

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: October 30, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER PURSUANT TO REQUEST FOR QUALIFICATIONS NO. 2024-413-WG, STATE LEGISLATIVE CONSULTING SERVICES; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH CAPITAL CITY CONSULTING, LLC, THE TOP-RANKED PROPOSER; FURTHER, IF THE ADMINISTRATION IS NOT SUCCESSFUL, IN NEGOTIATING AN AGREEMENT WITH CAPITAL CITY CONSULTING, LLC, AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH SUN CITY STRATEGIES, LLC THE SECOND-RANKED PROPOSER; AND FURTHER, AUTHORIZING THE CITY MANAGER AND THE CITY CLERK TO EXECUTE A FINAL AGREEMENT UPON SUCCESSFUL NEGOTIATIONS BY THE ADMINISTRATION. (CITY MANAGER'S OFFICE)

RECOMMENDATION

The City Administration ("Administration") recommends that the Mayor and City Commission ("City Commission") approve the Resolution.

This solicitation is under the cone of silence.

BACKGROUND/HISTORY

On October 29, 2021, the City entered into an Agreement with Ronald L. Book, P.A., pursuant to RFQ 2021-136-WG for State Legislative Consulting Services. The Agreement had an initial term of two (2) years with two (2) additional one-year renewal terms at the sole discretion of the City Manager. The first of two Agreement renewal terms is scheduled to expire on October 24, 2024.

At the March 13, 2024 Commission meeting, a referral to the Finance and Economic Resiliency Committee (FERC) was approved to discuss taking action/allocating funding for new or additional lobbyist(s) to advocate for the City for the 2025 legislative session.

On April 9, 2024, FERC discussed the funding for new or additional state lobbying efforts to advocate for the City for the 2025 Florida legislative session. FERC recommended to have this item heard at Commission with a favorable recommendation to procure additional State Legislative Consulting Services to be ready for the 2025 legislative session.

At the May 15, 2024 Commission meeting, the Mayor and City Commission approved the FERC recommendation to procure additional State Legislative Consulting Services.

ANALYSIS

On June 26, 2024, the Mayor and City Commission approved the issuance of RFQ No. 2024-413-WG for State Legislative Consulting Services. On June 28, 2024, the RFQ was issued. A voluntary pre-proposal meeting was held on July 12, 2024. Sixty (60) prospective bidders accessed the solicitation. RFQ responses were due and received on August 16, 2024. The City received proposals from the following two (2) firms:

Capital City Consulting, LLC
Sun City Strategies, LLC

On September 6, 2024, the City Manager appointed the Evaluation Committee via LTC # 387-2024. The Evaluation Committee convened on September 16, 2024, to consider the proposals received. The Committee was comprised of Christina Bagger, Chief of Staff, Office of the City Manager, Veronica Coley, Chief of Staff, Office of the Mayor and City Commission, Krystal Dobbins, Grants Management Division Director, Finance Department, and Otniel Rodriguez, Assistant Director, Transportation and Mobility Department.

The Committee was provided with an overview of the project and information relative to the City's Cone of Silence Ordinance and the Government Sunshine Law. The Committee was also provided with general information on the scope of services and a copy of each proposal. The Committee was instructed to score and rank each proposal pursuant to the evaluation criteria established in the RFQ. The evaluation process resulted in the ranking of proposers as indicated in Attachment A and below.

1st Ranked - Capital City Consulting, LLC
2nd Ranked - Sun City Strategies, LLC

The Evaluation Committee deemed Capital City Consulting, LLC ("Capital City") as the top-ranked proposer, offering the most compelling combination of staffing size and experience. The Committee emphasized that Capital City's diverse team of subject matter experts and extensive relationships provide significant advantages to the City. Additionally, the firm's staff, many of whom have previously worked within Florida State government and the Governor's office, offer valuable expertise in addressing the City's varied needs, including climate and safety concerns.

Capital City is a full-service government relations firm founded 21 years ago by partners Nick Larossi and Ron LaFace. It employs 22 full-time lobbyists and 5 full-time administrative staff. The firm's team of consultants has over 200 years of combined experience in government affairs, with focus on helping clients navigate government in ways that increase business opportunities, reduce problematic regulations, access funding opportunities, and prevent the passage of disruptive legislation. Its relationships span throughout state government, including incoming legislative leadership, current legislative leadership, legislative staff, all cabinet members, executive branch officials, and their staff.

Capital City is headquartered in Tallahassee, FL, and maintains offices in Broward County and the Tampa Bay area. Capital City currently provides consulting services to other local coastal municipalities such as the City of Fort Lauderdale, the City of Pompano Beach, the City of Panama City, and the Village of Key Biscayne, which share some of the same concerns as those of Miami Beach. Some of its larger Florida clients include Miami-Dade County, Broward County, Monroe County, and Polk County. All references provided positive feedback.

The Evaluation Committee also deemed Sun City Strategies, LLC ("Sun City") well qualified and should be considered if negotiations with Capital City are not successful.

Sun City Strategies offers government relations services, specifically in the areas of budget appropriations and general legislative and executive branch support. It is a business and government consulting company established in 2013 and located in Hialeah, Florida. Sun City

Strategies has the qualifications to assist the City of Miami Beach in navigating the complexities of securing specific budget priorities and strategizing to achieve success in the passage or defeat of critical legislation.

FISCAL IMPACT STATEMENT

The cost of the related services are subject to funds availability approved through the City's budgeting process. The City's expenditures for state legislative consulting services are currently estimated at \$161,000 annually. Grant funding will not be utilized for this project.

Does this Ordinance require a Business Impact Estimate? (FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

011-0310-000312-10-400-579-00-00-00-
\$54,000.00

CONCLUSION

For the reasons stated herein, it is recommended that the Mayor and City Commission approve the Resolution authorizing the Administration to enter into negotiations with Capital City Consulting, LLC, the top-ranked proposer; further, if the Administration is not successful, in negotiating an agreement with Capital City Consulting, LLC, authorize the Administration to enter into negotiations with Sun City Strategies, LLC the second-ranked proposer; and further, authorizing the City Manager and the City Clerk to execute a final Agreement upon successful negotiations by the Administration.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

No

Is this item related to a G.O. Bond Project?

No

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? No

If so, specify the name of lobbyist(s) and principal(s):

Department

Procurement

Sponsor(s)

Co-sponsor(s)

Condensed Title

Award RFQ 2024-413-WG, State Legislative Consulting Services. CM/PR