




MEMORANDUM

Date: June 6, 2024

To: Honorable Mayor and Commissioners

Via: Albert P. Childress
City Manager 

From: Christina Bervaldi
Director of Finance

Subject: **24-5989 Awarding Request for Proposals #24-004, Bahama Village
Goombay Festival Production Services**

Introduction

Staff respectfully requests the City Commission accept and approve the ranking made by the Bahama Village Goombay Festival Production Services selection committee for Goombay Festival Production Services and authorize the City Manager to negotiate and execute a contract, subject to City Attorney review and approval, with the highest ranked proposer, the Bahama Village Community Coalition.

Background

The Bahama Village Goombay Festival started 46 years ago in Key West's historic Bahama Village neighborhood. The festival's origins are largely credited to a group called the Neighborhood Improvement Association and began as a precursor event to Key West's Fantasy Fest celebration. The festival has changed over the years but to this day remains a celebration of Bahamian culture, mouth-watering food, and live music. The lively festival is centered on Petronia Street in the heart of Key West's historic Bahama Village neighborhood and often features parades complete with junkanoos and costumed marchers. The Goombay Festival is filled with island themed arts and crafts, as well as food, music, and games. The food typically includes conch fritters and salad, fried fish, black beans and rice, key lime pie and other items associated with island, Bahamian roots. The festival's music highlights include a main entertainment stage where everything from popular, gospel, to calypso can be heard from several local musicians and artists as well as others from the Bahamas and all throughout Florida.

On May 2, 2024, Request for Proposal (RFP) #24-004, Bahama Village Goombay Festival Production Services, was formally advertised. The RFP solicited proposals from qualified, professional consultants to coordinate, promote, and manage the Bahama Village Goombay Festival, to include food, beverage, and

retail vendors, musical performances, and all other aspects of the festival. The due date and time for the receipt of proposals was established for May 23, 2024 at 3:00 p.m.

Addenda 1 was released on May 15, 2024 which provided answers to questions sent in by potential proposers.

The following is a list of proposals received:

1. Bahama Village Community Coalition
2. Soundskilz

On May 30, 2024 at 10:00 AM., the Bahama Village Goombay Festival Production Services selection committee met to discuss and rank the proposals. The proposals were ranked with the following criteria and scoring:

Criteria

| | |
|---|----|
| Proposer's Qualifications, Experience, and Past Performance | 35 |
| Proposer's Approach to Providing the Services Requested | 35 |
| Proposer's Professional References | 15 |
| Proposer's Knowledge and Familiarity with the City of Key West and the Bahama Village Goombay Festival | 15 |

Scoring

| Proposer | McWilliams | Moreira | Turner | Total | Ranking |
|------------------------------------|------------|---------|--------|-------|---------|
| Bahama Village Community Coalition | 65 | 65 | 90 | 220 | 1 |
| Soundskilz | 75 | 64 | 65 | 204 | 2 |

Procurement

As part of the agreement, the awarded proposer will provide the City a lump-sum fee in the amounts of \$10,000 in Year 1, \$15,000 for Year 2, and \$20,000 for Year 3 for the use of the City's Right-of-Way space on City property. This fee includes the support of City Police and Fire.

Recommendation

Staff recommends the City Commission approve the Bahama Village Goombay Festival Production Services firm ranking as presented by the Bahama Village Goombay Festival Production Services selection committee and authorize the City Manager to negotiate and execute a contract, subject to City Attorney review and approval, with the highest ranked proposer, the Bahama Village Community Coalition.

Exhibits:

Exhibit A – RFP 24-004 – Bahama Village Goombay Festival Production Services

Exhibit B – RFP 24-004 - Addendum 1

Exhibit C – RFP 24-004 – Bid Memo

Exhibit D – RFP 24-004 - Final Ranking & Score Sheets

Exhibit E – Bahama Village Community Coalition Proposal

Exhibit F – Soundskilz Proposal