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This is not an advertisement.

Miami-Dade County, FL Cattle and Livestock Show Promotion and Product

RFP No. 890

SCOPE OF SERVICES

2.1 Background

Since 2008, the County has hosted the Miami International Agriculture, Horse and Cattle Show (event). This event has helped to facilitate the development of the County's potential as the central international marketplace for the agriculture, livestock and cattle breeding industries. The event was awarded status as one of five Premier Point Shows in the State of Florida by the Florida Cattlemen's Association with Brahman, Brangus, Angus, Santa Gertrudis and Senepol breeds participating, and has been sanctioned for four years by the American Brahman Breeders Association as a point show as well.

The event is held annually, generally during the months of March or April for three days, at the Ronald Reagan Equestrian Center at Tropical Park, 7900 SW 40th Street, Miami, FL 33155. April 2013 marked the 6th Anniversary of the event which is open to the public, international/national breeders, agri-business promoters, agriculture distributors, equipment manufacturers, technical resource providers, trade and technical representatives. Cattle breeders from over 18 States, including Florida, Georgia, Texas, Arizona, Arkansas, and Missouri, have exhibited over a dozen breeds of cattle at the event.

The 2013 event attracted more than 25,000 visitors with representatives from over 24 countries including Russia, Argentina, Brazil, Panama, and Guatemala, who enjoyed delicious food, entertainment, and educational agriculture presentations that were fun and engaging for the whole family. The event showed more than 200 heads of cattle during competitive cattle shows and featured livestock petting exhibits of dairy goats, rabbits, and cows. In addition to the Agriculture, Horse, and Cattle Show, the 2013 event also included a Cattle Auction featuring various cattle breeds including Brahman and Brangus. At the 2014 event, an auction featuring various breeds of cattle and horses will also be held.

Since 2010, the County has pledged a portion of the proceeds generated from the food and beverage sales and trade show vendors at the event to the South Florida Autism Charter School (SFACS). SFACS is a non-profit organization whose mission is to provide education and services to individuals with autism spectrum disorders (ASD) residing in Miami-Dade and Broward Counties. SFACS targets students diagnosed with ASD who have communication deficits and/or behavioral challenges who may require training in self-help skills. To date, the event has raised approximately \$350,000-\$400,000 for the school. Members from SFACS generally volunteer at the event and assist with parking. In lieu of a pledge this year the County is requesting that the South Florida Autism Charter School (SFACS) manage the food and beverage portion of the event, SFACS will retain the profits from the sale of food and beverages.

The 2013 event included the following key elements related to the cattle and livestock industry:

- Cattle Breed Judging
- Exhibiting Senepol Cattle
- Cattle Auction
- Andalusian & Paso Fino Horse show
- Medieval Times Show

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- Polo Exhibition
- Team Penning, Cutting and Reining Events
- Horseback Skills
- Farm Animal Exhibition
- Pony Rides

The County, as represented by the Department, is soliciting proposals from qualified firms, individuals or not-for-profits, to promote, produce and manage the 7th annual agriculture, cattle and livestock show. It is the Department's intent to offset costs and maximize revenue through a shared reward-risk partnership model, where the County and selected Proposer will reduce the cost of developing the event. The County, at its sole discretion, will review the success of the 2014 event, and determine whether to continue the event for the remaining two years of the initial three-year contract term.

2.2 Preferred Qualifications

The selected Proposer should have:

- A. Adequate financial strength to attract sponsorship, hire staff and security, and provide the necessary equipment needed for the event.
- B. Experience managing the legal requirements that are involved in this type of operation.
- C. Adequate and verifiable experience in sponsoring agriculture, livestock and cattle show competitions, agriculture-focused trade shows or promotions and productions.

2.3 Requirements

The selected Proposer shall provide the following services to coordinate, promote, produce, operate, and market one event per year, for the term of the Contract.

A. Cattle Show and Livestock Event Coordination, Promotion and Marketing

The selected Proposer shall:

1. Develop and submit an Operation Plan (the Plan) for the event to the Department for approval thirty days after award of contract. At a minimum, the Plan shall include the selected Proposer's strategies for event marketing, promotion and shall include a proposed pro forma for the event.
2. Promote, coordinate, market and operate a large-scale agriculture cattle and livestock show which shall include, but not be limited to, international/national cattle breeders, agri-business promoters, agricultural distributors and manufacturers, technical research providers, trade and technical representatives.
3. Coordinate and provide a registered and sanctioned Beef Cattle show for the Brahman, Brangus, Santa Gertrudis and other breeds. The minimum number of heads of cattle shall be consistent with the number of heads of cattle that participated in the 2013 event (200 - 220 heads) and qualify for a registered (points)

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cattle show for the Brahman, Brangus, Santa Gertrudis and other breeds. All agricultural and cattle events shall abide by the rules and regulations put forth by governing bodies for each breed, the United States Department of Agriculture and the State of Florida Department of Agriculture and Consumer Services.

4. Retain the Department as a co-sponsor of the event at no charge, and shall include and refer to the Department as, "Miami-Dade County Parks, Recreation and Open Spaces Department" within the event title, all promotional material, correspondence, advertising, signage, press releases, media advisories and acknowledgements.

Note: All advertising material must have the Department's approval. (Refer to Article 38 of the anticipated contract)

B. Operations and Quality of Services

The selected Proposer shall:

1. Provide, at a minimum, food and beverage services, family-focused activities, restroom facilities, security services, and first aid services. Additionally, the selected Proposer shall provide an informational booth throughout the event.

Note: The selected Proposer shall outsource the management of food and beverage sales to SFACS. Refer to Section 2.1.

2. Have prior approval by the Department for all prices charged at the event. The prices may be modified only by written request from the selected Proposer to the Department and upon approval by the Department's Director or designee.
3. Provide courteous, prompt and efficient service, adequate to meet all reasonable customer requests.
4. Ensure its employees or hired staff are 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 Department with the name and telephone number of the selected Proposer's 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. Provide a safe operating environment. The selected Proposer shall be diligent in ensuring the safety of the patrons of the event and shall meet the Level 2 screening standards as described in Florida Statute s1012.32 for all prospective staff (employees and volunteers) that will provide any services at the event 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 days prior to the start of each annual event.

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7. Comply with all applicable Federal, State, County and Local regulations.

C. Cattle and Livestock Show Event Schedule

1. The event shall be conducted during a period anticipated to be March or April 2014, which will attract the maximum number of breeders, heads of cattle and industry representatives to the event. The event shall not conflict with other major events of this type held throughout the State of Florida and others which would greatly impact the participation of the agriculture and cattle related industries.
2. The selected Proposer shall host a cattle auction featuring various cattle breeds including Brahman and Brangus, including the sale of genetic material, as well as a horse auction featuring, but not limited to Paso Fino, Andalusian, Quarter Horses and Peruvian Paso Fino.
3. The event shall be at least three full days (i.e., early morning to evening) and held on a consecutive Friday, Saturday and Sunday. Optional days and complimenting events may be scheduled, and are subject to approval by the Department.

Note: The 2013 event and schedule may be viewed at <http://www.miacs.info/>.

D. Facility and Maintenance

The selected Proposer shall:

1. Provide the furnishings, amenities, fixtures, equipment and all other elements necessary for the event.
2. 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.
3. Throughout the event, remove and dispose of all materials/debris (i.e., garbage, trash) on a daily basis and shall keep the facility and adjacent premises in a clean condition satisfactory to the County. Trash cans should be emptied when filled to capacity; at no time should any trash can have trash overflowing. Walkways and adjacent areas should be free of all debris and litter.

E. Parking/Admissions

The selected Proposer shall provide the necessary staffing for orderly and controlled parking, security, and traffic control on Bird Road, as well as, shuttle service to the Ronald Reagan Equestrian Center for the event. Parking at the event, and admissions to the event, shall be at no cost to the public.

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2.4 Facilities and Services Provided by the County

The County and/or the Department will:

- A. Assign a Project Manager who will provide background information from past Miami International Agriculture, Horse and Cattle Shows, and act as a liaison with other County departments.
- B. Provide the selected Proposer with access and use of the Ronald Reagan Equestrian Center at Tropical Park (7900 SW 40th Street, Miami, FL 33155) for a period of two weeks prior to and one week following the event. Every effort will be made by the selected Proposer and the County to minimize the impact of regularly scheduled park events during the preparation and tear-down period of the event.
- C. Provide adequate landscape maintenance services and infrastructure (i.e., open areas, roadways, walkways and access control) necessary to safely conduct the event.
- D. Provide the selected Proposer its assistance (i.e., contact information, available historical information, general information etc.) and function as a liaison between breeders, vendors and other entities associated with past events in order to facilitate a seamless transition of operations.

Note: The Department anticipates that the County's commitment of resources may be higher during the initial event of the contract term; however, the County's commitment of resources will diminish in subsequent years.

2.5 Financials

The County is committed to subsidizing the operational cost for the first year's event in an amount not to exceed \$150,000. It is the County's intent that all events during the remaining years of the contract, including renewals, to hold the event annually, will be self-sustaining.

Percentage Fee

The County, at its sole discretion, will review the success of the 2014 event, and determine whether to continue the event for the remaining two years of the initial three-year contract term. In the event the County decides to proceed with the event, the selected Proposer shall pay the County a Percentage Fee beginning the second year of the three year contract term and through any option-to-renew years. The Percentage Fee shall represent a percentage of the selected Proposer's Gross Receipts from the sale of goods and services, as it relates to the