

# ISSUING DEPARTMENT INPUT DOCUMENT

## CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

New   
  OTR   
  Sole Source   
  Bid Waiver   
  Emergency   
 Previous Contract/Project No. ePPrFQ-00608

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

Requisition No./Project No.: RFP-01505   
 TERM OF CONTRACT 3 YEAR(S) WITH 2 YEAR(S) OTR

Requisition /Project Title: Marketing and Public Relations Services

Description: Miami-Dade County, hereinafter referred to as the County, as represented by the Miami-Dade County Department of Cultural Affairs, is soliciting interested parties to submit their qualifications for consideration to provide Marketing and Public Relations Services.

Issuing Department: ISD   
 Contact Person: Natalya Vasilyeva   
 Phone: 3053754725

Estimate Cost: \$5,728,000

Funding Source: GENERAL   
 FEDERAL   
 OTHER proprietary

### ANALYSIS

<b>Commodity Codes:</b>	<span style="border: 1px solid black; padding: 2px;">96153</span>			
Contract/Project History of previous purchases three (3) years Check here <input type="checkbox"/> if this is a new contract/purchase with no previous history.				
	<b>EXISTING</b>	<b>2<sup>ND</sup> YEAR</b>	<b>3<sup>RD</sup> YEAR</b>	
<b>Contractor:</b>	<span style="border: 1px solid black; padding: 2px;">PARTNERS ,Maxtrix 2, Inc</span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	
<b>Small Business Enterprise:</b>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	
<b>Contract Value:</b>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	
<b>Comments:</b>	<span style="border: 1px solid black; padding: 2px;"></span>			
Continued on another page (s): <input type="checkbox"/> YES <input type="checkbox"/> NO				

### RECOMMENDATIONS

	Set-Aside	Subcontractor Goal	Bid Preference	Selection Factor
<b>SBE</b>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>
<b>Basis of Recommendation:</b> <span style="border: 1px solid black; padding: 2px;"></span>				
<b>Signed:</b> <span style="border: 1px solid black; padding: 2px;">Natalya Vasilyeva</span>		<b>Date sent to SBD:</b> <span style="border: 1px solid black; padding: 2px;">10/06/2020</span>		
		<b>Date returned to SPD:</b> <span style="border: 1px solid black; padding: 2px;"></span>		

## 2.0 SCOPE OF SERVICES

### 2.1 **Background**

Miami-Dade County, as represented by the Miami-Dade County Department of Cultural Affairs (the “Department” or CUA), is seeking interested parties to submit their qualifications for consideration to provide Marketing and Public Relations Services for the Department’s cultural facilities and programs, including: the South Miami-Dade Cultural Arts Center, the Miami-Dade County Auditorium, Joseph Caleb Auditorium, the African Heritage Cultural Arts Center, the Culture Shock Miami program, the All Kids Included program, the Golden Ticket Arts Guide, Art in Public Places program, and other facilities and programs as may be required, on an as needed basis. The selected Proposer(s) will perform on a work order basis.

The Department of Cultural Affairs develops cultural excellence, diversity and participation throughout Miami-Dade County by strategically creating and promoting opportunities for artists and cultural organizations, and the residents and visitors who are their audiences. The Department creates, publishes, promotes, and disseminates information about the cultural excellence of artistic offerings in order to increase accessibility and attendance, and develops and coordinates arts education and outreach programs. Additionally, the Department of Cultural Affairs is tasked with managing the County’s four (4) cultural facilities. The provision of the services described in Group A, Marketing and Advertising, and Group B, Media and Public Relations, may be required for any of the programs and facilities offered by the Department. The following programs and facilities are currently under the Department’s purview:

#### **African Heritage Cultural Arts Center** (6161 NW 22nd Avenue, Miami, FL 33142)

The African Heritage Cultural Arts Center (AHCAC) complex includes a black box theater, a music building with a concert hall, piano lab and several practice rooms, a dance studio that is accessible to individuals with disabilities, an art gallery, several studio spaces, a print shop and classrooms.

It has a more than 40-year distinguished history of providing instruction in the arts in all artistic disciplines to youth through after school and school break academies and summer programs. Its work continues to develop the next generation of artists and arts supporters. In addition, the Center serves as an incubator for supporting and developing the work of African-American arts groups and artists through its black-box theater, rehearsal spaces and art gallery. The Center also serves as a welcoming place to the surrounding community, hosting classes and civic meetings.

**All Kids Included** promotes inclusive arts and cultural programs in school settings and throughout the community so that kids of all abilities and their families can participate fully in the arts.

#### **Art in Public Places**

Miami-Dade County Art in Public Places, a program of the Miami-Dade County Department of Cultural Affairs, serves the community through the implementation of art installations dedicated to enriching the public environment and to preserving and enhancing the artistic and civic pride of Miami-Dade County. Miami-Dade Art in Public Places promotes collaboration and creative art projects that improve the visual quality of public spaces. These public art installations transform public spaces from ordinary civic areas to sites that can lift the spirit and connect with the community.

One of the first public art programs in the country, Miami-Dade Art in Public Places was established in 1973 with the passage of an ordinance allocating 1.5% of construction cost of new county buildings for the purchase or commission of artworks. Art in Public Places is overseen by a citizens’ Trust appointed by the Board of County Commissioners. The Trust receives recommendations on acquisitions and commissions from the Professional Advisory Committee, an independent group of professionals in the field of art, art history, public art, architecture, landscape architecture and architectural history. Since its inception, the Miami-Dade Art in Public Places Trust has acquired or commissioned over 750 works of art and gained international recognition as a leader in its field. Artworks are installed countywide at diverse sites including Miami International Airport, Metrorail and Metromover stations, PortMiami, Zoo Miami, Adrienne Arsht

Center for the Performing Arts, parks, fire stations, libraries, police stations, public housing developments, courthouses and community health centers.

For more than a decade, the focus of the program has been on site-specific, collaborative projects that involve the thinking of artists, landscape architects, historians, engineers, and architects in a team approach. Creative problem solving through innovative collaborations has resulted in projects that validate, define, and expand community identity. The goals of the program are several: to enhance the artistic heritage of Miami-Dade County, to give dimension to the public environment for residents and visitors, to increase public awareness to works of art, and to promote understanding and awareness of the visual arts. The Art in Public Places program has given Miami-Dade County national visibility in the arts and a leadership role in public programming. Through Art in Public Places, the County supports the development of a unique and vital civic environment.

**Culture Shock Miami** The goal of Culture Shock Miami is to provide an affordable, accessible and attractive way to encourage teens and young adults (ages 13-22) to buy tickets to the rich variety of cultural events presented by Miami-Dade's non-profit arts organizations. Culture Shock Miami is designed to introduce this next generation of audience members to live arts and cultural experiences at the age when they are beginning to make their own decisions about entertainment options. The expectation is that if teens and young adults make the arts a regular entertainment choice, they will be more likely to become the full-price ticket buyers and subscribers of the future.

Through Culture Shock Miami, students can buy tickets for \$5 to the best dance, music, theater, film and spoken word events in Miami-Dade County. Tickets donated to the Department of Cultural Affairs by cultural organizations are available for purchase through [www.cultureshockmiami.com](http://www.cultureshockmiami.com) or at [www.TicketWeb.com](http://www.TicketWeb.com) free of any taxes, fees or surcharges. A student must use the first ticket purchased, but the second ticket purchased by the student can be used by a person of any age.

Culture Shock Miami currently has more than 200 cultural organizations providing allotments of tickets for the program and/or serving as co-presenting partners. Other program partners include TicketWeb, the Miami-Dade County Public School System and all of the area colleges and universities.

*Culture Shock Miami Presents*, a series dedicated to presenting nationally and internationally renowned artists that appeal specifically to the 13-22 year-old age range, was created in 2013 and presents more than a dozen performances each season to the public and through free school field trips. Culture Shock Miami Presents was recognized with a 2018 Achievement Award from the National Association of Counties (NACo).

**Golden Ticket Arts Guide**, published annually, features an array of free cultural offerings for Miami-Dade County senior residents, ages 62 and over. Seniors can enjoy everything included in the Golden Ticket Arts Guide free of charge.

**Joseph Caleb Auditorium** (5400 NW 22nd Avenue, Miami, FL 33142)

The Joseph Caleb Auditorium is a 962-seat theater that has been the gathering place in the Liberty City community for the performing arts for more than 36 years. The Auditorium has featured concerts, community forums, movie screenings and productions by community arts organizations throughout the year. A newly constructed parking garage serving the Auditorium and the adjoining Caleb Center courthouse and office complex is nearly complete. Renovation and expansion of the Auditorium is scheduled to commence in the coming fiscal year.

**Miami-Dade County Auditorium** (2901 West Flagler St, Miami, FL 33135)

Miami-Dade County Auditorium (MDCA) offers multiple dynamic presentation styles, ranging from a 2,372-seat mainstage theater that can host major dance, theater and music performances, scalable to smaller configurations as

needed, including a 250-seat “On Stage Black Box” theater in which both the audience and performers share the stage which is adapted into an innovative studio theater for more intimate and often, cutting edge shows. Since the theater opened its doors in 1951, it has served as the center for showcasing the diversity of our cultural life and most recently, as a hub for celebrating the Hispanic arts community.

The Department has launched a program to establish co-presenting partnerships with non-profit cultural organizations that can present performances on the main stage and in the black box configuration and begin to establish an artistic reputation for the theater which will encourage more use and presentations of higher artistic quality. This program also has the benefit of helping to develop Hispanic audiences for some of our community’s premiere cultural organizations.

**South Miami-Dade Cultural Arts Center (10950 SW 211th St, Cutler Bay, FL 33189)**

The South Miami-Dade Cultural Arts Center (SMDCAC) provides a world-class, multi-disciplinary cultural venue and community gathering place in the southern part of Miami-Dade County. In addition to providing a diverse range of quality entertainment to people from all backgrounds and ages, the Center’s mission includes an emphasis on educational and outreach activities in partnership with community groups. The Center’s multiple rehearsal and performing spaces also offers accessible state-of-the-art facilities to the Miami-Dade artistic community, presenters and audiences throughout South Florida.

The SMDCAC facility consists of the following spaces and areas: 1) Proscenium Theater (Main Stage), a state-of-the-art 966 seat performing arts space with a fly tower, orchestra pit, front of house spaces, (box office, lobby, concessions, etc), back of house support spaces (dressing rooms, storage, administrative offices, etc.); 2) Black Box Theater, 39’ x 49’ multipurpose space for intimate performances or rehearsals. Seating capacity is up to 129; 3) Lab Theater, 36’ x 60’ multipurpose space for intimate performances or rehearsals. Seating capacity is up to 129; 4) Dance Studio, 36’ x 44’ with high ceilings, sprung wood floor, mirrors, sound and video systems. This space is predominately used for dance rehearsals; 5) Outdoor Promenade and Back Yard Concert Lawn: The Center’s two buildings are joined by an outdoor promenade which can be used for pre-and post-show receptions and which leads to a gently sloped Back Yard Concert Lawn along the Black Creek Canal, which can accommodate more than 700 people for outdoor concerts and festivals.

## **2.2 Qualification Requirement**

### **Group A - Marketing and Advertising Services**

The selected Proposer(s) should have:

1. Experience in advertising the arts and culture, media purchasing and placement, digital marketing, graphic design, branding, publications, videography, cataloging direct mail, market research, outdoor, email marketing, website/internet display, distribution channel analysis, multi-lingual copywriting and translation, social media strategies, website design and content creation and updates.
2. Relevant experience providing marketing and/or advertising services to the arts and culture sector within the last five years, in particular to target audiences similar to those sought by the County's cultural programs and facilities.
3. Experience in successfully collaborating with not-for-profit organizations, local colleges, and universities on the creation of outreach events and/or the promotion of special events.
4. Experience in successfully marketing and messaging to specific populations such as Hispanics, Caribbean Americans, African Americans, Asian Americans, senior citizens, individuals and families with special needs, etc.
5. Experience successfully marketing a product or service to a culturally and economically diverse target market similar to Miami-Dade County and its neighborhoods.
6. Develop a digital campaign including digital retargeting, social media advertising, reporting on Google Analytics, E-blasts, E-newsletters, and other viral marketing tactics.

### **Group B - Media and Public Relations**

The selected Proposer(s) should have:

1. Experience in media relations, crisis communications, market research, special event planning and management, community outreach, translation services, development of press releases and media kits, and publicity.
2. Relevant experience providing media and/or public relations efforts to the arts and culture sector within the last five years, in particular to target audiences similar to those sought by the County's cultural programs and facilities.
3. Experience in successfully collaborating with not-for-profit organizations, local colleges, and universities on the creation of outreach events and/or the promotion of special events.
4. Experience in successfully promoting and messaging to specific populations such as Hispanics, Caribbean Americans, African Americans, Asian Americans, senior citizens, individuals and families with special needs, etc.
5. Experience successfully promoting a product or service to a culturally and economically diverse target market similar to Miami-Dade County and its neighborhoods.
6. Experience in successfully promoting events on social media platforms, content creation and engagement with social media influencers, as well as increasing awareness of key program features and accomplishments in relevant media outlets at a national and international level.

## **2.3 Requested Services, Tasks and Deliverables**

The following are examples of requested services, tasks and deliverables, that shall be specified in the applicable Work Order (see Section 2.6, Work Order Process).

### **Group A - Marketing and Advertising Services**

- a) Develop a strategic marketing plan, including situational analysis, opportunities and issues analysis (Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis), objectives, strategy, action plan, and timeline for implementation.

- b) Create, implement and analyze customer digital behavioral tracking and analytics tools, with the objective of optimizing the customer experience across digital channels and strategically directing available marketing spending and messaging.
- c) Conduct market research, including but not limited to, focus groups, surveys, polls, audience measurements, and collection and analysis of data.
- d) Develop creative concept including brand/image, slogan, tagline and logo, and development of collateral materials, publications, and promotional materials.
- e) Develop a digital campaign including digital retargeting, social media advertising, reporting on Google Analytics, E-blasts, E-newsletter, and other viral marketing tactics.
- f) Develop a media campaign, including but not limited to newspaper, on-line media, magazine, radio, TV, and outdoor.
- g) Perform all activities associated with media purchasing and placement, including negotiation of ad rates and advertisement time slots, advertisement insertion orders, placement, negotiations of public service announcements, and purchase of media buys.
- h) Provide printing and production services, including graphic art design layout, multi-lingual copywriting (English, Spanish and Creole), mechanical advertisement assembly, printing of brochures, publications, cataloging, direct mail, posters, and other collateral, distribution of brochures, scripting, photography, TV and digital video production, radio production, audio visual services, and all talent required for these services.
- i) Develop content for social media campaigns and contests to include microblogging, photo sharing, online videos, sharing incentives and other social media marketing. Identify social media “influencers” that can help promote the various CUA brands.
- j) Provide and implement web site design and content recommendations.
- k) Develop a mobile marketing campaign including creative concept, implementation and measurement methodology to gauge campaign results and provide regular reports on results.
- l) Develop an economical on-going promotional plan to increase awareness and ticket sales.
- m) Develop audience research tools, strategies and analytics
- n) Develop and implement comprehensive methodologies to measure and track the impact and success of advertising and marketing efforts (overall Return on Investment – ROI) and provide regular reports on results.
- o) Provide all other related services necessary to fulfill the Department of Cultural Affairs’ marketing and advertising needs.
- p) Secure the services of a provider to create short video pieces including interviews with performers, artists and/or installation and documenting evolution of projects, programs and/or public art commissions over specific duration.
- q) Whenever deemed necessary, secure a working partnership with highly-specialized firms with access to the contemporary art industry.

#### **Group B - Media and Public Relations Services**

- a) Develop a strategic public relations plan that includes media relations, community outreach, a communications strategy, a web, email and social media strategy, social media influencers, and timeline for implementation.
- b) Develop media lists, including local and national reach of contacts at a range of news outlets and culture magazines, journals.
- c) Research, write and distribute press releases to targeted media outlets.

- d) Create written content including blogging and microblogging, and digital content including videos, to highlight performances, activities and/or cultural partners using social media. Curate online videos, images and other related media to post via social media channels.
- e) Recommend public relations and publicity efforts to supplement paid advertising, including cooperative advertising partnerships locally and nationally.
- f) Develop media kits for specified projects / programs as needed.
- g) Develop speeches/talking points as directed.
- h) Fulfill media requests as directed.
- i) Coordinate and manage press conferences, media tours and special events.
- j) Pitch stories to targeted media audience.
- k) Provide creative ideas for unique partnerships to leverage resources.
- l) Provide monthly press clippings report.
- m) Provide media training for County spokespersons.
- n) Assist County staff with the implementation and promotion of special community outreach and/or promotional projects and events in collaboration with local cultural partners.
- o) Research and create collateral and/or promotional materials including but not limited flyers, brochures and/or performance programs.
- p) Create various outreach programs that target specific demographics based on program needs. Work with special interest groups to promote the Department's facilities, programs and/or performances.
- q) Collaborate with local colleges and universities to increase awareness of Culture Shock Miami within this targeted demographic group via orientation sessions, on-campus student activities, and college publications.
- r) Provide Culture Shock Miami (CSM) ambassadors (i.e., trained college students) to represent the program at cultural and community outreach events throughout Miami-Dade County.
- s) Assist with crisis communications support as needed.
- t) Develop audience research tools, strategies and analytics
- u) Develop and implement comprehensive methodologies to measure and track the impact and success of promotional and marketing efforts (overall Return on Investment – ROI) and provide regular reports on results.
- v) Provide all other related services necessary to fulfill the Department of Cultural Affairs' media and public relations needs.
- w) Secure a number of feature articles and mentions per year relating to specified projects (4 public art commissions per year) or the public art program in general within specified local and national contemporary art publications and news publications (Art in Public Places).

#### **2.4 Use of Materials**

All creative produced materials and elements of the campaigns developed by the selected Proposer(s) for the County shall become the property of the County, as will all materials, film negatives, art, radio and/or TV spots, etc. as well as campaign treatments developed but not utilized.

The County maintains the right to use any materials generated by the selected Proposer(s) in other County material generated by County personnel and may do so without the selected Proposer's consent or approval. The County

acknowledges certain legal constraints and, as such, requires new universal releases for materials unless cost considerations become prohibitive such as model releases, music, photographs, etc. and retains sole right to use materials created for the County as it sees fit. All restrictions on contracted materials such as stock photos, voice talent, models, etc. shall be provided to the County by the selected Proposer with implications stated prior to production by the selected Proposer.

## **2.5 Additional Services**

Although this solicitation and resultant contract identifies services to be provided to specific facilities and programs, the County reserves the right to negotiate with the selected Proposer a work order for, or directly contract, additional services during the term of this contract, such as all printing necessary for the implementation of any creative or media campaign. The creative and related specifications from the selected Proposer will be coordinated with and provided to, the County prior to printing. The selected Proposer, if requested, shall provide the printing of materials with the consultation of the County. Any printing will be done on a net basis. The County reserves the right to award these additional services to the selected proposer, or to acquire the services through a separate solicitation.

## **2.6 Work Order Process**

The selected Proposers will participate in a work order process. Following is the Work Order process:

### **A. Assignments**

When the need arises, the CUA will develop work order assignments, and provide the selected Proposer with information regarding the specific objectives, anticipated deliverables and desired outcomes and timelines. The selected Proposer shall prepare a written proposal for review and approval by the CUA.

### **B. Work Order**

Work Orders will be issued by the CUA for all work to be performed under any contract as a result of this Solicitation. Multiple work orders may be issued simultaneously, depending on the need for the services.

The County reserves the right to enter into negotiations with the selected Proposer for each specific work order. Pricing may be established in each particular Work Order based on the agreed upon hourly rates. However, the County reserves the right to award individual work orders on a fixed price basis. Additionally, submittal of hourly rates shall in no way preclude the County from negotiating for lower hourly rates for specific work orders.

When an assignment falls under multiple service categories, the CUA, at its sole discretion, will determine which key area to utilize or may request a work plan from both.

Note: All costs associated with estimating a project shall be borne by the selected Proposer, and the selected Proposer shall not have any claim, financial or otherwise, against the CUA or the County, as a result of the CUA modifying or canceling a work order.