

RESOLUTION NO. 19-117

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, APPROVING THE EVALUATION PANEL RANKING OF THE PROPOSALS RECEIVED FOR KEY WEST AMPHITHEATER VENUE MANAGEMENT SERVICES IN RESPONSE TO RFQ NO. 19-003; AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE A CONTRACT IN SUBSTANTIAL CONFORMANCE WITH THE TERMS AND CONDITIONS CONTAINED IN RFQ 19-003 UPON THE ADVICE AND CONSENT OF THE CITY ATTORNEY; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the City issued Request for Qualifications No. 19-003 for Key West Amphitheater Venue Management Services, and two responsive proposals were received; and

WHEREAS, an evaluation panel, comprised of City staff, convened at a properly noticed meeting conducted consistent with the "Sunshine Law," on March 1, 2019, and ranked the proposals upon specific criteria; and

WHEREAS, the panel recommends that the City Commission authorize the City Manager to negotiate and execute an agreement with the highest-ranked proposer.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, AS FOLLOWS:

Section 1: That the proposals for Key West Amphitheater Management RFQ 19-003 are hereby ranked and approved by the City Commission as follows:

- (1) Rams Head Promotions of Key West, LLC
- (2) We've Got the Keys/AAG Live

Section 2: That the City Manager or his designee is hereby authorized to negotiate and execute a contract with the first-ranked firm in conformance with terms and conditions contained in the proposal package, upon the advice and consent of the City Attorney.

Section 3: There is a separate budget account established for the facility, to capture and track revenues and expenses. A facility and maintenance fee will be charged on each ticket, and additional revenue terms, will be set forth in the contract.

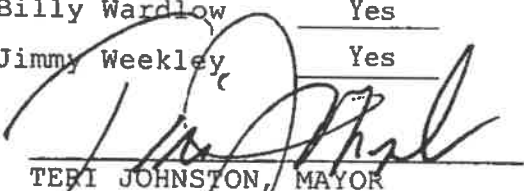
Section 4: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the Presiding Officer and the Clerk of the Commission.

Passed and adopted by the City Commission at a meeting held this 2nd day of April, 2019.

Authenticated by the Presiding Officer and Clerk of the Commission on 3rd day of April, 2019.

Filed with the Clerk on April 3, 2019.

Mayor Teri Johnston	<u>Yes</u>
Vice Mayor Sam Kaufman	<u>No</u>
Commissioner Gregory Davila	<u>Yes</u>
Commissioner Mary Lou Hoover	<u>Yes</u>
Commissioner Clayton Lopez	<u>No</u>
Commissioner Billy Wardlow	<u>Yes</u>
Commissioner Jimmy Weekley	<u>Yes</u>

  
TERI JOHNSTON, MAYOR

ATTEST:

  
CHERYL SMITH, CITY CLERK



## THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

### 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:

*Key to the Caribbean – average yearly temperature 77 ° Fahrenheit.*

<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.

**Key West City Hall**  
**Friday, March 01, 2019**

- Engineering: \_\_\_\_\_  
 Risk Management: \_\_\_\_\_  
 Ports: \_\_\_\_\_  
 Community Services: \_\_\_\_\_  
 Utilities: \_\_\_\_\_

- 1 Steve McAlearney  
 2 Todd Stoughton  
 3 Doug Brads haw  
 4 Marcus Davila  
 5 John Paul Castro

**Evaluation Panel Scoring**

POINTS ALLOWED	Rams Head Promotions of Key West LLC					We've Got the Keys/AAG Live				
	1	2	3	4	5	1	2	3	4	5
Proposed Methodology and Approach to Administrative and Financial Management of Key West Amphitheater	50	40	30	49	45	34	25	45	30	40
Qualifications of Assigned Personnel	20	15	19	19	18	15	12	16	15	17
Qualifications of Firm	20	18	19	20	18	20	10	15	10	18
Representative Venue Management Experience and Client References	10	10	9	9	10	10	5	8	5	8
<b>Total Points</b>	<b>100</b>	<b>83</b>	<b>77</b>	<b>97</b>	<b>91</b>	<b>79</b>	<b>52</b>	<b>84</b>	<b>79</b>	<b>83</b>

Proposer Average Proposal Points

85.4

70.6

Steve McAlearney, Moderator



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***Truman Waterfront Amphitheater - Event Manager Ranking  
Committee Meeting RFP 19-003***  
Meeting Minutes  
3/1/2019

Location: KWCH  Job Site  Teleconference

Subject of Meeting: Ranking Committee Meeting

Status of Minutes: Draft  Final

Attendees:	Company:
Kreed Howell	CKW
Steve McAlearney	CKW
Todd Stoughton	CKW
Marcus Davila	CKW
Michael Turner	CKW
Doug Bradshaw	CKW
John Paul Castro	CKW
Larry Bleil	Race World Offshore
Jim Gilleran	TWAB
Charlie Bauer	KW Songwriters
Lindsey Sigafos	We've Got the Keys (WGTK)
Nadene Orr	WGTK
Jordan Snodgress	AAG Live
Kelly Norman	Rams Head Promotions (RHP)

Attended by Telephone:  
Bill Muehlhauser RHP



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***Truman Waterfront Amphitheater - Event Manager Ranking  
Committee Meeting RFP 19-003  
Meeting Minutes  
March 1, 2019***

**Purpose:** Meeting of the Ranking Committee to review, select or rank proposals made for the Truman Waterfront Amphitheater Event Manager. Responsive Proposers were as follows:

- 1) Rams Head Productions
- 2) We've Got the Keys/AAG Live

**Discussion/Comments:**

- 1) Meeting was called to order at 11:05 by Steve McAlearney (Steve), Director of Engineering, City of Key West.
- 2) Steve began the meeting by allowing each of the committee members to ask questions (if any) of the proposers prior to formal ranking. John Paul Castro (JPC) was the first to respond with a question.
  - a. JPC requested clarification from Rams Head Production (RHP) of the 20% net income, after tax would come to the City, what taxes are they speaking of? RHP responded that the net revenue is after any assessed taxes (sales tax). RHP further clarified that the 20% the City would receive would be 20% of their total net profit.
  - b. JPC requested clarification from RHP on the length of the proposed contract. The RFP stipulates a 2 year contract and in RHP's proposal they requested a 3 year term with a 3 year option. RHP responded that it would take a solid 2 years to start generating any money so a 2 year contract would not be satisfactory.
  - c. JPC requested clarification on the maintenance portion. RHP verified that they would take care of everything except landscape maintenance and that would be the City's responsibility.
  - d. JPC and Todd Stoughton (Todd) requested clarification on the financial return to the City from We've Got the Keys/AAG Live (WGTK/AAG). Based on the RFP it was unclear the 25% return would be based on gross sales or 25% of total profit. After a phone conversation with the principle of WGTK/AAG (Jason), it was verified that the 25% would come from gross sales.
  - e. JPC inquired from WGTK/AAG about their maintenance program as well. They proposed that the only thing the City would be responsible for is the landscape maintenance.
  - f. Todd questioned Engineering staff as to metering of water, sewer and electric. Engineering responded that in light of both proposers level of responsibility once the Amphitheater was turned over to the event coordinator the City would transfer all the services over to them.





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- g. Todd questioned how/who local events (Key West Highschool Band) would go to for coordinating individual events. Steve responded that everyone would go through the event manager.
  
- h. RHP further acknowledged that there would not be a charge for that event.

### **Final Ranking: Detailed ranking forms are attached with this document**

	<i>Rams Head Production</i>	<i>We've Got the Keys/AAG Live</i>
Steve McAlearney	83	52
Todd Stoughton	77	84
Doug Bradshaw	97	79
Marcus Davila	91	55
<u>John Paul Castro</u>	<u>79</u>	<u>83</u>
Total	85.4	70.6

Recommendation for the award of RFP 19-003 will be presented to the Key West City Commission for final approval.

Steve concluded the ranking committee meeting at 11:35.

Sign-in Sheet

Key West Amphitheater RFQ 19-003 Pre- Submittal Meeting

Date: January 30, 2019

Location: KW City Hall

Name	email	Org	Contact#
Jim Bouquet, PE	jbouquet@cityofkeywest-fl.gov	CKW	305-809-3962
Steve McAlearney	smcalearney@cityofkeywest-fl.gov	CKW	305-809-3747
CHARLIE BAWER	SMOKINTUNAKW@gmail.com		
KW SONGWRITERS POST 305.304.0814			
BOB MURRAY	RMURRAY@... 516 325-1111-927		
Bill Muehlhauser	RAMS Head. 305-9062173		
	bmuehlhauser@ramshheadgroup.com		
Nadene Orr	nadene@wevegotthekey.com		305-295-9112
JIM SCHOLL	CITY MANAGER		
GREG VELIZ	ASST. CITY MANAGER		



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### ***Key West Amphitheater Management RFQ 19-003***

Pre-Submittal Meeting Agenda

11:00 AM – January 30, 2019

#### **1. Introductions:**

- a. Attendee Introductions; Sign-in Sheet – **Mandatory Pre-Proposal Meeting**

#### **2. Request for Proposal critical milestones:**

- a. Deadline for Inquiries: February 11, 2019
- b. Final Addenda Issued via DemandStar: February 14, 2019
- c. Proposals Due By: February 20, 2019 – 3:00 PM

#### **3. Project Description:**

- a. It is the intent of this RFQ to identify an independent Venue Manager that will organize and manage use of the Amphitheater for financially self-sustaining Events. Refer to Section B for services to be provided.
- b. Venue Management shall be at no direct cost to the City of Key West.

#### **4. Instruction to Proposers / Proposal**

- a. The firm or individual who is chosen shall provide services that involve expertise in amphitheater venue management, operation and promotion. The City will consider qualifications that include a broad range of business, financial, and organizational structures and relevant experience in event and facilities management.
- b. Format proposal consistent with Section C.13 Response Content.
- c. Proposals shall be limited to 20 double sided (40 single sided) pages not including PART 2 / FORMS & AFFIDAVITS.
- d. Cone of Silence in effect. All questions in writing to Steve McAlearney at [smcalearnev@cityofkeywest-fl.gov](mailto:smcalearnev@cityofkeywest-fl.gov).

#### **5. Term of Agreement**

- a. See Appendix A of RFQ for Sample Contract. Proposed contract duration of two (2) years, that may be extended for up to two (2) additional two (2) year terms.
- b. City Management will negotiate final contract and financial arrangements to be negotiated with the highest ranked firm.
- c. Clearly state Proposer requested amendments to the Agreement.

#### **6. Questions/Comments/Site Visit**