

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER TO AUTHORIZE NEGOTIATIONS RELATING TO REQUEST FOR QUALIFICATIONS NO. 2024-010-ND, FOR PUBLIC RELATIONS SERVICES FOR ARTS AND CULTURE; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH CULTURE COUNSEL II, INC., THE TOP-RANKED PROPOSER; FURTHER, IF THE ADMINISTRATION IS NOT SUCCESSFUL IN NEGOTIATING AN AGREEMENT WITH CULTURE COUNSEL II, INC., AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH BLUE MEDIUM, INC., AS THE SECOND-RANKED PROPOSER; FURTHER, IF THE ADMINISTRATION IS NOT SUCCESSFUL IN NEGOTIATING AN AGREEMENT WITH BLUE MEDIUM, INC., AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH DEPARTMENT PR, AS THE THIRD-RANKED PROPOSER; AND FURTHER AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE AN AGREEMENT UPON CONCLUSION OF SUCCESSFUL NEGOTIATIONS BY THE ADMINISTRATION.**

**WHEREAS**, on January 31, 2024, the Mayor and City Commission approved the issuance of the Request for Qualifications (RFQ) No. 2024-010-ND for Public Relations Services for Arts and Culture; and

**WHEREAS**, Request for Qualifications No. 2024-010-ND (the "RFQ") was released on January 31, 2024; and

**WHEREAS**, a voluntary pre-proposal meeting was held on February 14, 2024; and

**WHEREAS**, on April 5, 2024, the City received six (6) proposals from Blue Medium, Inc., CCOM Group, Inc., Circle of One Marketing Inc., Culture Counsel II, Inc., Department PR, E-PR Online, Hylink Group, Mozaic Media & Communications, Inc., Perfect Plan Public Relations, LLC, and The Weinbach Group, Inc.; and

**WHEREAS**, on April 19, 2024, the City Manager, via Letter to Commission No. 158-2024, appointed an Evaluation Committee consisting of: Melissa Berthier, Director, Office of Marketing and Communications; Lissette Garcia Arrogante, Director, Tourism and Culture Department; Ian Rand, Assistant Director of Marketing and Communications, The Wolfsonian – FIU; and Grisette Roque Marcos, Executive Director, Miami Beach Visitors and Convention Authority; and

**WHEREAS**, the Evaluation Committee convened on May 17, 2024, to review and score the proposals; and

**WHEREAS**, the Evaluation Committee received an overview of the project, information relative to the City's Cone of Silence Ordinance and the Government Sunshine Law, general information on the scope of services, and a copy of each proposal; and

**WHEREAS**, the Evaluation Committee was instructed to score and rank each proposal pursuant to the evaluation criteria established in the RFQ; and

**WHEREAS**, the Evaluation Committee process resulted in the ranking of proposers as follows: Culture Counsel II, Inc., as the top-ranked proposer; Blue Medium, Inc., as the second-ranked proposer; Department PR, as the third-ranked proposer; The Weinbach Group, Inc., as the fourth-ranked proposer; CCOM Group, Inc., as the fifth-ranked proposer; Mozaic Media & Communications, Inc., as the sixth-ranked proposer; Circle of One Marketing Inc. and Hylink Group, as the tied seventh-ranked proposers; Perfect Plan Public Relations, LLC; as the ninth-ranked proposer, and E-PR Online, as the tenth-ranked proposer; and

**WHEREAS**, after reviewing all of the submissions and the Evaluation Committee's rankings and analysis, the City Manager concurs with the Evaluation Committee and recommends that the Mayor and City Commission authorize the Administration to enter into negotiations with Culture Counsel II, Inc., as the top-ranked proposer; further, if the Administration is not successful in negotiating an agreement with Culture Counsel II, Inc., authorizing the Administration to enter into negotiations with Blue Medium, Inc., as the second-ranked proposer; further if the Administration is not successful in negotiating an agreement with Blue Medium, Inc., authorizing the Administration to enter into negotiations with Department PR, as the third-ranked proposer; and further authorizing the City Manager and City Clerk to execute an agreement upon conclusion of successful negotiations by the Administration.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission hereby accept the recommendation of the City Manager, pursuant to Request for Qualifications (RFQ) No. 2024-010-ND for Public Relations Services for Arts and Culture; authorize the Administration to enter into negotiations with Culture Counsel II, Inc., as the top-ranked proposer; further, if the Administration is not successful in negotiating an agreement with Culture Counsel II, Inc., authorize the Administration to enter into negotiations with Blue Medium, Inc., as the second-ranked proposer; further if the Administration is not successful in negotiating an agreement with Blue Medium, Inc., authorize the Administration to enter into negotiations with Department PR, as the third-ranked proposer; and further authorize the City Manager and City Clerk to execute an agreement upon conclusion of successful negotiations by the Administration.

**PASSED AND ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_ 2024.

\_\_\_\_\_  
Steven Meiner, Mayor

**ATTEST:**

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Rafael E. Granado, City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

 6/18/2024  
City Attorney *SH* Date