

Solicitation 2022-083-ND

Strategic Communications and Publicity Services

Bid Designation: Public

MIAMIBEACH

City of Miami Beach

Bid 2022-083-ND

Strategic Communications and Publicity Services

Bid Number	2022-083-ND
Bid Title	Strategic Communications and Publicity Services
Bid Start Date	Oct 29, 2021 11:09:02 AM EDT
Bid End Date	Nov 12, 2021 3:00:00 PM EST
Question & Answer End Date	Nov 3, 2021 5:00:00 PM EDT
Bid Contact	NATALIA DELGADO 305-673-7490 NATALIADELGADO@MIAMIBEACHFL.GOV
Contract Duration	1 year
Contract Renewal	Not Applicable
Prices Good for	Not Applicable
Bid Comments	The City of Miami Beach, Florida (hereinafter referred to as the “City”) is soliciting Letters of Interest (“LOI”) from qualified public relations firms that will be able to provide strategic communications and publicity services for the City of Miami Beach Cultural and Art in Public Places Programs.

Item Response Form

Item	2022-083-ND-01-01 - SUBMIT A. Cover Letter
Quantity	1 each
Prices are not requested for this item.	
Delivery Location	City of Miami Beach <u>No Location Specified</u>

Qty 1

Description

Cover Letter. A cover letter to indicate name and contact information for the submitting firm or individual, to include: address, primary telephone number and email address.

A1. Minimum Eligibility Requirements. Submit verifiable information documenting compliance with the minimum eligibility requirement established in Section 3, Minimum Eligibility Requirement.

Item	2022-083-ND-01-02 - SUBMIT B. Experience and Qualifications
Quantity	1 each
Prices are not requested for this item.	
Delivery Location	City of Miami Beach <u>No Location Specified</u>

Qty 1

Description

Experience and Qualifications. Submit detailed information regarding the consultant’s history and relevant experience, and proven record of providing the scope of services as identified in this RFLI by submitting the following:

B1. Qualifications of the Proposing Firm. Submit detailed information regarding the relevant experience and proven track record of the firm and/or its principal in providing the scope of services similar as identified in this RFLI, including experience in providing similar scope of services to public sector agencies. For each project that the Consultant submits as evidence of similar experience for the firm and/or any principal, the following is required: project description, agency name, agency contact, contact telephone & email, and year(s) and term of engagement. For each project, identify whether the experience is for the firm or for a principal (include name of principal).

B2. Qualifications of Consultant Team. Provide an organizational chart of all personnel and consultants to be used for this project if awarded, the role that each team member will play in providing the services detailed herein and each team members’ qualifications. A resume of each individual, including education, experience, and any other pertinent information, shall be included for each consultant team member to be assigned to this contract.

Item **2022-083-ND-01-03 - SUBMIT C. Scope of Services Proposed**

Quantity **1 each**

Prices are not requested for this item.

Delivery Location **City of Miami Beach**
No Location Specified

Qty 1

Description

Scope of Services Proposed. Submit detailed information addressing how consultant intends to achieve each portion of the scope of services and technical requirements outlined in Section 4, Statement of Work Required. Responses shall be in sufficient detail and include supporting documentation, as applicable.

Item **2022-083-ND-01-04 - SUBMIT D. Cost Proposal**

Quantity **1 each**

Prices are not requested for this item.

Delivery Location **City of Miami Beach**
No Location Specified

Qty 1

Description

Cost Proposal. Provide a breakdown of fees for the engagement (please refer to Section 2 above). Final fees will be negotiated with the selected firm.

**ITQ/RFLI/RFI SUBMITTAL QUESTIONNAIRE
SECTION 1 – BID CERTIFICATION FORM**

This document is a **REQUIRED FORM** that must be submitted fully completed and submitted.

Solicitation No: 2022-083-ND	Solicitation Title: Strategic Communications and Publicity Services
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BIDDER'S NAME: <input type="text"/>		
NO. OF YEARS IN BUSINESS: <input type="text"/>	NO. OF YEARS IN BUSINESS LOCALLY: <input type="text"/>	NO. OF EMPLOYEES: <input type="text"/>
OTHER NAME(S) BIDDER HAS OPERATED UNDER IN THE LAST 10 YEARS: <input type="text"/>		
BIDDER PRIMARY ADDRESS (HEADQUARTERS): <input type="text"/>		
CITY: <input type="text"/>		
STATE: <input type="text"/>	ZIP CODE: <input type="text"/>	
TELEPHONE NO.: <input type="text"/>		
TOLL FREE NO.: <input type="text"/>		
FAX NO.: <input type="text"/>		
BIDDER LOCAL ADDRESS: <input type="text"/>		
CITY: <input type="text"/>		
STATE: <input type="text"/>	ZIP CODE: <input type="text"/>	
PRIMARY ACCOUNT REPRESENTATIVE FOR THIS ENGAGEMENT: <input type="text"/>		
ACCOUNT REP TELEPHONE NO.: <input type="text"/>		
ACCOUNT REP TOLL FREE NO.: <input type="text"/>		
ACCOUNT REP EMAIL: <input type="text"/>		
FEDERAL TAX IDENTIFICATION NO.: <input type="text"/>		

By virtue of submitting a bid, bidder agrees: a) to complete and unconditional acceptance of the terms and conditions of this document, inclusive of this solicitation, all specifications, attachments, exhibits and appendices and the contents of any Addenda released hereto; b) to be bound, at a minimum, to any and all specifications, terms and conditions contained herein or Addenda; c) that the bidder has not divulged, discussed, or compared the proposal with other bidders and has not colluded with any other bidder or party to any other bid; d) that bidder acknowledges that all information contained herein is part of the public domain as defined by the State of Florida Sunshine and Public Records Laws; e) the bidder agrees if this bid is accepted, to execute an appropriate City of Miami Beach document for the purpose of establishing a formal contractual relationship between the bidder and the City of Miami Beach, Florida, for the performance of all requirements to which the bid pertains; and f) that all responses, data and information contained in the bid submittal are true and accurate.

The individual named below affirms that s/he: is a principal of the applicant duly authorized to execute this questionnaire, and that the contents of said document(s) are complete, true, and correct to the best of his/her knowledge and belief.

Name of Bidder's Authorized Representative: <input type="text"/>	Title of Bidder's Authorized Representative: <input type="text"/>
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SECTION 2 - ACKNOWLEDGEMENT OF ADDENDUM

After issuance of solicitation, the City may release one or more addendum to the solicitation, which may provide additional information to bidders or alter solicitation requirements. The City will strive to reach every bidder having received solicitation through the City's e-procurement system. However, bidders are solely responsible for assuring they have received any and all addendum issued pursuant to solicitation. This Acknowledgement of Addendum section certifies that the bidder has received all addendum released by the City pursuant to this solicitation. Failure to obtain and acknowledge receipt of all addenda may result in proposal disqualification.

Enter Initial to Confirm Receipt		Enter Initial to Confirm Receipt		Enter Initial to Confirm Receipt	
	Addendum 1		Addendum 6		Addendum 11
	Addendum 2		Addendum 7		Addendum 12
	Addendum 3		Addendum 8		Addendum 13
	Addendum 4		Addendum 9		Addendum 14
	Addendum 5		Addendum 10		Addendum 15

If additional confirmation of addendum is required, submit under separate cover.

SECTION 3 - CONFLICT OF INTEREST

All bidders must disclose the name(s) of any officer, director, agent, or immediate family member (spouse, parent, sibling, and child) who is also an employee of the City of Miami Beach. Further, all bidders must disclose the name of any City employee who owns, either directly or indirectly, an interest of ten (10%) percent or more in the bidder entity or any of its affiliates.

YES NO

If yes, please disclose the name(s):

	FIRST AND LAST NAME	OCCUPATION
1		
2		
3		
4		
5		
6		

SECTION 4 - MORATORIUM ON TRAVEL TO AND THE PURCHASE OF GOODS OR SERVICES FROM AND MISSISSIPPI

Pursuant to Resolution 2016-29375, the City of Miami Beach, Florida, prohibits official City travel to Mississippi, as well as the purchase of goods or services sourced in Mississippi. Bidder shall agree that no travel shall occur on behalf of the City to Mississippi, nor shall any product or services it provides to the City be sourced from this state.

By virtue of submitting bid, bidder agrees it is and shall remain in full compliance with Resolution 2016-29375 <https://www.miamibeachfl.gov/wp-content/uploads/2021/04/2016-29375-Resolution-Moratorium-for-North-Carolina-Mississippi.pdf>

SECTION 5 - REFERENCES AND PAST PERFORMANCE

Project No.	<i>2022-083-ND</i>
Project Title	<i>Strategic Communications and Publicity Services</i>

Bidder shall submit at least three (3) references for whom the bidder has completed work similar in size and nature as the work referenced in solicitation.

Reference No.1

Firm Name:

Contact Individual Name and Title:

Address:

Telephone:

Contact's Email:

Narrative on Scope of Services Provided:

Reference No.2

Firm Name:

Contact Individual Name and Title:

Address:

Telephone:

Contact's Email:

Narrative on Scope of Services Provided:

Reference No.3

Firm Name:

Contact Individual Name and Title:

Address:

Telephone:

Contact's Email:

Narrative on Scope of Services Provided:

Additional Reference

Firm Name:

Contact Individual Name and Title:

Address:

Telephone:

Contact's Email:

Narrative on Scope of Services Provided:

SECTION 6 - VENDOR CAMPAIGN CONTRIBUTIONS

Bidders are expected to be or become familiar with, the City's Campaign Finance Reform laws, as codified in Sections 2-487 through 2-490 of the City Code https://library.municode.com/fl/miami_beach/codes/code_of_ordinances?nodid=SPAGEOR_CH2AD_ARTVIISTCO_DIV5CAFIRE

Bidders shall be solely responsible for ensuring that all applicable provisions of the City's Campaign Finance Reform laws are complied with, and shall be subject to any and all sanctions, as prescribed therein, including disqualification of their bid submittal, in the event of such non-compliance.

Are there any individuals or entities (including your sub-consultants) with a controlling financial interest which have contributed to the campaign either directly or indirectly, of a candidate who has been elected to the office of Mayor or City Commissioner for the City of Miami Beach.

YES NO

If yes, list name (first and last name) of individuals, occupation, amount and date:

	First and Last Name	Contributor Occupation	Amount	Date of Contribution
1				
2				
3				
4				
5				
6				
7				
8				
9				

SECTION 7 – SUSPENSION, DEBARMENT, OR CONTRACT CANCELLATION

Has bidder ever been debarred, suspended or other legal violation, or had a contract cancelled due to non-performance by any public sector agency?

YES NO

If answer to above is "YES," bidder shall submit a statement detailing the reasons that led to action(s):

SECTION 8 - BYRD ANTI-LOBBYING AMENDMENT CERTIFICATION FORM

APPENDIX A, 44 C.F.R. PART 18 – CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned Contractor certifies, to the best of his or her knowledge, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31, U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

The undersigned Contractor certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Contractor understands and agrees that the provisions of 31 U.S.C. § 3801 *et seq.*, apply to this certification and disclosure, if any.

By virtue of submitting bid, bidder certifies or affirms its compliance with the Byrd Anti-Lobbying Amendment Certification.

Name of Bidder's Authorized Representative: <input style="width: 90%;" type="text"/>	Title of Bidder's Authorized Representative: <input style="width: 90%;" type="text"/>
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SECTION 9 - SUSPENSION AND DEBARMENT CERTIFICATION

The Contractor acknowledges that:

(1) This Contract is a covered transaction for purposes of 2 C.F.R. pt. 180 and 2 C.F.R. pt. 3000. As such the contractor is required to verify that none of the Contractor, its principals (defined at 2 C.F.R. § 180.995), or its affiliates (defined at 2 C.F.R. § 180.905) are excluded (defined at 2 C.F.R. § 180.940) or disqualified (defined at 2 C.F.R. § 180.935).

(2) The Contractor must comply with 2 C.F.R. pt. 180, subpart C and 2 C.F.R. pt. 3000, subpart C and must include a requirement to comply with these regulations in any lower tier covered transaction it enters into.

(3) This certification is a material representation of fact relied upon by the City. If it is later determined that the Contractor did not comply with 2 C.F.R. pt. 180, subpart C and 2 C.F.R. pt. 3000, subpart C, in addition to remedies available to the City, the Federal Government may pursue available remedies, including but not limited to suspension and/or debarment.

(4) The Contractor agrees to comply with the requirements of 2 C.F.R. pt. 180, subpart C and 2 C.F.R. pt. 3000, subpart C while this offer is valid and throughout the period of any contract that may arise from this offer. The Contractor further agrees to include a provision requiring such compliance in its lower tier covered transactions.”

By virtue of submitting bid, bidder certifies or affirms its compliance with the Suspension and Debarment Certification.

Name of Bidder’s Authorized Representative: <input type="text"/>	Title of Bidder’s Authorized Representative: <input type="text"/>
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SECTION 14 - SMALL AND DISADVANTAGED BUSINESS CERTIFICATION

Pursuant to Resolution 2020-31519, the City is tracking the Small and Disadvantaged Businesses, as certified by Miami-Dade County that have been certified as Small or Disadvantaged Business by Miami-Dade County.

Does bidder possess Small or Disadvantaged Business certification by Miami-Dade County?
 YES NO

SECTION 15 - LGBT BUSINESS ENTERPRISE CERTIFICATION

Pursuant to Resolution 2020-31342, the City is tracking the utilization of LGBT owned firms that have been certified as an LGBT Business Enterprise by the National Gay and Lesbian Chamber of Commerce (NGLCC).

Does bidder possess LGBT Business Enterprise Certification by the NGLCC?
 YES NO

SECTION 16 – CODE OF BUSINESS ETHICS

Pursuant to City Resolution No.2000-37879, the Bidder shall adopt a Code of Business Ethics ("Code") and submit that Code to the Procurement Division with its response or within three (3) days upon receipt of request. The Code shall, at a minimum, require the Bidder, to comply with all applicable governmental rules and regulations including, among others, the conflict of interest, lobbying and ethics provision of the City of Miami Beach and Miami Dade County.

Bidder shall submit firm’s Code of Business Ethics within three (3) of request by the City. In lieu of submitting Code of Business Ethics, Vendor may indicate that it will adopt, as required in the ordinance, the City of Miami Beach Code of Ethics, available at <http://www.miamibeachfl.gov/city-hall/procurement/procurement-related-ordinance-and-procedures/>

Bidder adopts the City of Miami Beach Code of Business Ethics?
 YES NO

Bidder will submit firm’s Code of Business Ethics within three (3) days of request by the City?
 YES NO

SECTION 17 – DRUG FREE WORKPLACE CERTIFICATION

The Drug Free Workplace Certification is available at:
<https://www.miamibeachfl.gov/wp-content/uploads/2019/04/DRUG-FREE-WORKPLACE-CERTIFICATION.pdf>

By virtue of submitting bid, bidder certifies or affirms it has adopted policies, practices and standards consistent with the City's Drug Free Workplace Certification.

SECTION 18 – LOBBYIST REGISTRATION REQUIREMENTS

This solicitation is subject to, and all bidders are expected to be or become familiar with, all City lobbyist laws. Bidders shall be solely responsible for ensuring that all City lobbyist laws are complied with, and shall be subject to any and all sanctions, as prescribed therein, including, without limitation, disqualification of their responses, in the event of such non-compliance.

By virtue of submitting bid, bidder certifies or affirms that they have read and understand the above Lobbyist Registration Requirements.

SECTION 19 – NON-DISCRIMINATION

The Non-Discrimination ordinance is available at:

https://library.municode.com/fl/miami_beach/codes/code_of_ordinances?nodeId=SPAGEOR_CH2AD_ARTVIPR_DIV3COPR_S2-375NSSCOREWA

By virtue of submitting bid, bidder agrees it is and shall remain in full compliance with Section 2-375 of the City of Miami Beach City Code.

SECTION 20 – FAIR CHANCE REQUIREMENT

The Fair Chance Ordinance No. 2016-4012 is available at:

https://library.municode.com/fl/miami_beach/codes/code_of_ordinances?nodeId=SPAGEOR_CH62HURE_ARTVFACHOR

By virtue of submitting bid, bidder certifies that it has adopted policies, practices and standards consistent with the City's Fair Chance Ordinance. Bidder agrees to provide the City with supporting documentation evidencing its compliance upon request. Bidder further agrees that any breach of the representations made herein shall constitute a material breach of contract, and shall entitle the City to the immediate termination for cause of the agreement, in addition to any damages that may be available at law and in equity.

SECTION 21 – PUBLIC ENTITY CRIMES

Please refer to Section 287.133(2)(a), Florida Statutes, available at:

<https://www.flsenate.gov/Laws/Statutes/2012/287.133>

By virtue of submitting bid, bidder agrees with the requirements of Section 287.133, Florida Statutes, and certifies it has not been placed on convicted vendor list.

SECTION 23 – VETERAN BUSINESS ENTERPRISES PREFERENCE

Pursuant to City of Miami Beach Ordinance No. 2011-3748, https://library.municode.com/fl/miami_beach/codes/code_of_ordinances?nodeId=SPAGEOR_CH2AD_ARTVIPR_DIV3COPR_S2-374PRPRPRVECOGOCOSE the City shall give a preference to a responsive and responsible bidder which is a small business concern owned and controlled by a veteran(s) or which is a service-disabled veteran business enterprise, and which is within five percent (5%) of the lowest and best bidder, by providing such bidder an opportunity of providing said goods or contractual services for the lowest responsive bid amount. Whenever, as a result of the foregoing preference, the adjusted prices of two (2) or more bidders which are a small business concern owned and controlled by a veteran(s) or a service-disabled veteran business enterprise constitute the lowest bid pursuant to an ITB, RFP, RFQ, ITN or oral or written request for quotation, and such bids are responsive, responsible and otherwise equal with respect to quality and service, then the award shall be made to the service-disabled veteran business enterprise.

Is the bidder a service-disabled veteran business enterprise certified by the State of Florida?

YES NO

Is the bidder a service-disabled veteran business enterprise certified by the United States Federal Government?

YES NO

MIAMI BEACH

Miami Beach Department of Tourism and Culture
1755 Meridian Ave., 5th Floor
Miami Beach, Florida 33139

REQUEST FOR LETTERS OF INTEREST RFLI 2022-083-ND STRATEGIC COMMUNICATIONS AND PUBLICITY SERVICES

- 1. Introduction and Background.** The City of Miami Beach, Florida (hereinafter referred to as the “City”) is soliciting Letters of Interest (“LOI”) from qualified public relations firms that will be able to provide strategic communications and publicity services for the City of Miami Beach Cultural and Art in Public Places Programs¹. Over the past several decades, the cultural landscape of Miami Beach has evolved into a world-class destination for performing and visual arts. Visionary leaders have long understood the transformative potential of the arts and cultural economy for Miami Beach. In 1984, the City launched an Art in Public Places program that allocates two (2%) percent of hard costs for City and public/private projects to purchase public art. In 1998, the City strengthened its commitment to the arts by establishing the Cultural Arts Council (“CAC”) to develop, coordinate and promote the arts in Miami Beach. Since the program’s inception, the City of Miami Beach Mayor and Commission and the CAC have awarded approximately \$18 million in cultural arts grants, supporting thousands of performances, exhibits, and other cultural activities in the City. At present, the City awards \$850,000 in annual grants to cultural anchor institutions and presenting organizations that create cycles of performances and events all year round. In addition, \$2 million is allocated to sponsor cultural, sports and holiday events throughout the year. These successful programs are innovative, far-reaching, and energetic. The City’s cultural investment is complemented by privately sponsored events. The result is an arts agenda impressive in reach, frequency, and programmatic diversity.

The City provides a full roster of innovative arts and cultural programming. These programs include, but are not limited to the following:

Art in Public Places (“AiPP”) Artworks commissioned by AiPP add value to the public art collection, attract international attention, and celebrate the diversity and heritage of Miami Beach. In 2019, the program completed six (6) permanent, site-specific permanent works of public art at the newly renovated and expanded Miami Beach Convention Center (“MBCC”). The works include artists—**Franz Ackermann** (Berlin), **Elmgreen & Dragset** (Berlin), **Ellen Harvey** (Brooklyn), **Joseph Kosuth** (London/New York), **Joep van Lieshout** (Rotterdam), and **Sarah Morris** (New York). The \$7M investment in public art represents the largest municipal project, of its kind to be installed, in the United States. Notable for more than just the scale, the project grew out of a strident curatorial approach, requiring a complex and collaborative process that stretched over five (5) years from initial planning to final installation.

Temporary Public Art Projects Regarded as an international destination for arts and culture, Miami Beach is dedicated to commissioning works of temporary public art that evoke a unique sense of place and thoughtfully engage our residents and visitors. During Art Week Miami Beach 2019, the City commissioned *Order of Importance*, a monumental site-specific installation on Miami Beach by Argentinean conceptual artist Leandro Erlich. The 2021/2022 season includes works by Miami based artist Carlos Betancourt and Los Angeles based collaborative Friends With You.

¹The City of Miami Beach Art in Public Places and cultural programs have been featured in publications such as *The New York Times*, *Vogue International*, *Financial Times*, *The Observer*, *T Magazine*, *Conde Nast Traveler*, *designboom*, *Forbes*, *Artnet News*, *Galerie Magazine*, *Art Newspaper*, *New York Post*, *Wallpaper**, *Citylab* and *Hyperallergic*, among others.

No Vacancy, Miami Beach is a juried art competition that celebrates artists, provokes critical discourse, and invites the public to experience ten of Miami Beach's famed hotels as destination art spaces. For the second edition of *No Vacancy*, \$25,000 in prizes will be awarded, divided between a \$5,000 prize determined by public vote and a \$20,000 prize awarded by a jury of art experts. Each selected artist receives a stipend of \$10,000 to realize their project. The project is produced in collaboration with the Miami Beach Visitor and Convention Authority ("MBVCA").

Legacy Purchase Program is a collaboration with Art Basel Miami Beach, and under the direction of the AiPP, which set out to purchase a work of art to add to the AiPP collection within the MBCC campus. The goal of the program is to strengthen the connection between the City, residents and visitors, and Art Basel Miami Beach. By allowing the residents and visitors to be participate in the public art collection selection process, we embed the importance acquiring meaningful public art and expanding our relationship with Art Basel by enhancing our community engagement in the annual event. To date, the program has acquired artworks by Amoako Bofo, Sanford Biggers and Ebony G. Patterson.

Culture Crawl brings together some of the world's best cultural institutions for a night of free, unique and unforgettable cultural experiences. Every third Thursday of the month, October-May, 6 p.m. to 9 p.m., Miami Beach comes alive with art and culture as various institutions and buildings open their doors to give the public a taste of what they have to offer. From backstage tours, exhibition openings, temporary public art, and free film screenings in the park, the evening is a unique opportunity to experience Miami Beach's cultural institutions free of charge.

Miami Beach On Stage! presents live performances and temporary art installations in public spaces throughout the city. These culturally diverse performances include music, dance, theater and visual art. The program, which launched in July 2021, will run through September 2022 and showcases the City's cultural partners and local talent.

Through this RFLI, the City is seeking a consultant that will assist the Tourism and Culture Department with development of its arts and culture strategy, marketing and social media services (and related materials), media outreach, and public relations as further detailed in Section 4 below.

2. **Budget.** The City's budget for this engagement is a maximum of \$60,000. **Under no circumstance will the City award a contract pursuant to this engagement that exceeds \$60,000. Proposals that exceed \$60,000 will be rejected.**
3. **Minimum Eligibility Requirement.** The minimum eligibility requirement established for this RFLI is listed below. Bidder shall submit the required submittal(s) documenting compliance with the minimum requirement. Bidders that fail to comply with the minimum requirement shall be deemed non-responsive and shall not have its bid considered.
 1. Bidder (defined as the Firm) shall provide three (3) client references for which the Bidder has provided services similar in nature to the scope of this RFLI to a corporate entity, public and/or private.

Required Submittals: For each qualifying project, submit client name, client contact information (phone and email), scope of engagement, and start and completion dates.
4. **Statement of Work Required.** The City is looking to develop a comprehensive public relations strategy that focuses on the City's entire arts and cultural portfolio. Arts, culture and creativity are essential to Miami Beach's unique character and identity in the presence of emerging from the COVID-19 pandemic, climate risks and fierce competition across the South Florida region. The City is seeking a qualified firm to nationally and internationally promote the City's arts and culture programs and develop a strategic public relations plan that considers the tremendous growth the City's cultural community has experienced over the past decade. The Letters of Interest ("LOI") should provide public relations services, to the City, for its arts and culture initiatives:

The bidder will be expected to provide the following services upon selection:

Strategy Development:

- Develop a communications and marketing strategies, plans/timelines to ensure that PR assets, media invitations and announcement deadlines are developed and executed;

- Develop key messages and objectives to embed and enhance an understanding of the City's cultural programs, operations, and communications goals; and,
- Develop media strategies and sample story angles that elevate the awareness of programming, community, exhibitions, events, and leadership.

Marketing and Social Media:

- Where applicable, review City's general cultural marketing plans and, working within a set budget, provide recommendations for advertising purchasing and earned media;
- Leverage existing media relationships with publishers to develop favorable advertising/marketing packages;
- Advise on a separate advertising/marketing plans for digital platforms (if budget is available);
- Conduct periodic audits of existing social media practices and provide analysis of best practices;
- Identify digital and social media assets to post in a timely manner on City's platforms to complement the PR initiatives and increase attention and audience to the programs.

Materials Development:

- Review and adapt existing media materials and advise on other collateral relating to the exhibitions and programs;
- Develop media kits to include, at a minimum, fact sheets, leadership biographies, short history/timelines with key dates, institutional image sheets; and,
- Develop news releases for major announcements (up to four per quarter)

Media Outreach:

- Develop a media trips for members of the national and international media to visit arts and culture programs;
- Provide recommendations for media to visit and cover public cultural events in the City of Miami
- Perform all national and international media outreach on behalf of the City;
- Facilitate all media relations and appointments between the City, the artists' studios, cultural institutions, presenting organizations, galleries and other parties involved with the realization of the programming;
- Pitch media opportunities with City leadership;
- Develop introductions between City leadership and other contemporary art professionals;
- Advise on top media that should receive exhibition catalogues and/or other printed materials; and,
- Monitor big-picture stories developing in the media that could pertain to Miami Beach and advise on positioning itself as a source for quotes and information (when appropriate).

General Public Relations Services:

- Serve as national and international media contact on the artandculture@miamibeachfl.com website and media materials;
- Review existing media contact list and provide refreshed/expanded set of contacts;
- Send regular updates on new media contacts and staffing changes among media outlets;
- Advise on protocol and methods for expediently correcting inaccuracies published in the media;
- Provide general public relations counsel for the duration of the agreement on any issue that may affect the reputation of the City's arts and culture portfolio;
- Provide media tracking services with links to coverage and clippings as they happen.

Client Relations:

- Assign one Account Director to work directly with the City to execute services
- Conduct bi-weekly touch-base phone calls and quarterly full team phone calls to keep the City team informed of public relations efforts, and to keep updated on City's initiatives and programming;
- Provide weekly reports on activities on behalf of City including updates on the status of pending press, as well as links and/or clippings of recent coverage; and,
- Provide biannual reports of all coverage, media materials, and reach.

5. Submittal Instructions and Format:

5.1 Electronic Responses (Only). Responses must be submitted electronically through Periscope S2G (formerly BidSync) on or before the date and time indicated. A hard copy response or a response received through email or facsimile is not acceptable and will be rejected.

A consultant may submit a modified response to replace all or any portion of a previously submitted response until the submittal deadline. The City will only consider the latest version of the response.

Electronic submissions may require the uploading of attachments. All documents should be attached as separate files in accordance with the instructions included in Section 4.4, below. Attachments containing embedded documents or proprietary file extensions are prohibited. It is the consultant's responsibility to assure that its response, including all attachments, is uploaded successfully.

Only responses received, and time stamped by Periscope S2G (formerly BidSync) prior to the submittal deadline shall be accepted as timely submitted. Late responses cannot be submitted and will not be accepted. Consultants are cautioned to allow sufficient time for the submittal of responses and uploading of attachments. Any technical issues must be submitted to Periscope S2G (formerly BidSync) by contacting (800) 990-9339 (toll free) or S2G@periscopeholdings.com. The City cannot assist with technical issues regarding submittals and will in no way be responsible for delays caused by any technical or other issue.

It is the sole responsibility of each consultant to ensure its proposal is successfully submitted in Periscope S2G prior to the submittal deadline.

5.2 Non-Responsiveness. Failure to submit the following requirements shall result in a determination of non-responsiveness. Non-responsive responses will not be considered.

1. Bid Submittal Questionnaire (submitted electronically).
2. Failure to comply with Minimum Eligibility Requirement (See Section 3, Minimum Eligibility Requirement).

5.3 Omitted or Additional Information. With exception of the Bid Submittal Questionnaire (completed and submitted electronically), the City reserves the right to seek any omitted information/documentation or any additional information from the consultant or other source(s), including but not limited to: any firm or principal information, applicable licensure, resumes of relevant individuals, client information, financial information, or any information the City deems necessary to evaluate the capacity of the consultant to perform. Failure to submit any omitted or additional information in accordance with the City's request shall result in the response being deemed non-responsive.

5.4 Electronic Response Format. In order to maintain comparability and facilitate the review process, it is strongly recommended that proposals be organized and tabbed in accordance with the sections as specified below. The electronic submittal should be tabbed as enumerated below and contain a table of contents with page references. The electronic proposal shall be submitted through the "Line Items" attachment tab in Periscope S2G.

A. Cover Letter. A cover letter to indicate name and contact information for the submitting firm or individual, to include: address, primary telephone number and email address.

A1. Minimum Eligibility Requirements. Submit verifiable information documenting compliance with the minimum eligibility requirement established in Section 3, Minimum Eligibility Requirement.

B. Experience and Qualifications. Submit detailed information regarding the consultant's history and relevant experience, and proven record of providing the scope of services as identified in this RFLI by submitting the following:

B1. Qualifications of the Proposing Firm. Submit detailed information regarding the relevant experience and proven track record of the firm and/or its principal in providing the scope of services similar as identified in this RFLI, including experience in providing similar scope of services to public sector agencies. For each project that the Consultant submits as evidence of similar experience for the firm and/or any principal, the following is required: project description, agency name, agency contact, contact telephone & email, and year(s) and term of engagement. For each project, identify whether the experience is for the firm or for a principal (include name of principal).

B2. Qualifications of Consultant Team. Provide an organizational chart of all personnel and consultants to be used for this project if awarded, the role that each team member will play in providing the services detailed herein and each team members' qualifications. A resume of each individual, including education, experience, and any other pertinent information, shall be included for each consultant team member to be assigned to this contract.

C. Scope of Services Proposed. Submit detailed information addressing how consultant intends to achieve each portion of the scope of services and technical requirements outlined in Section 4, Statement of Work Required. Responses shall be in sufficient detail and include supporting documentation, as applicable.

D. Cost Proposal. Provide a breakdown of fees for the engagement (please refer to Section 2 above). Final fees will be negotiated with the selected firm.

6. Submittal Deadline. The deadline for letters of interest is **November 12, 2021 at 3:00 p.m., ET. Submittals received after the due date and time will not be considered** (Please refer to Section 5.1 above).

6.1 Question/Answer Deadline. Any question regarding this RFLI shall be submitted to the Procurement Contact identified below on or before **November 3, 2021 at 5:00 p.m. ET.**

7. Procurement Contact. Any questions or clarifications concerning this solicitation shall be submitted to the Procurement Contact noted below:

Contact:	Telephone:	Email:
Natalia Delgado	305-673-7000 Ext. 26263	nataliadelgado@miamibeachfl.gov

All responses to questions/clarifications will be sent to all prospective Proposers in the form of an addendum.

8. Evaluation of Responses. The City shall evaluate all letters of interest based upon the bidder's qualifications and the extent to which the bidder services meet the City's needs and concerns, are of high quality and adhere to best practice standards, and economically feasible. Following its receipt and review of the responses submitted to this Request for Letters of Interest, the City reserves the right to contact such firm (or firms) as the City, in its sole discretion and determination, may wish to interview, in further determining the most qualified firm (or firms) to perform the required services solicited pursuant to this process.

9. Method of Award. Responsive proposals will be evaluated on qualifications, scope, methodology, and cost. The City Manager may select the firm that she deems to be in the interest of the City. In making a selection, the City Manager shall, in addition to qualifications, scope and price, consider the following:

- The ability, capacity and skill of the bidder to perform the contract.
- Whether the bidder can perform the contract within the time specified, without delay or interference.
- The character, integrity, reputation, judgment, experience and efficiency of the bidder.
- The quality of performance of previous contracts.

- 10. Result of RFLI.** The City is not required to act upon any information obtained through this RFLI. However, the City reserves the right to negotiate an agreement or issue a Purchase Order pursuant to this RFLI to the respondent deemed to be in the best interest of the City.
- 11. Insurance Requirements.** See Attachment A.

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ATTACHMENT A

MIAMI BEACH

Insurance Requirements

2022-083-ND
STRATEGIC COMMUNICATIONS AND
PUBLICITY SERVICES

PROCUREMENT DEPARTMENT
1755 Meridian Avenue, 3rd Floor
Miami Beach, Florida 33139

INSURANCE REQUIREMENTS

The vendor shall maintain the below required insurance in effect prior to awarding the contract and for the duration of the contract. The maintenance of proper insurance coverage is a material element of the contract and failure to maintain or renew coverage may be treated as a material breach of the contract, which could result in withholding of payments or termination of the contract.

- A. Professional Liability (Errors & Omissions) Insurance appropriate to the Consultant's profession, with limit no less than \$1,000,000.

Additional Insured - City of Miami Beach must be included by endorsement as an additional insured with respect to all liability policies (except Professional Liability and Workers' Compensation) arising out of work or operations performed on behalf of the contractor including materials, parts, or equipment furnished in connection with such work or operations and automobiles owned, leased, hired or borrowed in the form of an endorsement to the contractor's insurance.

Notice of Cancellation - Each insurance policy required above shall provide that coverage shall not be cancelled, except with notice to the City of Miami Beach c/o EXIGIS Insurance Compliance Services.

Waiver of Subrogation – Vendor agrees to obtain any endorsement that may be necessary to affect the waiver of subrogation on the coverages required. However, this provision applies regardless of whether the City has received a waiver of subrogation endorsement from the insurer.

Acceptability of Insurers – Insurance must be placed with insurers with a current A.M. Best rating of A:VII or higher. If not rated, exceptions may be made for members of the Florida Insurance Funds (i.e. FWCIGA, FAJUA). Carriers may also be considered if they are licensed and authorized to do insurance business in the State of Florida.

Verification of Coverage – Contractor shall furnish the City with original certificates and amendatory endorsements, or copies of the applicable insurance language, effecting coverage required by this contract. All certificates and endorsements are to be received and approved by the City before work commences. However, failure to obtain the required documents prior to the work beginning shall not waive the Contractor's obligation to provide them. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements, required by these specifications, at any time.

CERTIFICATE HOLDER MUST READ:

CITY OF MIAMI BEACH
c/o EXIGIS Insurance Compliance Services
P.O. Box 4668 – ECM #35050
New York, NY 10163-4668

Kindly submit all certificates of insurance, endorsements, exemption letters to our servicing agent, EXIGIS, at:

Certificates-miamibeach@riskworks.com

Special Risks or Circumstances - The City of Miami Beach reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

Compliance with the foregoing requirements shall not relieve the vendor of his liability and obligation under this section or under any other section of this agreement.

Question and Answers for Bid #2022-083-ND - Strategic Communications and Publicity Services

Overall Bid Questions

There are no questions associated with this bid.

Question Deadline: Nov 3, 2021 5:00:00 PM EDT