

Memorandum



Date: December 17, 2019

To: Honorable Chairwoman Audrey M. Edmonson
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

A handwritten signature in black ink, appearing to read "Carlos A. Gimenez", written over the printed name of the Mayor.

Agenda Item No. 8(F)(2)

Subject: Recommendation for Approval to Award a Designated Purchase for Outdoor Advertising Services at the Stephen P. Clark Government Center for a 60-Day Period to NTWW LLC (d/b/a New Tradition Media)

Recommendation

It is recommended that the Board of County Commissioners (Board) approve this request to award, as a designated purchase, outdoor advertising services at the Stephen P. Clark Government Center, located at 111 NW First Street, Miami, Florida (SPCC) to NTWW LLC (d/b/a New Tradition Media) (Vendor), a foreign limited liability company for a 60-day period. The item further requests the approval of the Board to authorize the County Mayor or Mayor's designee to negotiate, finalize and execute a 60-day Agreement with the Vendor to provide for the sale, installation and maintenance of a temporary advertising mural on the SPCC building, not to exceed 10,000 square feet in size, to be located on the west side of the building.

Approval of a designated purchase by a two-thirds (2/3) vote of the Board members present is requested, pursuant to Section 2-8.1(b)(3) of the Miami-Dade County Code (Code) and pursuant to Section 21-29.1(b) of the Code, which prohibits advertisement on County property without Board approval.

Background

Miami-Dade County will host the 2020 National Football League Super Bowl (Super Bowl LIV) on Sunday, February 2, 2020. Super Bowl LIV will attract tourists to Miami-Dade County, which will stimulate economic activity, generate valuable media exposure and expand Miami-Dade County's position as an international hub for sports and entertainment.

On October 16, 2019, the Super Bowl Host Committee sent a letter informing the County that the Vendor had been designated as the exclusive out-of-home (outdoor) media partner for the Super Bowl Host Committee. The Vendor approached the County expressing interest in utilizing County-owned assets for wall mural advertising to be purchased by companies and products associated with and sponsoring Super Bowl LIV. The County desires to obtain outdoor advertising services for the purposes of identifying, installing, maintaining and removing a temporary advertising murals on the west side of the SPCC building in support of Super Bowl LIV events. Competition for these services is not practicable at this time because not only is the Vendor the exclusive out of home media partner for temporary advertising sales for Super Bowl LIV, but the mural must be erected on or before January 19, 2020.

This item also seeks to have the Board delegate to the County Mayor or County Mayor's designee the authority to negotiate the terms of the Agreement with the Vendor for placement of one temporary mural on the SPCC building, for a net revenue to the County of no less than \$85,000, for a period not to exceed 60 days. All advertising materials, creative content and the manner of presentation shall be subject to approval by the County Mayor or Mayor's designee prior to production and installation and shall be compliant with all applicable state and local regulations governing outdoor advertising, as well as to ensure that it is compatible with and appropriate for placement upon the SPCC building.

Accordingly, it is in the County's best interest to award this designated purchase pursuant to Section 2-8.1(b)(3) of the Code to the Vendor.

Scope

The SPCC building is located in County Commission District 5, represented by Commissioner Eileen Higgins. The scope of this item is countywide in nature.

Fiscal Impact/Funding Source

There is no cost to the County. The total revenue generated from the Agreement shall be divided as follows: one-third to the County, one-third to the Vendor and one-third to the Super Bowl Host Committee. The net revenue to the County shall be no less than \$85,000. The revenue will be allocated to the Parks, Recreation and Open Spaces Department to fund programs and services.

Track Record/Monitor

Doris MacPherson of the Office of Management and Budget will be responsible for monitoring the terms of the Agreement. Juan C. Silva of the Internal Services Department will be responsible for monitoring the installation and removal of the temporary mural on the SPCC building.

Delegation of Authority

This item authorizes the County Mayor or County Mayor's designee to negotiate and finalize the terms of the 60-day Agreement and thereafter execute same, provided said terms and conditions are no less favorable, financially or otherwise, to the County as those terms contained in this item, and that no policies of the Board are violated or modified in the final terms of the Agreement. The item also authorizes the County Mayor or County Mayor's designee to exercise all rights conferred in the 60-day Agreement and directs the County Mayor or County Mayor's designee to review all proposed advertising materials, creative content and the manner of presentation, prior to production and installation, for compliance with all applicable state and local regulations governing outdoor advertising, as well as to ensure that it is compatible with and appropriate for placement upon the SPCC building.

Vendor Recommended for Award

Vendor	Principal Address	Local Address*	Number of Employee Residents	Principals
			1) Miami-Dade 2) Percentage*	
NTWW LLC (dba New Tradition Media)	36 East 23 Street, 8 th Floor New York, NY	333 NE 23 Street Miami, FL	0	Barry Rush Scott Alessandro Bret Richelmer
			0%	

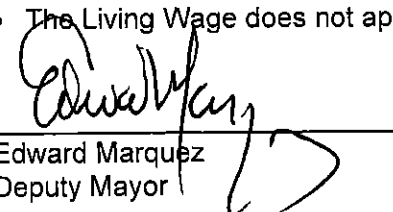
*Provided pursuant to Resolution No. R-1011-15. Percentage of employee residents is the percentage of vendor's employees who reside in Miami-Dade County as compared to the vendor's total workforce.

Due Diligence

Pursuant to Resolution No. R-187-12, due diligence was conducted in accordance with the Internal Services Department's Procurement Guidelines to determine contractor responsibility, including verifying corporate status and that there are no performance or compliance issues. The lists that were referenced included convicted vendors, debarred vendors, delinquent contractors, suspended vendors, and federal excluded parties. There were no adverse findings relating to contractor responsibility.

Applicable Ordinances and Contract Measures

- The two percent User Access Program provision does not apply.
- The Small Business Enterprise measures and Local Preference Requirements do not apply.
- The Living Wage does not apply.


 Edward Marquez
 Deputy Mayor



MEMORANDUM
(Revised)

TO: Honorable Chairwoman Audrey M. Edmonson
and Members, Board of County Commissioners

DATE: December 17, 2019

FROM: Abigail Price-Williams
County Attorney

SUBJECT: Agenda Item No. 8(F)(2)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Statement of social equity required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's present , 2/3 membership ____, 3/5's ____, unanimous ____, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) ____, CDMP 2/3 vote requirement per 2-116.1(3)(h) or (4)(c) ____, or CDMP 9 vote requirement per 2-116.1(4)(c)(2) ____) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 8(F)(2)
12-17-19

RESOLUTION NO. _____

RESOLUTION AUTHORIZING A DESIGNATED PURCHASE FOR OUTDOOR ADVERTISING SERVICES PURSUANT TO SECTION 2-8.1 (B)(3) OF THE MIAMI-DADE COUNTY CODE BY A TWO-THIRDS VOTE OF THE BOARD MEMBERS PRESENT; AUTHORIZING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO NEGOTIATE AND EXECUTE A 60-DAY AGREEMENT BETWEEN MIAMI-DADE COUNTY AND NTWW LLC, D/B/A NEW TRADITION MEDIA, FOR OUTDOOR ADVERTISING SERVICES ON THE STEPHEN P. CLARK GOVERNMENT CENTER, 111 NW FIRST STREET, MIAMI, FLORIDA, WITH TOTAL REVENUE TO THE COUNTY ESTIMATED TO BE NO LESS THAN \$85,000.00; AND TO EXERCISE ALL PROVISIONS CONTAINED THEREIN

WHEREAS, this Board desires to accomplish the purpose outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board:

Section 1. Finds that it is in the best interest of Miami-Dade County to approve, pursuant to Sections 2-8.1(b)(3) and 21-29.1(b) of the Miami-Dade County Code, by a two-thirds vote of the Board Members present, the designated purchase of outdoor advertising services for a 60-day period from NTWW LLC (d/b/a New Tradition Media) on the west side of the Stephen P. Clark Government Center, 111 NW First Street, Miami, Florida, with total revenue to the County estimated to be no less than \$85,000.00.

Section 2. Authorizes the County Mayor or the County Mayor's designee to negotiate, finalize and execute the terms of the 60-day agreement, provided said terms and conditions are no less favorable, financially and otherwise, to the County as those terms contained in this resolution,

and that no policies of the Board are violated or modified in the final terms of the 60-day agreement. Any such agreement or contract shall reserve to the County Mayor or County Mayor's designee the right to review all proposed advertising materials, creative content, and the manner of presentation, prior to production and installation, to ensure compliance with all applicable state and local regulations governing outdoor advertising, as well as compatibility and appropriateness for placement upon the Stephen P. Clark Center.

Section 3. This Board further authorizes the County Mayor or the County Mayor's designee, to exercise all rights contained in the 60-day Agreement and directs the County Mayor or Mayor's designee to exercise the aforementioned review right in connection with any such advertisement.

The foregoing resolution was offered by Commissioner _____,
who moved its adoption. The motion was seconded by Commissioner _____ and
upon being put to a vote, the vote was as follows:

Audrey M. Edmonson, Chairwoman	
Rebeca Sosa, Vice Chairwoman	
Esteban L. Bovo, Jr.	Daniella Levine Cava
Jose "Pepe" Diaz	Sally A. Heyman
Eileen Higgins	Barbara J. Jordan
Joe A. Martinez	Jean Monestime
Dennis C. Moss	Sen. Javier D. Souto
Xavier L. Suarez	

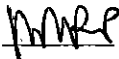
The Chairperson thereupon declared this resolution duly passed and adopted this 17th day of December, 2019. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



Monica Rizo Perez