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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

Memorandum

MIAMI-DADE COUNTY

Date: July 7, 2011

To: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

Agenda Item No. 8(M)(1)(A)

From: Alina T. Hudak
County Manager

Resolution No. R-537-11

Subject: Request to Ratify the Rejection of the Unsolicited Proposal from Eventus Marketing, Incorporated, for a Long-Term Facility Management Agreement for Miami-Dade County Auditorium

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Recommendation

It is recommended that the Board of County Commissioners (BCC) ratify the rejection of the unsolicited proposal submitted by Eventus Marketing, Incorporated pursuant to Section 2-8.1(k) of the Miami-Dade County Code (Code) which establishes procedures for the evaluation, development, acceptance and rejection of unsolicited proposals for County contracts.

Scope

The work proposed to be performed under this Unsolicited Proposal was for a long-term facility management agreement for Miami-Dade County Auditorium (Auditorium) to enhance the offerings of the facility by developing a multi-purpose Latin entertainment complex for culture and the arts. The Auditorium is located within Commission District 7, and it is a County-wide facility.

Fiscal Impact/Funding Source

The development of an actual fiscal impact related to the rejection or adoption of this unsolicited proposal is not feasible due to the lack of detail contained in the proposal. However, the unsolicited proposal did request that the County continue subsidizing the operation of the Auditorium for successive years. The Auditorium is funded through the Park and Recreation Department's annual budget allocation. Operating expenses are offset through earned revenues and General Fund subsidy.

Background

On March 5, 2009 the County received an unsolicited proposal for a Long Term Facility Management Agreement for the Auditorium from Eventus Marketing, Incorporated (Eventus), a commercial marketing, sports and entertainment company. The proposal offered to manage the Auditorium and to enhance the offerings of the facility by developing a multi-purpose Latin entertainment complex for culture and the arts. The proposal also called for creating exhibit space within the facility to showcase Hispanic/Latin cultural contributions, including artifacts from the estates of Celia Cruz and Israel "Cachao" López. The proposal also stated that in addition to renovating and reconfiguring the Auditorium, a restaurant, black-box theater and a recording studio would also be designed and built. The unsolicited proposal further requested that the County continue to maintain supporting service levels for maintenance, custodial and landscaping services for five years.

Consequently, a multi-disciplinary panel was convened on April 27, 2009 in order to evaluate the merits, benefits to the County and compliance with minimum factors for evaluation. On June 11, 2009, the evaluation panel Chairman sent a letter to Eventus informing them that their proposal did not contain enough information to be evaluated and requested additional information. Eventus did not provide sufficient details following this request and the panel recommended that the unsolicited proposal be rejected. Following the panel's recommendation, a review of the submitted unsolicited

proposal was completed by the County Attorney's Office, which supported the panel's recommendation. Unfortunately, there was an oversight by staff to present the formal, written rejection of the unsolicited proposal to Eventus, Inc. in the ninety-day timeframe specified under the Code. However, Eventus has now been properly notified (see attached letter) that the County elected to reject its unsolicited proposal. Upon the ratification of this action by the Board, the deposit retained by the County upon submittal of the unsolicited proposal will be returned to Eventus minus any direct costs associated with evaluating the proposal have been considered,

For background purposes, it is important for the Board to note that subsequent to the receipt of the unsolicited proposal, staff from the Park and Recreation Department developed, in conjunction with the Department of Procurement Management, a Request for Proposals for the Lease, Operation and Management of the Auditorium (RFP #718). Eventus was notified of this process and they were a respondent to RFP #718. This Request for Proposals was announced on April 20, 2010, and proposal(s) were evaluated by a Selection Committee. However, shortly thereafter, the Recreation and Cultural Affairs Committee directed staff to pursue the viability of continuing to operate the Auditorium by reaching out to private organizations that could support and enhance the programming at the Auditorium, and hence increase the revenue stream. Consequently, on October 19, 2010, the former Mayor held a press conference at the Auditorium to announce that the County would continue to operate the facility and the funds would come from within the current budget for Parks. Since then, staff has been working with the Hispanic Friends of the Auditorium, along with other community arts promoters and producers, to increase the number of positive revenue rentals of the facility.

Given the success of our public/private efforts, I am recommending the rejection of the proposals received under RFP #718. This recommendation is a companion item on your agenda for your consideration and approval. With your approval, the County will continue to operate the Auditorium and pursue partnerships with non-profit support organizations that can assist the County by promoting the venue, and by helping with fundraising to enhance the facility and ultimately to reduce the General Fund operating subsidy.

Attachments

Michael Spring
Director, Cultural Affairs

MIAMI-DADE COUNTY

miamidade.gov

County Executive Office
County Manager
111 NW 1st Street • Suite 2910
Miami, Florida 33128-1994
T 305-375-5311 F 305-375-1262

May, 6, 2011

Mr. Nelson Albareda
Chief Executive Officer
Eventus, Inc.
5000 S.W. 75th Avenue, 4th Floor
Miami, Fl 33155

Dear Mr. Albareda:

Thank you for submitting an unsolicited proposal for the Long Term Facility Management Agreement of the Dade County Auditorium. Based on the recommendation of a multi-disciplined panel that evaluated the merits and benefits to the County and compliance with minimum factors for evaluation, this letter is to inform you that your proposal is being rejected. The specific reasons that your solicitation being rejected are that the proposal lacked details on sources and amounts of revenues to be generated, a detailed statement providing on how the project would benefit small businesses and community-based organization and a detailed financing plan of the proposed annual costs to the County and a payment structure. Additionally, proposed capital improvements to design and build a restaurant, black-box theater and a recording studio were not substantiated with conceptual or detailed plans nor were costs or funding details submitted.

Your unsolicited proposal requested continued County subsidy of the facility at current levels for up to five years and requested that the County continue to maintain supporting service levels for maintenance, custodial and landscaping services. The County is not able to enter into any commitment of maintaining service-levels due our current fiscal situation.

For your information, the County is also in the process of presenting to the Board of County Commissioners a recommendation to reject the Request for Proposals No. 718, for the lease, operation and management of the Miami-Dade County Auditorium which Eventus proposed to operate as well. This recommendation is expected to go the Recreation and Culture Committee in June 2011. A companion item ratifying my recommendation to reject your unsolicited proposal will also be presented in that agenda.

I would like to take this opportunity to thank you for your interest is the Dade County Auditorium and Miami-Dade County. The deposit required for an unsolicited proposal submittal will be returned to you upon ratification of the rejection of your proposal by the Board of County Commissioners.

Sincerely,

Alina T. Hudak
County Manager

c. Michael Spring, Director, Cultural Affairs Department
Jack Kardys, Director, Miami-Dade Park and Recreation Department
Miriam Singer, Director, Department of Procurement Management
Monica Rizo, Assistant County Attorney

MEMORANDUM

(Revised)

TO: Honorable Chairman Joe A. Martinez and Members, Board of County Commissioners

DATE: July 7, 2011

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Agenda Item No. 8(M)(1)(A)

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**

_____ **Ordinance creating a new board requires detailed County Manager's report for public hearing**

_____ **No committee review**

_____ **Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous _____) 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(M)(1)(A)
7-7-11

RESOLUTION NO. R-537-11

RESOLUTION RATIFYING DECISION OF COUNTY MAYOR OR MAYOR'S DESIGNEE TO REJECT THE UNSOLICITED PROPOSAL FROM EVENTUS MARKETING, INC. FOR A LONG TERM FACILITY MANAGEMENT AGREEMENT FOR DADE COUNTY AUDITORIUM

WHEREAS, this Board desires to accomplish the purposes 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, pursuant to Section 2-8.1(k) of the Miami-Dade County Code which establishes procedures for the evaluation, development, acceptance and rejection of unsolicited proposals for County contracts, hereby ratifies the decision of the County Mayor or Mayor's designee to reject the unsolicited proposal from Eventus Marketing, Inc., for a long-term facility management agreement for the Dade County Auditorium, which unsolicited proposal is attached hereto as Exhibit "A".

The foregoing resolution was offered by Commissioner **Rebeca Sosa**, who moved its adoption. The motion was seconded by Commissioner **Jose "Pepe" Diaz** and upon being put to a vote, the vote was as follows:

Joe A. Martinez, Chairman	aye		
Audrey M. Edmonson, Vice Chairwoman	aye		
Bruno A. Barreiro	aye	Lynda Bell	aye
Esteban L. Bovo, Jr.	aye	Jose "Pepe" Diaz	aye
Sally A. Heyman	absent	Barbara J. Jordan	aye
Jean Monestime	aye	Dennis C. Moss	aye
Rebeca Sosa	aye	Sen. Javier D. Souto	aye
Xavier L. Suarez	aye		

The Chairperson thereupon declared the resolution duly passed and adopted this 7th day of July, 2011. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

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

HARVEY RUVIN, CLERK

By: Christopher Agrippa
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Monica Rizo

EVENTUS

EXHIBIT "A"

PROPOSAL FOR LONG TERM FACILITY MANAGEMENT AGREEMENT

IN ACCORDANCE WITH ORDINANCE No. 08-79

March 12, 2009

5000 SW 75th Avenue, 4th Floor, Miami, Florida 33155 • tel 305.668.4343 • fax 305.668.4143 • eventusmarketing.com

EVENTUS

March 11, 2009

The Honorable Mayor Carlos Alvarez
Miami-Dade County
111 NW 1st Street, 29th Floor
Miami, Florida 33128

Re: Miami-Dade County Auditorium

Dear Mayor Alvarez:

Pursuant to County ordinance No. 08-79, we are submitting the following proposal for Eventus to enter into a long term, fully integrated facility management agreement for the Miami-Dade County Auditorium.

Eventus seeks to enter into the proposed agreement for the purpose of developing a world-class, Latino focused, cultural and arts destination, which will be the first of its kind in the country. The long-term vision for this project is to transform the existing Miami-Dade County Auditorium into a Global Latin Entertainment Complex. We would like to highlight some of the salient points of the proposal as we envision them.

Eventus Qualifications:

We believe Eventus is uniquely qualified to assume the management of this venue. Eventus is a national Hispanic experiential marketing, sports and entertainment company, led by a senior management team with unparalleled event marketing experience. We are a certified minority owned business, based right here in Miami with deep roots in the community. Our commitment to excellence has consistently delivered proven results, enhancing our clients' market share, sales revenue and brand recognition, leading to 100% client retention and an extraordinary growth rate since our inception. Further, our client roster reads like a who's who of the world's leading brands; relationships we will leverage in this endeavor. Additionally, we intend to leverage assets we have in our arsenal for the success of this venture immediately. As such, we have secured commitments of collaboration from:

- The estate of Latin music icon, Celia Cruz
- The estate of Cuban music legend Israel Lopez "Cachao"
- Miami Community leader and GRAMMY award winner Willy Chirino

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Socio-Economic Impact

We are very excited at the prospect of the positive impact our management of the Miami-Dade County Auditorium will bring to the surrounding area. Through the re-vitalization and increased usage of the venue, and the comprehensive development plans we envision for the future, we are confident that the surrounding community will be provided a "lift" both in terms of economic activity and cultural enrichment. Further, in the development of this complex as we envision it, there will be opportunities to engage the services of skilled and unskilled workers in all aspects of the development and operation of this enterprise. The cultural benefits to the community will be immediate. Eventus will begin programming activities that are relevant to the South Florida market immediately upon taking over the management of the facility. We will also commit to showcasing an exhibit of Latin music memorabilia within 6 months of the inception of our management agreement.

Preserving the Legacy

The spirit of the proposed Integrated Facility Management Agreement is to work with Miami-Dade County to transition the management and operations of the Miami-Dade County Auditorium to Eventus in order to revive its rich and historic tradition, heighten its culturally relativity amongst today's South Florida community and ultimately come full circle by offering to the residents of Miami-Dade County and its visitors a complex that honors and reminds us of the grandeur of Latin culture as it influenced Miami's development and further demonstrates all that Latin Culture has to offer.

Financial Arrangement

We trust you will find our financial proposal to be a responsible and well-balanced one. The intent is to meet the financial expectations of the County for the long term while rewarding Eventus' efforts and investment in this venture.

We have enclosed a check for $25,000 as an initial processing fee as required in the above referenced ordinance.

We trust you will you will find our proposal to be forward- thinking in its scope and breadth, respectful of the rich legacy of the Miami-Dade County Auditorium, and geared to have a positive socio-economic impact on the surrounding community.

We look forward to receiving your comments and look forward to a long and mutually beneficial relationship.

Sincerely,

Nelson Albareda
Chief Executive Officer

5000 SW 75th Avenue, 4th Floor, Miami, Florida 33155 • tel 305.668.4343 • fax 305.668.4143 • eventusmarketing.com

EVENTUS

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Miami-Dade County Auditorium - Executive Summary

Statement of Interest

Eventus is interested in securing a long-term, fully integrated, facility management agreement with Miami-Dade County for the property currently known as the Miami-Dade County Auditorium (MDCA). The vision for this property is to leverage the venue's rich historical background in order to develop a world-class, Latino epicenter for entertainment and the arts that offers the community a much needed multi-purpose cultural facility, while also creating jobs and ultimately revenue for the County

About Eventus

Eventus is a national Hispanic experiential marketing, sports and entertainment company, led by a senior management team with unparalleled event marketing and entertainment experience. A certified, minority owned business, Eventus is based in Miami, Florida. The company and its collaborators have extensive experience in venue build-out and management as well as in all phases of national and international entertainment and sporting events production.

Current client roster includes: Bank of America, Cadbury Adams, McDonald's, U.S. Navy, Verizon Wireless, The Latin Recording Academy, Humana, State Farm, Univision Communications and Toyota. Additionally, Eventus has extensive relationships which the company feels will add value to this endeavor. Companies and/or entities such as The Latin Recording Academy, The Smithsonian Institute National Museum of American History, Sony BMG Music, Universal Music, WPBT and Univision Communications are natural partners for the development of a successful entertainment complex as envisioned in the proposal. Eventus has already secured letter of intent /support for this endeavor from:

- The Celia Cruz Estate
- Willy Chirino (GRAMMY® award winner and community activist)
- The Israel Lopez "Cachao" Estate

Proposal Overview

- Eventus is seeking a long-term agreement which will feature a building/land lease of no less than 15 years with 3 consecutive, minimum 5 year renewal periods on the Miami-Dade County Auditorium (MDCA) to repurpose the facility into a Latino cultural center, the first of its kind in the country.

Contribution to County Goals and Objectives

The goal is to develop the venue into a World Class Latino cultural and entertainment complex, ultimately transforming it into a major destination for visitors and residents of the County. The MDCA, under the management of Eventus will create:

- Increased revenue for Miami-Dade County
- Exponential value to the property which will revert back to the County after the term
- Additional jobs for the community
- Newfound tourism
- A much-needed, cultural learning center
- A permanent and on-going cultural center for top-level Latin cultural exhibits
- A permanent home for the Celia Cruz Exhibit, which is currently curated by the Smithsonian Institute and managed by Eventus
- An ongoing collaboration with Willy Chirino, a GRAMMY® winning performer, song writer and producer

Phased Implementation

Eventus intends to develop the facility in two (2) phases:

Phase 1: Years 1 - 2

During phase one of development Eventus will begin refurbishment of the current building to create a multi-level auditorium in order to ensure that the auditorium portion of the facility remains in seamless operating capacity.

- Build regional support base with growing popularity of the venue
- Re-engage local promoters, arts organizations, media companies, etc
- Engage private sector partners for new revenue opportunities
- Solidify concept for a "Master Plan"

Following this, Eventus will begin developing plans and working with venture partners and local contractors to expand the rest of the facility. The vision is to create a plaza/atrium connecting the offices, auditorium, recording/rehearsal studios, black box theatre, outdoor/indoor restaurant, and parking facility with a Latino-influenced architectural and decorative theme throughout.

Phase 2: Years 2 - 6

Eventus intends to pursue an aggressive build-out schedule of the pre-approved capital improvement master plan during phase 2. The development plans will be implemented in a manner that will provide for minimum disruption and will allow for the continuous usage of the current facility while the master plan is fulfilled. When completed, phase 2 shall include:

- Offices
- Recording and Rehearsal Studios
- Black Box Theater
- Exhibit Space and Gift Shop
- Restaurant

Performance Guarantees

- Eventus will re-position venue as a multi-use facility to include a comprehensive catering service, open floor layout, and dance hall environment
- Eventus will re-structure facility operations/staff within first 12 months of initial term
- Eventus will commit to increasing current level of gross profitability by 10% in the first year while at a minimum maintaining current level of revenue
- Eventus will commit to contributing a pre-determined, mutually agreed upon number of nights to Miami-Dade County for Community relations purposes
- Eventus will actively procure corporate partners to generate new lines of revenue in the form of naming rights, pouring rights, in-venue agreements, amongst others
- Eventus guarantees the use of the Celia Cruz exhibit
- Eventus guarantees the use of and access to memorabilia of the Israel Lopez "Cachao's Estate
- Eventus guarantees the involvement and collaboration of GRAMMY® winning artist Willy Chirino as outlined in this proposal

Proposed Obligations and Requirements of the County

- Miami-Dade County grants an initial minimum 15 year term with 3 consecutive, minimum 5 year renewal periods
- Miami-Dade County to provide subsidy to venue at current budgeted standards/levels for at least the first **4 years** of the Integrated Facility Management Agreement as outlined in the proposal unless breakeven point is achieved earlier
- Miami-Dade County to maintain minimum maintenance levels, included but not limited to all items related to structural integrity of the existing building, minimal janitorial services, and predetermined county services
- Miami-Dade County will maintain property insurance on the existing MDCA building structure
- Miami-Dade County maintain current funds earmarked for capital improvements in place

Miami-Dade County Auditorium Proposal

Intent

By way of this submission, Eventus reiterates its interest in securing a long-term, fully integrated, facility management agreement with Miami-Dade County for the property currently known as the Miami-Dade County Auditorium (MDCA). The vision for this property is to leverage the venue's rich Historical background in order to develop a world-class, Latino epicenter for entertainment and the arts that offers the community a much needed multi-purpose cultural facility while also creating jobs and ultimately revenue for the County. The project, when completed, should serve as a hub for entertainment/culturally driven organizations, a live entertainment flagship venue, and lastly, as the epicenter of Miami's rich Latin culture and heritage which will undoubtedly make the new facility a regular tourist attraction as it will be the first complex of its kind, adequately representing the already popular Little Havana district in Miami-Dade County.

Making this possible transaction a timely and synergistic opportunity is the fact that Eventus' long term vision for this property mirrors the expressed and implied master plan alluded to by Miami-Dade County, which is to develop a world class multi-purpose facility that preserves the historical significance of the MDCA while catering to the cultural needs of the community it serves. Concretely, the project will offer diverse, year-round entertainment options, while attracting traveling exhibits and shows that are relevant to the community

Statement of Need

Over the years, the Miami-Dade County Auditorium has had vast historical and cultural influence in Miami-Dade County. In recent times, its allure has diminished due to the age of the facility and the need for updates and improvements. Its potential as a venue and as an asset to the County is unique; not only because of its location but because of its size. Our vision for this facility will address the needs of both the County Government and the community as a whole:

County Government Needs:

- Contribute to reduction of County's operating deficit
- Evolution of the property into multi-purpose complex
- Generates incremental tax revenue
- Opens a new on-going revenue stream

- Partners with a Miami based, world-wide entertainment company that is in-tune with the community's needs

Constituents needs:

- Increased cultural offerings
- Locally relevant entertainment programming
- Space for community based educational and cultural engagements
- Improved facility will provide a lift for the surrounding area's businesses

The MDCA is located in the center of a neighborhood known for its Hispanic/Latino influences. As is, this area attracts tourism simply because of its reputation as a historically Cuban community. Eventus will convert the MDCA into a tourism destination and an entertainment and cultural epicenter for the entire South Florida area. With the MDCA at its full potential as a cultural hub, Miami-Dade County stands to preserve a legacy while increasing revenue for the County, increasing the cultural offerings and having an overall positive impact which will revitalize the community.

Contribution to County Goals and Objectives

Upon its opening in 1951, the MDCA was regarded as a prestigious facility centrally located in growing Miami. Eventus intends to bring this prestige back to the venue and create an even broader use for the property. The goal is to develop the venue into a world class Latino cultural and entertainment complex, ultimately transforming it into a major destination for visitors and residents of Miami-Dade County. Once complete, we envision a complex inclusive of, but not limited to:

- Latin music memorabilia collection
- Exhibit space/Gift shop
- Restaurant
- Recording/Rehearsal studios
- Office space
- Black box theatre

The MDCA, under the management of Eventus will create:

- Increased revenue for Miami-Dade County
- Additional jobs for the community
- Newfound tourism
- A much-needed, cultural learning center

- A permanent and on-going cultural center for top-level Latin cultural exhibits
- A permanent home for the Celia Cruz Exhibit, which is currently curated by the Smithsonian Institute and managed by Eventus
- An ongoing collaboration with Willy Chirino, a GRAMMY® winning performer, song writer and producer

In the spirit of the legacy, history and tradition of the MDCA, Eventus will commit to continuously fostering cultural activities at the MDCA. Eventus will promote the MDCA through various organizations with which it is already involved including, but not limited to:

- The Celia Cruz Estate
- The Israel Lopez "Cachao" Estate
- The Latin Recording Academy
- The Hispanic Heritage Baseball Museum and Hall of Fame
- The Smithsonian Institute National Museum of American History
- The Corporation for Public Broadcasting

Qualifications, Tech, and Management Capabilities of the Proposer

Eventus will bring a world-class management team to take the MDCA to the next level. Eventus actively manages a broad scope of activities ranging from talent booking, artist's rights management, content capture and distribution (through television, radio and digital mediums) and owns and maintains a record label distributed by Sony BMG. New interactive media relationships for the promotion and distribution of content produced by Eventus include iTunes and Amazon.com amongst others. In sum, Eventus is a fully integrated, 360 degree solution for Hispanic Event and Entertainment related initiatives.

Eventus managing associates and contributors have extensive experience in the entertainment industry in areas such as:

- Venue Management:
    - Overseeing construction
    - Management of day to day operations of venues
    - Working with labor unions
    - Marketing events
    - Generating new business

- Box Office:
    - Running all aspects of box office sales including on-site and online ticket sales for major venues and sporting events.
    - Event settlement
- Media:
    - Senior positions in sales, marketing and management of radio, television, magazine and internet companies
- Production, Logistics and exhibits:
    - Major event property concept development
    - Organizing and producing major concerts and events both nationally and internationally
    - Tour routing
    - Artist scheduling
    - Production supervision
    - Finance and accounting
    - Sales and marketing
- Food and Beverage:
    - Overseeing operations and expansion for international restaurant groups
    - New concept development and implementation
    - Managing and scheduling construction projects
    - Menu development
    - Cost analysis
    - Banquet sales and contracts

Eventus has developed an extensive network of relationships which maximize opportunities for their clients and partners. Eventus also operates several multi-market concert tours and festivals which can be directed to the MDCA, where applicable. Throughout the course of its history, the Company and its contributors have produced many of the largest sports and entertainment events for the Latin and general markets. Some live entertainment, concerts and events produced and/or operated by Eventus include:

- Hurricane Relief Dominican Republic
- The Opening of the Republican National Convention in Philadelphia
- The Hispanos Unidos 9/11 benefit concert at Madison Square Garden
- Tributo A Nuestros Heroes at the U.S. Naval Base in Norfolk, VA
- NBA All Star Game 2009
- 2008 Latin GRAMMY® Awards Show Person of the Year
- 2008 Latin GRAMMY® Awards Show After Party
- Willy Chirino's 35th Anniversary Concert (2 sold out shows)
- Oscar D'Leon sold out concert in Miami
- Cachao, musical Icon & Creator of the mambo, 80th Anniversary Concert
- Issac Delgado, GRAMMY® nominated salsa singer, first concert in Miami
- Concert Pianist Bebo Valdez & Lincoln Center Afro-Latin Jazz Orchestra in Miami
- Lisette and Willy Chirino *Amarraditos* concert
- Univision Stage at Calle Ocho Festival
- Grand Prix Americas primary production partner
- Bank of America multi-market activation – Cinco de Mayo and Fiestas Patrias events
- US Navy Hispanic National College Tour
- McDonald's Latin music memorabilia traveling exhibit
- Latin GRAMMY® Street Parties
- Latinos in Baseball: A Traveling Exhibit
- The Three Kings Day Parade and Festival
- FedEx Orange Bowl related events
- Florida Marlins Super Saturdays Concert Series

Additionally, Eventus team members have experience developing marketing programs or events for the following entities:

- Chevrolet
- Diageo Corporation
- Walt Disney Parks & Resorts
- The Home Depot
- Farmers Insurance
- Georgia-Pacific
- Nissan
- Toyota
- Verizon Wireless
- Sears
- J.C. Penney
- General Mills
- Kellogg's

Reputation and Financial Condition of Proposer

Eventus maintains a solid reputation, successful track record, and enjoys 100% client retention with an impressive roster featuring some of the world's leading brands. Eventus is known for the excellence in

their work, the passion, and the commitment they bring to each project. Furthermore, the management and staff of Eventus are actively involved in the community having contributed to organizations such as La Liga Contra el Cancer (League Against Cancer), St. Jude Children's Research Hospital, Sunrise Community, Ford Salute to Education, CHARLEE and the Hispanic Scholarship Fund.

Eventus is a local-based minority-owned small business, certified by the State of Florida Office of Supplier Diversity. Additionally, Eventus is a registered Miami-Dade County vendor. Gross Revenues for 2008 exceeded 7.5 million dollars and estimated projections for 2009 exceed 12 million dollars. Eventus has strong relationships with vendors, creditors and clients, as well as various local banks. References are available upon request.

Description of Project and Conceptual Design

The proposed project for the MDCA is a multi-purpose Latino Entertainment complex for culture and the arts; the first of its kind. Once complete, the complex would feature:

Refurbished Auditorium

Eventus intends to refurbish the auditorium in such a way that is both aesthetically pleasing and practical, yet can be measured by the highest standards of acoustics, sound and staging quality. The auditorium will have two levels to create an environment in which most large size events can be held without giving the impression that the building is empty. The auditorium seating configurations will be fully adjustable to accommodate various sized groups with modular seating and curtain separation.

Exhibit Space & Gift Shop

Eventus would like to make the MDCA the permanent home for the Celia Cruz exhibit, owned by the Celia Cruz estate, and managed by Eventus. This is intended as a first step towards creating a place where Latino themed exhibitions can be viewed and enjoyed by visitors. An authentic collection of Latino artist/celebrity memorabilia will be displayed throughout this space. We also envision a gift shop attached to the exhibit space to commercialize collectibles associated with the permanent and visiting exhibits. The Smithsonian Institute has expressed an interest in joining Eventus as an affiliate in this venture as they have already established a strong business relationship and partnership with Eventus.

Black Box Theatre

The Black Box theatre will seat approximately 300-400 people and create an intimate environment for smaller events. This area would be available for use by local or small theatre productions or private concerts and will also prove to be a useful configuration for company events and various ceremonies.

Recording and Rehearsal studios

Eventus foresees this entertainment complex to house recording and rehearsal studios. The company has secured the collaboration of local community activist and GRAMMY® award winning artist Willy Chirino as the anchor tenant and incumbent producer /ambassador for this facility.

Office Space (Arts Incubator)

This facility will also support office space specifically designed for the arts. We envision a space specifically designed for people engaged in the creative field such as; artists, musicians, writers, graphic designers, producers, and others in the creative arena. This office space will be designed as an arts incubator, intended to provide affordable leasing space while fostering the sharing of resources and open collaboration.

Restaurant

This entertainment complex will also sustain a Latino arts-themed restaurant that will cater to tenants of the facility, visitors, tourist and the surrounding community.

Schedule for Development along Life Cycle Cost

In regards to a Life Cycle assessment as it relates to the environmental impact of this venue, a comprehensive investigation of said impacts of this project has not yet been performed. However, there is no specific additional environmental threat that this potential project and development would impose on the area. The site is already being used as an auditorium and the intention of the County already includes efforts to begin improvements on the building. In addition, due to new codes and innovations in technology, any re-furbishing of the building would be more eco-friendly; upgrades in new insulation and building materials, when needed, would save on the consumption of energy as well. Eventus can work in conjunction with various organizations to make the venue "green" and to plan its development with this in mind.

It is the intention of Eventus to begin the solicitation of funding once the management agreement has been awarded by Miami-Dade County to Eventus and has been signed and accepted by both parties. Eventus is prepared to begin moving forward with the marketing, capital improvement, and entertainment plans for the MDCA immediately. Eventus will approach the capital improvement plans in phases. It is the estimate of Eventus that the entire facility, in all facets, will be fully operational within six years of acceptance of bid.

Phased Development Plan

Phase 1: Years 1 - 2

During phase one of development Eventus will begin a targeted marketing campaign aimed at the South Florida community. Eventus will also begin refurbishment of the current building to create a multi-level auditorium in order to ensure that the auditorium portion of the facility remains in seamless operating capacity.

- Build regional support base with growing popularity of the venue
- Re-engage local promoters, arts organizations, media companies, etc

- Engage private sector partners for new revenue opportunities
- Solidify concept for the "Master Plan"

Following this, Eventus will begin developing plans and working with venture partners and local contractors to expand the rest of the facility. The vision is to create a plaza/atrium connecting the offices, auditorium, recording/rehearsal studios, black box theatre, outdoor/indoor restaurant, and parking facility with a Latino-influenced architectural and decorative theme throughout.

Phase 2: Years 2 - 6

Eventus intends to pursue an aggressive build-out schedule of the pre-approved capital improvement master plan during phase 2. The development plans will be implemented in a manner that will provide for minimum disruption and will allow for the continuous usage of the current facility while the master plan is fulfilled. When completed, phase 2 shall include:

- Offices
- Recording and Rehearsal Studios
- Black Box Theater
- Exhibit Space and Gift Shop
- Restaurant

Cost, Funding Sources & Property Interest

Funding sources for the fulfillment of this plan will come from the implementation of a continuous, well balanced strategic plan for the usage of the facility, the sale of naming rights, the pursuit of corporate sponsorships, and grants, among others.

Planned capital improvements to be made by Eventus are envisioned as follows:

- Eventus will develop and spec out a capital improvement plan upon completion of first 12 months of operations and completion of day-to-day operational re-structuring as needed
- Any needed capital investments would be on a FIFO (first in, first out) basis in benefit of the contributing party
- Miami-Dade County will have approval of capital improvement plans
- Leverage and maintain the funds currently earmarked by the County for capital improvements to the auditorium building

Eventus' diverse background in the entertainment industry uniquely qualifies its senior management, Partners and contributors to adequately assess and implement and long-term plan that will take MDCA to the next level. Through our many initiatives in this space, the company has built a solid national and

international reputation in the entertainment industry with a proven track record. The company will leverage its expertise in the Latin entertainment arena to maximize the revenue potential of this venue by:

- Generating a yearly calendar of anchor events
- Consolidating all applicable Eventus' produced events at MDCA
- Actively working to steer other event producers/promoters to utilize the venue
- Encouraging the production of and/or developing themed shows/events that are germane to the community

The company is confident that, once it has secured the management of the venue and has implemented the new culture/philosophy, the entertainment industry, and the community alike, will react positively to the association and consider the MDCA as a viable alternative for their event/entertainment needs in Miami-Dade County. Eventus will launch a cohesive, systematic and continuous marketing plan to raise awareness of the venue and the entertainment offering that it will bring to market under competitive conditions/parameters in order to increase its market share amongst small, 1st Class Venues.

Additionally, Eventus will leverage its existing and future relationships with business associations to further open revenue streams for the MDCA. Some of these entities already in business with Eventus include:

- The Smithsonian Institute
- Sony Music
- The Latin Recording Academy
- Univision Communications
- WPBT
- The Miami Herald
- Bank of America
- McDonald's
- Verizon Wireless
- Humana
- Toyota

Programs and marketing initiatives will be designed to target these above referenced entities (and others as appropriate) for the solicitation of on-going, on-site programs, possible naming rights, sponsorships sales, and mutually beneficial arrangements that will bring value to the project.

Existing Venue

Eventus proposes an integrated facility management agreement which will feature a land lease of no less than 15 years with 3 consecutive renewal periods of not less than 5 years on the MDCA. Eventus also asks that Miami-Dade County provide an evaluation period of 2-4 months during which assessments on the property can be made by both parties and changes to the contract, based on these assessments, can be discussed.

Once all arrangements have been settled, Eventus will commit to maintaining the current level of gross revenues as a minimum and asks that Miami-Dade County continue to subsidize the venue under the current budgeted/planned commitments for no less than 4 years as follows:

Year 1:	100% of subsidy level
Year 2:	Not Less than 75% of subsidy level
Year 3:	Not Less than 50% of subsidy level
Year 4:	Not Less than 25% of current subsidy level
Year 5 & beyond:	No Miami-Dade County subsidy required

Eventus is proposing a minimum share of 5% of net proceeds towards Miami-Dade County after the venue (specifically the Miami-Dade County Auditorium) has reached a break-even point. Net proceeds to be defined as any and all revenue derived from venue rentals, concessions, tickets sales/surcharges and/or on-site sponsorship agreements, minus direct operational expenses associated with the day-to-day operations of the new multi-purpose facility.

Future Property Development

In addition to the net proceed share payable to Miami-Dade County for the existing building (MDCA), Eventus will pay a lease fee of not less than $2,000 monthly during the duration of the facility management agreement for the ability to erect an additional building (s) to house the expansion plans outlined herewith. These lease payments will commence upon the building receiving a certificate of occupancy.

Eventus will manage the venue from inception of contract. Should, after the initial term of the Agreement, the agreement not be renewed, regardless of reason, Eventus will maintain the rights to the name and concept developed by Eventus and its sub-contractors intellectual property contributions. Eventus will be under no obligation to maintain its property or exhibits at the venue should the lease be terminated.

Eventus will maintain the right to:

- Subcontract any operations within the facility and will oversee all operations for the term of the lease
- Erect additional buildings that fit the purpose and style of the facility

Benefit to Small, Community Based, Contractors

Eventus is committed to serving the community. Eventus' management team will oversee all facets of the venue. Eventus may receive bids from varying subcontractors for services including but not limited to:

- Architectural designs
- Construction
- Concessions
- Shops
- Laundering
- Food and Beverage Service
- Electronic maintenance and set-up
- Advertisement
- Transportation
- Community Outreach
- Ticket Sales
- Promotional Materials
- Janitorial services

The opportunity to bid on any of these services will be available to all interested contractors with a preference shown toward proposals made by small businesses including small service-disabled veteran owned and small-minority owned businesses within Miami-Dade County.

Performance Guarantees

- Eventus will re-position venue as a multi-use facility to include a comprehensive catering service, open floor layout, and dance hall environment
- Eventus will re-structure facility operations/staff within first 12 months of initial term
- Eventus will commit to increasing current level of gross profitability by 10% in the first year while at a minimum maintaining current level of revenue
- Eventus will commit to contributing a pre-determined, mutually agreed upon number of nights to Miami-Dade County for Community relations purposes
- Eventus will actively procure corporate partners to generate new lines of revenue in the form of naming rights, pouring rights, in-venue agreements, amongst others
- Eventus guarantees the use of the Celia Cruz exhibit
- Eventus guarantees the use of and access to memorabilia of the Israel Lopez "Cachao's Estate
- Eventus guarantees the involvement and collaboration of GRAMMY® winning artist Willy Chirino as outlined in this proposal

Proposed Obligations and Requirements of the County

- Miami-Dade County grants an initial minimum 15 year term with 3 consecutive, minimum 5 year renewal periods
- Miami-Dade County to provide subsidy to venue at current budgeted standards/levels for at least the first **4 years** of the Integrated Facility Management Agreement as outlined above unless breakeven point is achieved earlier
- Miami-Dade County to maintain minimum maintenance levels, included but not limited to all items related to structural integrity of the existing building, minimal janitorial services, and predetermined county services
- Miami-Dade County will maintain property insurance on the existing MDCA building structure
- Miami-Dade County maintain current funds earmarked for capital improvements in place

Contact Information

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WILLY CHIRINO ENTERPRISES

407 Lincoln Road, Suite 501
Miami Beach, Florida 33139

March 5, 2009

George M. Burgess
County Manager
Miami-Dade County
111 NW 1st Street
Suite 2910
Miami, FL, 33128

RE: Submission by Eventus for the management of the Miami Dade County Auditorium

Dear Mr. Burgess:

I am thrilled to support this initiative. The Miami Dade County Auditorium is a cultural landmark in South Florida and especially within the community that has grown around the facility. I have many fond memories in this building and I would be honored to serve as a cultural ambassador for this proposed project. South Florida and particularly Miami is a focal point for Latin entertainment and absolutely deserves a center to celebrate our contributions to society, art and American culture.

This letter serves to formally express my intention to participate along with Eventus, as a contributor to the success of this project.

Sincerely,

Willy Chirino

THE ESTATE OF CELIA CRUZ

Omer Pardillo Cid – Executor
P. O BOX 649 Edgewater, New Jersey 07020
55 Flanagan Way Suite 302 Secaucus, New Jersey 07094
(305) 205-7453 – (201)348-6670 - Email Pardillocid@aol

March 3, 2009

George M. Burgess
County Manager
Miami-Dade County
111 NW 1st Street
Suite 2910
Miami, FL, 33128

Dear Mr. Burgess:

This letter serves to express the intention of the Estate of Celia Cruz, of which I am the sole executor, to participate along with Eventus in the development of the project proposed for the Miami Dade County Auditorium. The estate has hundreds of iconic memorabilia items, some which are currently on loan to the Smithsonian Museum of American History, and it would be our intent to make of the Miami Dade County Auditorium our permanent home, should the county approve the management and development plan as outlined by Eventus.

Please consider this letter as an enthusiastic endorsement for the plan.

Sincerely,

Omer Pardillo-Cid

F/S/O Estate of Celia Cruz

THE ESTATE OF ISRAEL LOPEZ
"CACHAO"

Daniel Palacio - executor
19612 NW 82nd Place
Miami, FL 33015

March 4, 2009

George M. Burgess
County Manager
Miami-Dade County
111 NW 1st Street
Suite 2910
Miami, FL, 33128

Dear Mr. Burgess:

This letter serves to express the intention of the Estate of Israel Lopez "CACHAO", of which I am the sole executor, to participate along with Eventus in the development of the project proposed for the Miami Dade County Auditorium. The estate has numerous memorabilia items, and photographs, and it would be our intent to make of the Miami Dade County Auditorium our permanent home, should the County approve the management and development plan as outlined by Eventus.

Please consider this letter as an enthusiastic endorsement for the plan.

Sincerely,

Daniel Palacio

MIAMI-DADE COUNTY
BOARD OF COUNTY COMMISSIONERS
OFFICE OF THE COMMISSION AUDITOR

Legislative Notes

Agenda Item:	**8(M)1(A) and 8(O)1(A)**
File Number:	**111063 and 111070**
Committee(s) of Reference:	**Board of County Commissioners**
Date of Analysis:	**June 9, 2011**
Type of Item:	**Resolution**

Summary

These resolutions approve the following:

- Legislative Item No. 111063- Ratifying decision of the County Mayor or County Mayor's designee to reject the unsolicited proposal from Eventus Marketing, Inc. (Eventus) for a long term facility management agreement for the Dade County Auditorium (DCA); and
- Legislative Item No. 111070- Authorizing the County Mayor or County Mayor's designee to reject the proposal received for the request for proposals to lease, operate and manage Dade County Auditorium RFP No. 718.

Background

On September 13, 2010, the County Manager issued a Memo on the Dade County Auditorium's proposed level of funding for FY2010-2011 that would reduce staffing and operation levels to allow for the currently contracted revenue generated events and rentals to occur. Additionally, the memo further explains the decreasing revenues being earned by DCA along with the escalating costs of operating the facility, have required these efficiencies in response to the reduced amount of subsidy available.

Furthermore, the Memo mentions that the Dade County Auditorium will continue to be open for all groups that have held events there, there will be no change in cost to the community art groups for booking events, and any proposed changes to the rates would have to be presented to the Board of County Commissioners (BCC) for approval.

Finally, the Memo details the County's plan for DCA in FY2010-2011 to include information on an unsolicited proposal it received from Eventus to manage DCA and a subsequent RFP (RFP No. 718) issued by the County for the lease, operation and management of DCA.

Unsolicited Proposal –Legislative Item No. 111063

According to the Manager's Memo for Legislative Item No. 111063, On March 5, 2009, the County received an unsolicited proposal from Eventus to manage the DCA which included the following elements:

- Create an exhibit space within the facility to showcase Hispanic/Latin cultural contributions;
- Renovate and reconfigure the DCA; and
- Design and build a restaurant, black-box theatre and recording studio
- County would continue to maintain supporting service levels for maintenance, custodial and landscaping service for five years

The proposed resolution ratifies the rejection of the unsolicited proposal and requires the County to return a monetary deposit to Eventus (deposit retained by the County upon submittal of the unsolicited proposal) minus any direct costs associated with evaluating the proposal.

RFP 718-Legislative Item No. 111070
According to the Manager's Memo, on April 20, 2010, the County issued a Request for Proposals for the Lease, Operation and Management of the Auditorium (RFP No. 718). Subsequently, the County notified Eventus of RFP No. 718 and Eventus was the only respondent.

However, at the September 13, 2010, Recreation and Cultural Affairs Committee meeting, discussion ensued regarding options that would allow the County to continue operating the DCA. Subsequently, on October 19, 2010, the former Mayor of Miami-Dade County, held a press conference to announce that the County would continue to operate DCA.

Consequently, County administration has been working with community arts promoters and producers, to increase revenues of the facility and therefore recommending to reject the proposal received under RFP No. 718.

Recent legislation
On June 3, 2010, the BCC approved Resolution R-589-10, approving a significant modification to General Obligation Bond (GOB) Program Project No. 292-Dade County Auditorium, decreasing the allocation from $8 million to $4 million in order transfer the Hispanic Black Box Theatre from Miami-Dace County Auditorium to GOB Project No. 286 - Construction of the Westchester Community Arts Center.

Budgetary Impact
In FY2009-2010, DCA was budgeted at $1.009 million in expenses with projected revenues of $561,000 requiring the subsidy of $447,600. The FY2010-2011 adopted budget includes the subsidy of $220,500 in expenses.

Comments

The following questions were posed to MDPR, followed by their responses, relating to DCA:

1. What is the budget for DCA for the last 3 years?

	Budget FY 07-08	Actual FY 07-08	Budget FY 08-09	Actual FY 08-09	Budget FY 09-10	FY 09-10
Revenues (fees and charges)	559,600	651,225	578,100	522,414	571,942	557,803
Expenses	1,061,900	1,358,407	1,082,300	947,960	1,008,600	851,640
GF Subsidy	(502,300)	(707,182)	(504,200)	(425,546)	(436,658)	(293,837)

2. How much has the County subsidized to DCA in the last three years? **Total three years subsidy from FY 07-08 to FY 09-10 $1,426,565 (see above table).**
3. How many shows are needed to increase revenues for DCA to operate within budget? **Not provided.**
4. What is included in the DCA subsidy needs plan being developed by OSBM? **Revenue - $610,000, Expenses - $826,000 Net ($216,000) 4 FT positions, 7 PT positions**
5. What has been the attendance for DCA in the last 3 years?
   Total attendance at the Miami-Dade County Auditorium over the past three years is 365,419.
   2008/2009 = 101,963
   2009/2010 = 129,287
   2010/2011 = 134,169 (projected)
6. What was the amount of the deposit retained by the County upon submittal of the unsolicited proposal by Eventus? **$25,000**
7. Were there any direct costs incurred by the County associated with evaluating the proposal? **No direct costs.**

Prepared by: Mia B. Marin