

RFP-00094

EVENT MARKETING, PROMOTION AND PRODUCTION AT TROPICAL PARK EVENT CENTER

2.0 SCOPE OF SERVICES

2.1 Background

The Selected Proposer shall only be responsible for providing services and support for all TPEC events in the form of marketing, promotion, advertising, media communications and event scheduling/management. The Proposer would be required to make available all such staff, equipment and resources necessary to expand the number and diversity of programs and events to a level significantly beyond present County returns. The County would receive all event revenue, and the County would compensate the selected Proposer with a fixed annual Management Fee for Year 1, negotiated and agreed upon in advance by both parties, through direct reimbursement for their services, plus a percentage of remaining profits, if any, after reduction of the management fee.

TPEC is designated in the Miami-Dade County Comprehensive Development Master Plan as Park and Recreation, and related uses have been approved by a Governmental Facility Hearing Resolution R-856-98. Notwithstanding the foregoing, any development and use of the TPEC is subject to the restrictions set forth in Article 7 of the Home Rule Charter, or the Charter as may be amended from time to time.

In addition, any improvement or use is subject to and shall be coordinated with the existing rights of other park partners (namely, Santa's Enchanted Forest who already have contractual rights to improve and use certain parts of the TPEC, and the Miami International Agriculture, Horse and Cattle Show, which is part of a concurrent but separate solicitation the County is also managing.

2.2 History

Since the late 1990's, the 66-acre TPEC has been composed of one covered ring, horse stalls, limited RV hook-ups, horse wash areas, restrooms, large grass area and limited parking. In 2013, the facility was expanded with 2 additional covered rings and additional vendor patio space. No additional facilities or amenities have been added.

2.3 Project Location and Description

TPEC is located within a 275-acre urban park that is owned and operated by PROS. It is located in central Miami-Dade County, adjacent to expressways and major arterial roadways (Exhibit 1, TPEC Location). The project location is comprised of approximately 66-acres

(Exhibit 2, Project Location).

The TPEC includes the following:

- three (3) covered exhibition spaces with approximately 130,000 square feet of soft flooring, perimeter fencing and event support space;
- 267 row stalls principally for equestrian events, but available for other uses as well;
- 4-acres of RV area with utility hookups;
- 1,900 linear feet of holiday lighted area suitable for other linear events; and
- 4-acres of freshwater lakes.

For Illustration, See Exhibit 3, TPEC Facilities.

2.4 Project Objectives

A. Public Benefit

- Establish the TPEC as a single unified activity area composed of parking, lakes, arenas, RV area, stables and holiday light areas as well as supporting infrastructure.
- Improve public access and visitation of the entire TPEC by cross-promoting more diverse recreational activities that increase weekday and night visitation, extend stay time and involve diverse markets.

B. Community Image

- Establish TPEC as a unique venue within Miami-Dade County suitable to successfully support all types of diverse events and activities.
- Increase the media visibility of the facility in order to attract more event promoters.
 - Expand the creation of signature events such as the International Agriculture, Horse and Cattle Show.
 - Establish the creation of recreationally related consumer shows to highlight activities such as camping, fishing, boating, etc.
- Encourage the creation of additional smaller serial events.

C. Economic

- Expand TPEC uses beyond levels accomplished by PROS to increase the number and type of events, without sacrificing suitable agricultural events.
- Expand TPEC market and users beyond what PROS has accomplished.
- Expand event revenue to self-sustaining and profitable levels, inclusive of funding for additional capital improvements.

2.5 General Services Provided by the Proposer

The selected Proposer shall provide the following services to market and promote, schedule and coordinate, operate and maintain serial events, outside of the independently produced International Agriculture, Horse and Cattle Show and Santa's Enchanted Forest events, at the TPEC each year during the Term of the Contract:

A. Event Marketing and Promotion

The selected Proposer shall:

1. Prepare and implement a mutually agreeable annual Business Development Plan that includes the selected Proposer's strategies for overall event marketing and promotion with the costs associate with the various media and mediums necessary to maintain and expand applicable events.
2. Expand the type and diversity of suitable events for the TPEC, with an understanding that agricultural events can and shall be prioritized. However, revenue generation and facility utilization shall be the most important objectives of the Business Development Plan.
3. Promote across all available print and electronic media platforms the various times and terms for producers to have suitable events within the TREC area. This includes advertising in trade magazines and other suitable publications. **Note:** All advertising material must have the Department's approval. (Refer to Article 38 of the anticipated contract).
4. Retain the Department as a co-sponsor of the TPEC at no charge, and shall include and refer to the Department as, "Miami-Dade County Parks, Recreation and Open Spaces Department" within the TPEC title, all promotional material, correspondence, advertising, signage, press releases, media advisories and acknowledgements.

B. Event Scheduling and Coordination

The Selected Proposer shall:

1. Develop and coordinate an annual event Scheduling Plan that provides advance knowledge of individual and serial events taking place within the TPEC. This Plan shall be coordinate with PROS to insure it does not adversely impact existing events, as well as County sponsored events that may be developed within the Park.
2. Coordinate the scheduling of existing and proposed events around the County's existing obligations to Santa's Enchanted Forest and the International Agriculture, Horse and Cattle Show. Ensure that sufficient parking and mobilization areas are retained and managed.

C. Event Operations and Maintenance

The selected Proposer shall:

1. Ensure that event promoters provide where necessary, at a minimum, food and beverage services, family-focused activities, restroom facilities, security services, and first aid services.
2. Approve, or cause the Department to have approved, all prices charged at the TPEC. The prices may be modified only by written request from the selected Proposer to the Department through its Department Director or designee.
3. Provide courteous, prompt and efficient service, adequate to meet all reasonable customer requests.
4. Ensure its employees or hired staff is distinctively uniformed or appropriately attired so as to present a neat, clean and professional appearance at all times and be distinguishable as the selected Proposer's employees or hired staff and not as employees of the Department.
5. Provide the County with the name and telephone number of the selected Proposer's Business Operations Manager, point of contact who will be on call, at all time, for

- emergencies or other matters related to the operations. The selected Proposer shall ensure that all employees having public contact are able to understand and communicate clearly in spoken English.
6. Comply with Miami-Dade County Ordinance No. 08-07, Chapter 26 "Miami-Dade County Park and Recreation Department Rules and Regulations, Article III, The Shannon Melendi Act.
 7. Provide a safe operating environment by ensuring that their staff meets the Level 2 screening standards as described in Florida Statutes 397.451 for all prospective staff (employees and volunteers) that will provide any services at the TPEC prior to the scheduled start of employment or volunteerism. The selected Proposer shall provide the Department a letter stating their compliance of this requirement thirty (30) days prior to the start of each annual contract year.
 8. Comply with all applicable Federal, State, County and Local regulations.
 9. Request and receive from each promoter an Event Operation Plan for each schedule event for the Department to approval in advance, but no less than thirty (30) days before the event takes place.
 10. Insure that each Promoter provides all essential furnishings, amenities, fixtures, equipment and all other elements necessary for their event.
 11. Take good care of the facility (e.g., open areas, roadways, walkways, and access control structures) and shall use the same in a careful manner and shall, at its own cost and expense, repair County property or facility damaged by the selected Proposer's operations.
 12. Ensure that Promoters provide all necessary staffing for orderly and controlled parking, security, and traffic control on Bird Road (SW 40th Street), as well as, any shuttle service to and from the TPEC.
 13. Ensure, without cost or responsibility of the County that the facilities are: a) clean and in proper pre-event condition before each event; and b) clean and in proper post-event condition after each event.
 14. Require that event promoters or vendors deposit trash and trash cans in high capacity dumpsters. At no time should any trash can have trash overflowing. Walkways and adjacent areas should be free of all debris and litter.

2.4 General Services Provided by the County

The County and/or the Department will:

1. Assign a Project Manager who will provide background information from past events and contacts and act as a liaison with other County departments.
2. Provide the selected Proposer with access and use of the TPEC year-round, except for times already committed to the International Agriculture, Horse and Cattle Show and Santa's Enchanted Forest. Every effort will be made by the selected Proposer and the County to minimize the impact of mobilization/de-mobilization on already scheduled park events.
3. Provide adequate site and facility maintenance services and upkeep to infrastructure (i.e., open areas, roadways, walkways and access control) as is necessary to keep the TPEC safe and attractive.
4. During and following each event, PROS will cause to remove and dispose of all materials/debris (i.e., garbage, trash) deposited by event promoters in the dumpsters on a regular basis and shall keep the facility and adjacent premises in a clean condition.

5. Provide the selected Proposer with all reasonable access to the Tropical Park electronic marquee sign for the purpose of promoting events taking place within the Park.

2.5 Proposal Requirements

The selected Proposer should provide the County with a Proposal that includes a: 1) Business Development Plan; 2) Qualifications and Experience of Proposer; 3) Financial Capability; and 4) Financial Return to County.

- A. **Approach to Business Development.** Provide a Business Development Plan for at least 2 years that shows specific types of programming and event utilization of the TPEC and the manner in which existing improvements and amenities will be more efficiently, effectively and profitably used. Within the Plan, the selected Proposer shall at a minimum:

1. Include a Marketing and Promotion component for the programmed use of all designated space within TREC for international, national and local events. Included should be a suggested calendar schedule that incorporates and coordinates obligations for existing uses/users, as well as new and expanded events, during all available times. New uses should not compromise the type and number of agricultural based events seeking to use TPEC.
2. Include a Staffing component with a table of organization detailing the type and number of business development staff needed, indicating job titles, number of full-time and part-time employees and the role of volunteers, if applicable.
3. Include a Management Plan that addresses, where possible, rental policies, market rate rents, ticketing systems, concessions, catering, etc. that will be necessary to improve revenue.
4. Include a Media component that would include media communications and advertising as well as the TPEC website.
5. Include a Cost component that estimates the expenditures associated with all above actions and insures coordination of all business development activities with PROS who will retain operations and management control over TPEC.

- B. **Qualifications.** Demonstrate the qualifications and experience of the Staffing team of the Selected Proposer by presenting evidence of similar projects, sites or tasks.

1. Submit a Table of Organization and evidence of the business development team members' qualifications to successfully undertake and complete the proposed project. The Proposer and/or its team members shall, at minimum demonstrate professional expertise in the disciplines outlined below.
2. An organizational chart for the Project should graphically depict the names and corporate entities for each team member. Name of the Proposer's official representative or executive officer. This person will be the recipient of all official communications from the County (Department) relating to the submitted proposal and the entity with whom the County will be contracting.
3. Statements specifying the ownership and form of legal entity for the Proposer's organization(s) submitting the proposal. If a consortium or a joint venture agreement, properly executed documents by each legal entity shall be submitted. The statements of ownership shall include appropriate resolutions

- designating the individuals who may commit each Respondent's organization(s).
4. Respondent's name, mailing address, contact person, phone number, e-mail address and street address.
 5. For each key member of the Business Development Team, the Proposer shall complete and provide a list of completed representative projects according to the following criteria:
 - i) current project function, i.e. area, agricultural venue, stadium, fairground, etc;
 - ii) current project activity, i.e. fairs, festivals, shows, competitions, etc;
 - iii) the role(s) played by each development team member that was involved.
 - iv) time schedule associated with these representative projects; and
 - v) dollar amount of existing agreements with these venues.
3. **Financial capability.** Demonstrate financial capability by showing all elements or components of the Business Development Plan required to finance the Project. To the extent feasible, the Proposer shall describe in detail any sources of marketing, promotion and producing funds dedicated to the Project. Proposer needs to provide at least one financial documentation below for evidence of adequate financial resources.
- A. A credit report generated by a reputable and recognized independent source no earlier than one month prior to submission, as applicable for existing companies.
 - B. A statement by a bank, financial institution or Certified Public Accountant (CPA) certifying that the Proposer(s) has or has access to private equity in excess of the amount necessary to accomplish the Project, as may be applicable to their participation.
 - C. Recent history, preferably within the last 2-3 years, in obtaining financing for similar business commitments, detailing the type of project, financing source, amounts committed, etc. Proposer may submit a written statement(s) from their financing source(s) describing past projects which said source has financed for said Proposer, detailing the amount of capital, the size of the project and any other pertinent information that will assist the County in determining the availability of operating or equity capital to support the Project.
 - D. Provide a cash flow pro forma for a five year period showing all revenues, expenses, Management Fees and shared profits, clearly indicating when and to what degree the facility will be self-sustaining.
4. **County Return.** The County expects to be compensated for the valuable resources that the County is offering. The County will commit to payment of the Management Fee for Year 1 of the TPEC contract, subject to a pre-negotiated amount. It is the County's intention that all future annual contract years (Year 2-Agreement end), including renewals, the facility will be self-sustaining, as the County will neither pay a Management Fee nor subsidize operational costs.

1. During the duration of the contract, the selected Proposer shall work on the County's behalf to increase events, site utilization and revenue. All such revenues the Selected Proposer receives from events, sponsorships and event promoters during the term of the contract shall be made out to and deposited with the County.
2. During the Year 1 period, the County will pay the selected Proposer, on a monthly basis, an amount negotiated in advance as a Management Fee required to support marketing, promotion and production costs of events within the TPEC. No expenses will be reimbursed outside of this fee. From Year 2 to the end of the Agreement, the County will not pay a Management Fee to the Selected Proposer.
3. During Year 1, the County will additionally pay the selected Proposer a Proposer Profit based on a percent of County Gross profits (see Pro Forma sample), if any, negotiated in advance after consideration of the Management Fee, but exclusive of any revenue associated with Santa's Enchanted Forest and the International Cattle Show.
4. During Years 2 to the end of the Agreement, the County will only pay the selected Proposer a Proposer Profit based on a percent of County Gross profits, if any, negotiated in advance, but exclusive of any revenue associated with Santa's Enchanted Forest and the International Cattle Show.