

**RESOLUTION No. 20-155**

**A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE AWARD OF REQUEST FOR PROPOSALS #2020-10 “SPONSORSHIP ASSET INVENTORY, VALUATION, NAMING RIGHTS AND SALES” FOR THE CITY OF DORAL PARKS AND RECREATION TO THE TOP RANKED FIRM; AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH THE SUPERLATIVE GROUP FOR A TERM OF ONE (1) YEAR WITH THE OPTION FOR THREE (3) ADDITIONAL ONE (1) YEAR TERMS FOR A POSSIBLE TOTAL OF FOUR (4) YEARS; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, On April 18, 2020, Request for Proposals #2020-10, “Sponsorship asset inventory, valuation, naming rights and sales” was advertised for the provision of providing professional services for sponsorship asset inventory, valuation, naming rights and sales that include but are not limited to the Parks and Recreation facilities, programs, events and projects associated with the Parks Bond; and

**WHEREAS**, Three (3) submittals were received on May 29, 2020 with all firms meeting the required criteria; and

**WHEREAS**, An evaluation meeting for phase I was held on June 24, 2020 where all submitted proposals were scored and ranked and where the committee agreed to proceed to phase II with all firms, however, one (1) firm declined their invitation to participate.

**WHEREAS**, The phase II evaluation meeting was held on July 30, 2020 where the two (2) remaining firms made presentations to the evaluation committee and were scored and ranked based on a Three Hundred (300) Point System. The firms ranked as follows:

- |                               |            |
|-------------------------------|------------|
| 1. The Superlative Group      | 284 Points |
| 2. Global Spectra dba Spectra | 259 Points |
| 3. Wasserman Media Group      | N/A        |

**WHEREAS**, Staff respectfully requests the approval to award Request for Proposals

#2020-10 “Sponsorship asset inventory, valuation, naming rights and sales” to the top ranked firm and authorize the City Manager to negotiate and enter into an agreement with The Superlative Group for the provision of providing professional services for sponsorship asset inventory, valuation, naming rights and sales that include but are not limited to the Parks and Recreation facilities, programs, events and projects associated with the Parks Bond for a period of one (1) year with the option for three (3) one (1) year renewals, for a possible total of four (4) years. Funding for phase one (1) will not exceed budgeted funds of \$75,000 from account 001.90005.500310 (Professional Services).

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, 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 of Services.** The award of Request for Proposals #2020-10 to The Superlative Group for the provision of providing professional services for sponsorship asset inventory, valuation, naming rights and sales that include but are not limited to the Parks and Recreation facilities, programs, events and projects associated with the Parks Bond is hereby approved.

**Section 3. Authorization to Procure Services.** The City Manager is hereby authorized to negotiate and enter into an agreement with The Superlative Group for the provision of providing professional services for sponsorship asset inventory, valuation, naming rights and sales that include but are not limited to the Parks and Recreation facilities, programs, events and projects associated with the Parks Bond for a period of one (1) year with the option for three (3) one (1) year renewals, for a possible total of four

(4) years. Funding for phase one (1) will not exceed budgeted funds of \$75,000 from account 001.90005.500310 (Professional Services). The agreement is subject to approval by the City Attorney as to form and legal sufficiency and on such other terms and conditions as may be appropriate to protect and further the interests of the City. This Authorization does not create or confer any rights to The Superlative Group or any of the other ranked firms.

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

**Section 5. Effective Date.** This resolution shall take effect immediately upon adoption.

The foregoing Resolution was offered by Councilmember Mariaca who moved its adoption. The motion was seconded by Councilmember Cabral and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Christi Fraga	Yes
Councilwoman Digna Cabral	Yes
Councilman Pete Cabrera	Yes
Councilwoman Claudia Mariaca	Yes

PASSED AND ADOPTED this 12 day of August, 2020.

  
\_\_\_\_\_  
JUAN CARLOS BERMUDEZ, 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:

  
\_\_\_\_\_  
LUIS FIGUEREDO, ESQ.  
CITY ATTORNEY