



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3883

ADDENDUM NO. 3

RFP 006-018 Key West Amphitheater Venue Manager

This addendum is issued as supplemental information to the bid package for clarification of certain matters of both a general and a technical nature. The referenced Request for Proposal (RFP) package is hereby amended in accordance with the following items:

Delete *Information and Instructions to Proposers Section 106 Evaluation Criteria and Cost Proposal* and **Replace** with the following:

1.6 Evaluation Criteria

The CITY will convene an Evaluation Panel to conduct a review and ranking of Qualifications Proposals and Cost Proposals submitted in response to the Request for Proposal. The Evaluation Panel will consist of a minimum of three (3) designated CITY staff and/or selected representatives of the CITY. The Evaluation Panel may be assisted by the following non-panel individuals:

1. Reference Verifier - contacts and verifies references listed in the Statement of Qualifications and reports to the Evaluation Panel on findings on fact.
2. Financial and Surety Advisor(s) - reports to the Evaluation Panel on the sufficiency and quality of financial information and creditworthiness, as well as and insurance documentation submitted with a Qualifications Proposal or Cost Proposal.
3. Contact Person - serves as an information conduit between CITY staff, non-panel individuals and the Evaluation Panel.
4. Legal Representative - advises the Evaluation Panel on questions of law that may arise and ensures that the Panel, its members, and the actions and decisions of the panel do not violate existing law or CITY rules, regulations, policies and procedures.

Evaluation of the Qualifications Proposal which includes qualifications and experience, and the Cost Proposal from each Proposer shall be based on evaluation criteria and procedures established within this document. The Evaluation Panel shall evaluate and score the two parts of the proposal from each Proposer and establish the final ranking of submittals received.

1.6.2 **Qualifications Presentation and Cost Proposal Presentation**

The two parts of the Proposal and required attachments shall be submitted to the CITY on or before the due date stated in the RFP solicitation. The Proposer must identify any portions of the submittal that are proprietary. The Contact Person will review the submittals and make provisions for withholding proprietary documents from public record.

Each member of the Evaluation Panel will receive a packet containing the Qualifications Proposal and Cost Proposal of each Proposer. The Evaluation Panel will review and score the Qualifications Proposals first, and the Cost Proposal second according to the scoring criteria which follows. The Proposer shall ensure that the required elements of the similar project descriptions and personnel experience are adequately explained in the text with emphasis on how the particular element was performed in conjunction with the overall project. The mere listing of elements without specific details in the body of the description will negatively impact the scoring for the project.

1.6.3 **Evaluation Panel Process**

The Evaluation Panel is subject to the state law and CITY rules and regulations. Florida Statute Section 286-011 (“Government in Sunshine Law”) requires that any meeting (including telephone conversations) between two or more members of a public board or commission, for the purpose of discussing any matter on which foreseeable action may be taken by the board or commission, must be publicly noticed and open to attendance by the general public.

Meetings of the Evaluation Panel shall be as follows:

- Initial Orientation Meeting: Within two (2) weeks of the date of receipt of Proposals (following Public Noticing), the Panel members will receive a copy of each Qualifications and Cost Proposal. The Panel members will select a Chairman. If retained, the Reference Verifier, Contact Person, Financial/Security Adviser, and Legal Representative will be identified.

After the initial meeting, each Panel member will have one (1) week to independently review the Qualifications and Cost Proposals for scoring in accordance with the established evaluation criteria. Questions or comments a Panel member has relative to any Proposal shall be directed to the Contact Person to be addressed by the appropriate non-panel individual. Additional meetings of the Panel may be convened to initiate discussions or to develop and direct requests to the Legal Consultant, the Reference Verifier, the Financial and Security Advisor(s), or CITY staff.

- Ranking Meeting(s): After the Panel members have completed their individual evaluations, the Panel will reconvene following Public Noticing to score and conduct a ranking of the Qualifications and Cost Proposals. The Chairman will total and average the scores of each Panel member and calculate the score for each Proposer. The Evaluation Panel shall recommend contract award to the Proposer with the highest total score. This action will end the duties of the Evaluation Panel.

Cost Proposal - Compensation (Maximum 200 Points)

The compensation component of the Cost Proposal will be reviewed following the ranking of the Qualifications Proposal. Each Evaluation Committee member will consider the short term and long-term impacts of the proposed compensation of each proposer from the standpoint of their respective plan for growing the venue as a new facility, to reaching a stable annual calendar of event bookings. The lowest cost may not necessarily be in the best interest of the City if the proposer does not have the experience in the music industry to reach out to promoters to book events that will generate income for the City. It is the goal to have sufficient bookings at the KW Amphitheater to generate a net positive revenue stream to use for maintenance and upkeep of the Amphitheater and overall Truman Waterfront Park.

As this component of the ranking process carries a significant point total towards the overall total points to be awarded, each Evaluation Committee member will give broad consideration to the proposer's approach to compensation and assign points accordingly.

All Bidders shall acknowledge receipt and acceptance of this Addendum No. 3 with Attachment by submitting the addendum with their proposal. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.

Signature

Name of Business