

ISSUING DEPARTMENT INPUT DOCUMENT

CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

New
 OTR
 Sole Source
 Bid Waiver
 Emergency
 Previous Contract/Project No. New Project

Re-Bid
 Other – Access of Other Entity Contract
 LIVING WAGE APPLIES: YES NO

Requisition No./Project No.: BW-10240
 TERM OF CONTRACT 1 YEAR(S) WITH YEAR(S) OTR

Requisition /Project Title: Deep Dive Miami Program

Description:

Miami-Dade County (the “County”) is seeking a firm to assist with the Deep Dive Miami Program. The Deep Dive Miami Program has been designed to assist in integrating new business leaders and executives into Miami’s technology business world.

Issuing Department: ISD-SPD
 Contact Person: Prisca Tomasi
 Phone: (305) 375-1075

Estimate Cost: \$159,000

Funding Source:
 GENERAL X
 FEDERAL
 OTHER

ANALYSIS

Commodity Codes:	918-20	958-16		
Contract/Project History of previous purchases three (3) years Check here <input checked="" type="checkbox"/> if this is a new contract/purchase with no previous history.				
	<u>EXISTING</u>	<u>2ND YEAR</u>	<u>3RD YEAR</u>	
Contractor:				
Small Business Enterprise:				
Contract Value:				
Comments:				
Continued on another page (s): <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO				

RECOMMENDATIONS

	Set-Aside	Subcontractor Goal	Bid Preference	Selection Factor
SBE				
Basis of Recommendation:				
				
Signed: Prisca Tomasi		Date sent to SBD: 05/26/2022		
		Date returned to SPD: 		

APPENDIX A – SCOPE OF SERVICES

1. Introduction

Miami-Dade County (the “County”) is seeking a firm to assist with the Deep Dive Miami Program. The Deep Dive Miami Program has been designed to assist in integrating new business leaders and executives into Miami’s technology business world.

2. Background

The COVID-19 pandemic accelerated the emigration of tech industry leaders, their companies and related investment firms from major business hubs to a warmer and more business and tax friendly metropolitan area: Miami-Dade County. These tech leaders and companies are expected to drive the city’s business community and to attract new talent to the County. To do so successfully, the Greater Miami Chamber of Commerce (GMCC) and the County will need to combine resources to quickly and effectively respond to the needs of these incoming executives and tech industry leaders. Deep Dive Miami will be able to assist in supporting driving and retaining the talent and businesses, establishing a tech hub in Miami, building higher economic impact and a faster recovery from the effects of COVID-19 on our community.

3. Required Services

Contractor shall provide services in two (2) phases as shown below:

Phase 1 – Deep Dive Miami Program Welcome Package and Forum Series

Contractor shall:

1. Prepare and provide a digital welcome package designed to give new leaders key information and access to important contacts that can help them with personal and business issues, as shown below:

Digital Welcome Package shall contain:

- Important information on Miami’s local, state, and federal leaders and government structures
- Listings for important County services, departments, and any other notable community leaders and organizations
- Economic stats of Miami
- Social impact programs
- Tech eco-system listings
- Overview of education system (PreK – 12 and Higher Education)
- Real estate (neighborhoods and companies)
- Cultural institutions and events
- International data and resources

2. Organize and host bi-weekly gatherings covering topics that will help participants get a quick and thorough understanding of Miami.

Bi-Weekly gatherings shall:

- Educate new executives about the major initiatives and issues being dealt with in the region from people and influencers making the headlines in Miami’s community.

- Be offered once a quarter, over a period of six (6) to eight (8) weeks and shall include 5 forums, each lasting two (2) hours.
- Provide topics and sessions developed with the intention of immersing executives in the top issues, exposing them to the cultural and ethnic richness, and introducing them to the leaders making Miami a robust and diverse economy for businesses to grow.

Phase 2 – CEO Resource Network (Concierge Services)

Contractor shall:

3. Provide a GMCC Concierge who shall be available to all participants to assist in connecting new leaders to the right people, information, and resources in the community, answering questions and solving issues.
4. Ensure GMCC Concierge has the right experience and expertise to solve unusual situations.

MARKET RESEARCH

Contract No.: BW-10242	Recommendation:
Title: Deep Dive Miami Program	<input type="checkbox"/> Exercise Option to Renew (OTR)
Procurement Contracting Officer: Prisca Tomasi	<input checked="" type="checkbox"/> Non-Competitive Acquisition
	<input type="checkbox"/> Solicit Competition
	<input type="checkbox"/> Access Contract
	<input type="checkbox"/> Other

Background:

Miami-Dade County's (County) Office of the Mayor is seeking a firm to assist with the County's Deep Dive Miami Program. The Deep Dive Miami Program has been designed to assist integrating new business leaders and executives into Miami's tech world.

The COVID-19 pandemic accelerated the migration of tech industry leaders, their companies and related investment firms from major business hubs to a warmer and more business and tax friendly metropolitan area. These tech leaders and companies are expected to drive the city's business community and to attract new talent to the County. To do so successfully, the Greater Miami Chamber of Commerce (GMCC) and the County will need to combine resources to quickly and effectively respond to the needs of these incoming executives and tech industry leaders. Deep Dive Miami will assist in supporting, driving and retaining the talent and businesses, by establishing a tech hub in Miami, building higher economic impact and a faster recovery from the effects of COVID-19 on our community.

The Scope of Work for this project will consist of two (2) phases, as shown below:

Phase 1: Deep Dive Miami Program

Provision of a digital welcome package designed to give new leaders key information and access to important contacts that can assist with personal and business issues. The following would be included in such digital welcome packages:

- Economic stats of Miami
- Social impact programs
- Tech eco-system listings
- Overview of educational system (Pre-K – 12 and Higher Education)
- Real estate (neighborhoods & companies)
- Cultural institutions and events
- International data and resources

Provision of Deep Dive Miami Forum Series, a bi-weekly gathering covering topics that will help participants get a quick and deep dive into understanding Miami. This format will educate new executives about Miami and its top issues being dealt with in the region from people and influencers making the headlines in Miami's community. The program is offered once a quarter, over a period of approximately six (6) to eight (8) weeks and will include five (5) forums, each lasting approximately two (2) hours.

Phase 2: CEO Resource Network (Concierge Services)

A GMCC Concierge will be available to all participants to assist in connecting new leaders to the right people, information and resources in the community, answering questions and solving issues.

The resulting contract is being requested for a twelve (12) month term and is not to exceed \$159,000.

Research Conducted:

Market research was conducted by the Internal Services Department, Strategic Procurement Division (ISD-SPD) and various networking opportunities were found throughout the market, such as The #MiamiTech Happy Hour!, Brickell Tech Tuesday, Miami Business, Tech & Entrepreneur Professional Networking Soriee, Multichain Monday: Building Bridges, and more.

Refresh Miami, founded in 2006, has served as the hub of Miami Tech for 15 years. Refresh Miami's mission is to educate, inspire, connect, and grow South Florida's tech and startup ecosystem. Refresh Miami members have the opportunity to learn from top-notch founders, innovators, and technology professionals from across the country.

Another organization, Tech Hub South Florida, allows member peer groups for exclusive options to meet, learn, and share together. They provide regular meetings, exclusive member communications as well as speakers & networking opportunities.


As South Florida is experiencing a tech boom, and various efforts trying to bring tech companies to the area, an accelerated pool of information and resources became available to local firms and companies seeking to settle in Miami.

However, the GMCC is proven to be uniquely qualified to respond to the immediate need of Miami's new business leaders. The GMCC has the necessary experience, a proven history of responsiveness and working at the forefront of our local business community, leading to relationships and access to Miami's top leaders. GMCC has extensive experience in educating business leaders, fast tracking readiness, especially the political environment, helping business leaders connect, and providing all with the right resources.

Recommendation:

Market research has shown opportunities throughout the market for support and connecting current and future business leaders seeking to move their tech businesses to Miami.

However, given GMCC's extensive experience and long-standing and established relationships with local top leaders and the urgent need to implement the program and assist in accelerating the success of companies and make them an integral part of building a more robust and diverse Miami economy, ISD-SPD recommends proceeding in from of a Bid Waiver with the GMCC for a twelve (12) month term and overall contract value of \$159,000.

Procurement Contracting Officer: _____


Date: 05/26/2022

Procurement Contracting Manager: _____
Pearl Bethel

Date: 05/26/2022