arrangement with a special event sponsor could be structured to pay all or a portion to the VM. Such arrangement should be included in the Proposer’s Cost Proposal

10. Question: Would the naming rights funds go to just the Amphitheater or to the entire park?

CKW Response: See response to Item 8 above.

11. Question: On Page 2 it states “The Venue Manager will not act as a concert or event promoter...”. The question we have is can a promoter apply for the management position and host their own concerts at the venue as long as the venue remains an open venue to all promoters?

CKW Response: The City’s intent relative to the RFP was that the VM would facilitate the booking of events, not to act as a promoter. However, the RFP submittal process requests the proposer to provide plans and ideas for the use and management of the Amphitheater. Such plans (and associated savings to the City as presented in the Cost Proposal), may be incorporated into the Amphitheater management plan if found acceptable and in the best interest of the City as determined by the Ranking Committee.

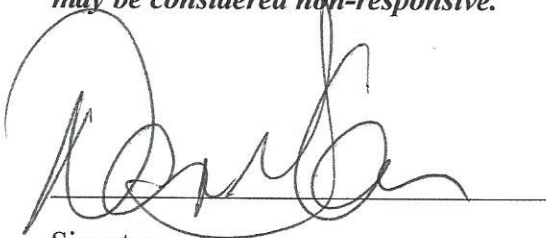
12. Question: If the Venue Manager or company is the holder of a 6COP liquor or catering license, can they use such license for all events held at the amphitheater?
- a. In the event the manager can hold either of these licenses, does the event organizer still need to go in front of city commissioners to get approval of the event or can this decision then be made by the management company? Also in this case, the management company would then negotiate terms with the event organizer in reference to revenue sharing.

CKW Response: The RFP submittal process requests the proposer to provide plans and ideas for the use and management of the Amphitheater. Such plans (and associated savings to the City as presented in the Cost Proposal), may be incorporated into the Amphitheater management plan if found acceptable and in the best interest of the City as determined by the Ranking Committee. However, such plan may require Ordinance revision or amending. Currently, all events requesting the sale of liquor at the Amphitheater require approval by the City Commission in advance of the event.

Meeting adjourned: 2:50 PM and attendees were allowed the opportunity to tour the Amphitheater.

Attachments: RFP 006-018 Pre-Proposal Meeting Sign in Sheet

All Bidders shall acknowledge receipt and acceptance of this Addendum No. 1 with Attachment by submitting the addendum with their proposal. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.



Signature

We've Got the Keys

Name of Business



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3883

ADDENDUM NO. 2

RFP 006-018 Key West Amphitheater Venue Manager Additional Questions and City Responses

This addendum is issued as supplemental information to the bid package for clarification of certain matters of both a general and a technical nature. The referenced Request for Proposal (RFP) package is hereby amended in accordance with the following items:

1. What is the city's ability to take risk on shows (Co-promote and/or full risk)?

CKW Response: The City has no interest.

2. Can you provide a production guide or tech packet regarding the rigging and production options?

CKW Response: Certain information regarding rigging capacities, etc. will be furnished to the selected Venue Manager (VM). Production options are to be developed by the VM.

3. Can you share the proforma that was used to get approval for funding the project?

CKW Response: The RFP 006-018 Key West Amphitheater Venue Manager package is all that is to be furnished as part of this solicitation.

4. What is the total debt service amount on an annual basis?

CKW Response: The RFP 006-018 Key West Amphitheater Venue Manager package is all that is to be furnished as part of this solicitation.

5. Would the city consider a bid offering exclusive rights for management, F&B and corporate partnerships?

CKW Response: The City has requested that the Proposer provide a management program for the new Key West Amphitheater. The submitted proposal packages will be reviewed based on the ability of the Proposer to address the Scope of Services within the RFP package and present a comprehensive program that is in the best interest of the City.

6. What are the City's expectations for financial performance? For event content (i.e. types of events, how many concerts, cultural events, festivals, etc.)?

CKW Response: See response 5. above.

7. Can they share any service contract, including ticketing? Will the City consider a competitive bid process (run by the management) to award a new ticketing contract?

CKW Response: See response 5. above.

8. Does the City have a published rate card?

CKW Response: See response 3. above.

9. Can you provide an organizational chart for the venue?

CKW Response: See response 3. above.

10. Was there a feasibility study conducted for the venue?

CKW Response: See response 3. above.

11. What are the current venue rental fees being charged by the City for an event?

CKW Response: The City rental fees have ranged from \$500 to \$8,000 plus ticket surcharge rates of \$1 to \$2, depending on the scope and nature of the event. It is the intent of the City to have the selected VM develop a rate structure that addresses a full range of events ranging from small local activities to national acts.

12. What is the capacity of the venue parking lot and are there current parking fees for venue attendees.

CKW Response: The grass parking area located across from the new KW Amphitheater can accommodate approximately 150 vehicles. However, the City wants the VM to encourage the use of mass transit, biking, walking, for hire services, etc. to minimize the actual number of vehicles coming to the venue. This has been successfully done by promoters during the interim "final construction" period that the KW Amphitheater has been used.

13. Do you have a venue specifications document, including roof clearance, rigging capability, etc.?

CKW Response: This information will be furnished to the selected Venue Manager.

14. How many men's, women's, and handicap restrooms?

CKW Response: There is one restroom provided at the KW Amphitheater which has 3 women's (incl. 1 HC) toilets and 3 men's (incl. 1 HC) toilets/urinal with sinks.

15. What other structures are part of the venue, dressing rooms, showers, etc.?

CKW Response: There are no other permanent structures

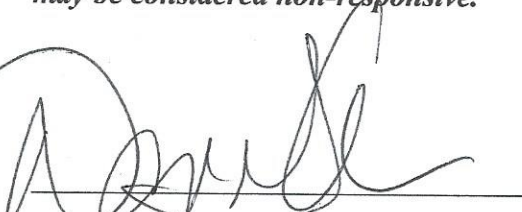
16. What events have taken place at the venue and what kind of attendance has been achieved?

CKW Response: The proposers are to address the Scope of Services within the RFP package and present a comprehensive program that is in the best interest of the City. Past and future booked events should have no bearing on the RFP proposal.

17. What events are planned over the next several months?

CKW Response: See response to Item 16. above.

All Bidders shall acknowledge receipt and acceptance of this Addendum No. 2 with Attachment by submitting the addendum with their proposal. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.


Signature


Name of Business



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3883

ADDENDUM NO. 3

RFP 006-018 Key West Amphitheater Venue Manager

This addendum is issued as supplemental information to the bid package for clarification of certain matters of both a general and a technical nature. The referenced Request for Proposal (RFP) package is hereby amended in accordance with the following items:

Delete *Information and Instructions to Proposers Section 106 Evaluation Criteria and Cost Proposal* and **Replace** with the following:

1.6 Evaluation Criteria

The CITY will convene an Evaluation Panel to conduct a review and ranking of Qualifications Proposals and Cost Proposals submitted in response to the Request for Proposal. The Evaluation Panel will consist of a minimum of three (3) designated CITY staff and/or selected representatives of the CITY. The Evaluation Panel may be assisted by the following non-panel individuals:

1. Reference Verifier - contacts and verifies references listed in the Statement of Qualifications and reports to the Evaluation Panel on findings on fact.
2. Financial and Surety Advisor(s) - reports to the Evaluation Panel on the sufficiency and quality of financial information and creditworthiness, as well as and insurance documentation submitted with a Qualifications Proposal or Cost Proposal.
3. Contact Person - serves as an information conduit between CITY staff, non-panel individuals and the Evaluation Panel.
4. Legal Representative - advises the Evaluation Panel on questions of law that may arise and ensures that the Panel, its members, and the actions and decisions of the panel do not violate existing law or CITY rules, regulations, policies and procedures.

Evaluation of the Qualifications Proposal which includes qualifications and experience, and the Cost Proposal from each Proposer shall be based on evaluation criteria and procedures established within this document. The Evaluation Panel shall evaluate and score the two parts of the proposal from each Proposer and establish the final ranking of submittals received.

1.6.2 Qualifications Presentation and Cost Proposal Presentation

The two parts of the Proposal and required attachments shall be submitted to the CITY on or before the due date stated in the RFP solicitation. The Proposer must identify any portions of the submittal that are proprietary. The Contact Person will review the submittals and make provisions for withholding proprietary documents from public record.

Each member of the Evaluation Panel will receive a packet containing the Qualifications Proposal and Cost Proposal of each Proposer. The Evaluation Panel will review and score the Qualifications Proposals first, and the Cost Proposal second according to the scoring criteria which follows. The Proposer shall ensure that the required elements of the similar project descriptions and personnel experience are adequately explained in the text with emphasis on how the particular element was performed in conjunction with the overall project. The mere listing of elements without specific details in the body of the description will negatively impact the scoring for the project.

1.6.3 Evaluation Panel Process

The Evaluation Panel is subject to the state law and CITY rules and regulations. Florida Statute Section 286-011 (“Government in Sunshine Law”) requires that any meeting (including telephone conversations) between two or more members of a public board or commission, for the purpose of discussing any matter on which foreseeable action may be taken by the board or commission, must be publicly noticed and open to attendance by the general public.

Meetings of the Evaluation Panel shall be as follows:

- Initial Orientation Meeting: Within two (2) weeks of the date of receipt of Proposals (following Public Noticing), the Panel members will receive a copy of each Qualifications and Cost Proposal. The Panel members will select a Chairman. If retained, the Reference Verifier, Contact Person, Financial/Security Adviser, and Legal Representative will be identified.

After the initial meeting, each Panel member will have one (1) week to independently review the Qualifications and Cost Proposals for scoring in accordance with the established evaluation criteria. Questions or comments a Panel member has relative to any Proposal shall be directed to the Contact Person to be addressed by the appropriate non-panel individual. Additional meetings of the Panel may be convened to initiate discussions or to develop and direct requests to the Legal Consultant, the Reference Verifier, the Financial and Security Advisor(s), or CITY staff.

- Ranking Meeting(s): After the Panel members have completed their individual evaluations, the Panel will reconvene following Public Noticing to score and conduct a ranking of the Qualifications and Cost Proposals. The Chairman will total and average the scores of each Panel member and calculate the score for each Proposer. The Evaluation Panel shall recommend contract award to the Proposer with the highest total score. This action will end the duties of the Evaluation Panel.

Cost Proposal - Compensation (Maximum 200 Points)

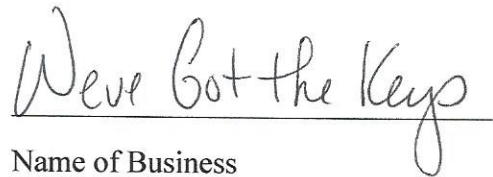
The compensation component of the Cost Proposal will be reviewed following the ranking of the Qualifications Proposal. Each Evaluation Committee member will consider the short term and long-term impacts of the proposed compensation of each proposer from the standpoint of their respective plan for growing the venue as a new facility, to reaching a stable annual calendar of event bookings. The lowest cost may not necessarily be in the best interest of the City if the proposer does not have the experience in the music industry to reach out to promoters to book events that will generate income for the City. It is the goal to have sufficient bookings at the KW Amphitheater to generate a net positive revenue stream to use for maintenance and upkeep of the Amphitheater and overall Truman Waterfront Park.

As this component of the ranking process carries a significant point total towards the overall total points to be awarded, each Evaluation Committee member will give broad consideration to the proposer's approach to compensation and assign points accordingly.

All Bidders shall acknowledge receipt and acceptance of this Addendum No. 3 with Attachment by submitting the addendum with their proposal. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.

A handwritten signature in black ink, appearing to be "Dan G", written over a horizontal line.

Signature

The handwritten name "We've Got the Keys" in black ink, written over a horizontal line.

Name of Business