

RESOLUTION No. 24-107

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE AWARD OF REQUEST FOR PROPOSALS RFP #2024-03 FOR “DORAL CENTRAL PARK AMPHITHEATER MANAGEMENT SERVICES” TO LOUD AND LIVE, INC.; AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH LOUD AND LIVE, INC.; AUTHORIZING THE CITY MANAGER TO EXPEND BUDGETED FUNDS ON BEHALF OF THE CITY; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the City of Doral (“City”) voters authorized a \$150 million General Obligation Bond in November 2018 to develop various parks throughout the community, including Doral Central Park, which is the largest park in the city, and one of the largest in the region; and

WHEREAS, Doral Central Park contains approximately 78 acres of land, inclusive of a 21-acre lake, and will include an open-air Amphitheater for community and large-scale events; and

WHEREAS, staff has worked diligently to research and procure the services of a qualified and experienced firm to manage and promote the Amphitheater as the City of Doral’s premier outdoor entertainment venue; and

WHEREAS, professionals in the event and entertainment industry were invited to Doral Central Park Amphitheater Industry Days to meet with staff, provide input, and answer questions regarding amphitheater management best practices; and

WHEREAS, on February 7, 2024, the City of Doral issued Request for Proposals No. 2024-03 (“RFP”) inviting all qualified and experienced firms to submit proposals and notices were posted on the City’s website, VendorRegistry.com, and Demandstar.com,

with electronic broadcast to over 600 vendors, including all entities invited to the aforementioned industry day meetings; and

WHEREAS, all questions of a material nature were answered via three (3) addenda posted on February 12, 2024, February 28, 2024, and March 6, 2024, respectively, on the City's website, VendorRegistry.com, and Demandstar.com; and

WHEREAS, a mandatory pre-proposal conference and site visit was conducted on Thursday, February 22, 2024 at Doral Central Park, including a guided walk through of the amphitheater; and

WHEREAS, on March 15, 2024, the City received and opened one (1) timely proposal, submitted by Loud And Live, Inc. ("Loud and Live"); and

WHEREAS, an Evaluation Committee was convened to hear presentations on Tuesday April 9, 2024 and conducted evaluations thereafter via publicly-noticed meeting, and found Loud and Live to be qualified to perform the desired services; and

WHEREAS, Loud and Live is a Doral-based entertainment company with notable experience in event management and production; and

WHEREAS, the City Manager recommends that the City Council award the RFP to Loud And Live, Inc. and authorize the City Manager to negotiate an agreement with Loud and Live for Amphitheater Management Services at Doral Central Park, subject to review and approval by the City Attorney.

NOW THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL AS FOLLOWS:

Section 1. Recitals. The above recitals are confirmed, adopted, and incorporated herein and made a part hereof by this reference.

Section 2. Approval. The award of RFP No. 2024-04 for Amphitheater Management Services to Loud and Live is approved. This approval shall not vest any rights in Loud and Live unless and until the City Manager executes a duly authorized agreement.

Section 3. Authorization. The City Manager is authorized to negotiate an agreement with Loud and Live in a form acceptable to the City Attorney.

Section 4. Implementation. The City Manager and the City Attorney are hereby authorized to take such further action as may be necessary to implement the purpose and provisions of this Resolution.

Section 5. Effective Date. This Resolution shall become effective immediately upon its adoption.

The foregoing Resolution was offered by Vice Mayor Puig-Corve who moved its adoption. The motion was seconded by Councilmember Pineyro and upon being put to a vote, the vote was as follows:

Mayor Christi Fraga	Yes
Vice Mayor Oscar Puig-Corve	Yes
Councilwoman Digna Cabral	Yes
Councilman Rafael Pineyro	Yes
Councilwoman Maureen Porras	Yes

PASSED AND ADOPTED this 8 day of May, 2024.



CHRISTI FRAGA, MAYOR

ATTEST:



CONNIE DIAZ, MMC
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:



GREENSPOON MARDER, LLP
INTERIM CITY ATTORNEY