RESOLUTION NO. 2015-05-60

STATE OF GEORGIA
COUNTY OF FULTON

A RESOLUTION TO AUTHORIZE SELECTION OF PROPOSED FIRM TO PROVIDE PROGRAMMING AND MANAGEMENT SERVICES FOR THE CITY CENTER PUBLIC GATHERING FACILITIES

WHEREAS, the City of Sandy Springs ("City") conducted a two phase solicitation ("Solicitation") to select a firm with the capability and experience to provide programming and management services for certain public components of the intended City Center development ("Project") including the performing arts center, the family theater/meeting space and the public park (collectively referred to as the "Public Gathering Facilities"); and

WHEREAS, to initiate the first phase of the procurement process ("Phase I"), the City issued its Request for Qualifications for Performing Arts Center Programming and Management Services, Solicitation Number 15-052 ("RFQ") on January 29, 2015, with responses due not later than February 26, 2015; and

WHEREAS, the City received responses to the RFQ from the following three (3) firms ("Respondents"): Global Spectrum; SMG; and VenuWorks; and

WHEREAS, responses received were evaluated by an evaluation committee selected by the City Manager ("Evaluation Committee") consistent with criteria established by the terms of the RFQ; and

WHEREAS, all three (3) Respondents were recommended by the Evaluation Committee to move forward to the second phase of the procurement process ("Phase II"); and

WHEREAS, on March 9, 2015, the City issued its Request for Proposals for Performing Arts Center Programming and Management Services, Solicitation Number 15-052 ("RFP") to the Respondents, with responses due not later than March 30, 2015; and

WHEREAS, on March 30 2015, the City received proposals from Global Spectrum, SMG, and VenuWorks ("Phase II Respondents"); and

WHEREAS, proposals received were evaluated by the Evaluation Committee consistent with criteria established by the terms of the RFP; and

WHEREAS, as a result of its evaluation, the Evaluation Committee has provided its Evaluation Memorandum, in the form attached to this resolution as Exhibit "A", presenting the results of its evaluation for programming and management of the Public Gathering Facilities and recommending that:

1. Global Spectrum be selected as the firm to provide programming and management services for the Public Gathering Facilities of City Center;

2. City Council authorize the City Manager and the City Attorney to proceed with negotiations with Global Spectrum for a contract to provide programming and management services for the Public Gathering Facilities of City Center; and

3. The City Manager shall present to City Council for approval any proposed contract to provide programming and management services for the Public Gathering Facilities of City Center.

EXHIBIT "A"

EVALUATION MEMORANDUM

EVALUATION MEMORANDUM

Solicitation Number 15-052
Performing Arts Center Programming and Management Services

A. INTRODUCTION

The City of Sandy Springs ("City") conducted a two phase solicitation ("Solicitation") to select a firm with the capacity and demonstrated experience to provide day to day general management and operational supervision of the performing arts center, the family theater/meeting space and the public park of the City's intended City Center, referenced collectively in the Solicitation as the "Public Gathering Facilities." The selected firm will manage, program and operate the Public Gathering Facilities currently under design ("Project").

For the first phase of the Solicitation ("Phase I"), the City issued its Request for Qualifications ("RFQ"). The purpose of the RFQ was to solicit responses ("Responses") to determine the level of interest and number of firms qualified for the scope described in the RFQ. From the Responses received, the City selected a list of qualified firms to move to the second phase of the Solicitation ("Phase II"), requesting them to submit proposals ("Proposals") in response to the City's Request for Proposals ("RFP").

B. EVALUATION COMMITTEE

Responses/Proposals to Phase I and Phase II of the Solicitation were evaluated by individuals selected by the City Manager ("Evaluation Committee") using the criteria set forth in the RFQ and the RFP. The members of the Evaluation Committee were:

John McDonough, City Manager, City of Sandy Springs
Ennis Parker, Professor of Practice, Georgia Tech School of Building Construction
John Jokerst, Program Manager, Carter
Dave Wells, Facilities Manager, City of Sandy Springs
Kathy Williams, Attorney, City Attorney's Office, City of Sandy Springs
Karen Ellis, Finance Director, City of Sandy Springs
Jeff Allen, Purchasing Manager, City of Sandy Springs

C. PHASE I - RFQ

The RFQ was issued on January 29, 2015, with Responses due on February 26, 2015. The RFQ was publicly advertised and open to all firms qualified to perform the scope of services described in the RFQ.

1. Responses to RFQ: The City received Responses from the following three (3) firms ("Respondents"):

a. Global Spectrum
b. SMG
c. VenuWorks

The Responses were initially examined for administrative compliance with Solicitation submittal instructions, with compliance issues documented. No administrative compliance issues were noted.

2. RFQ Criteria: Section 6 of the RFQ identified the criteria on which the City would base evaluation of Phase I Responses. The criteria were generally as follows:

a. Past experience managing similar facilities
b. Approach to food and beverage service
c. Demonstrated understanding of Sandy Springs and the types of programming appropriate for the Public Gathering Facilities and community
d. Demonstrated ability to attract events for the Public Gathering Facilities
e. Approach to ticket sales and marketing
f. Approach to participation in design and construction of the Public Gathering Facilities
g. Financial strength and stability of the firm
h. Approach to staffing

3. Rating of RFQ Responses: The Evaluation Committee members were provided copies of each Response for evaluation against stated criteria. Following individual review, Evaluation Committee members met to discuss the Responses and to determine which of the Respondents would move forward to Phase II of the Solicitation. Based upon independent reviews and collective discussion, the Evaluation Committee formulated a consensus opinion on the selection of Respondents to move forward into Phase II of the selection process. The Evaluation Committee recommended that all three (3) Respondents move forward into Phase II.

D. PHASE II - RFP

Successful Respondents in Phase I were invited by individual letters to submit Proposals in response to the RFP issued on March 9, 2015. Proposals were due on March 30, 2015.

1. **Proposals Received**: On March 30, 2015, Proposals were received from all three (3) Respondents ("Phase II Respondents"):

   a. Global Spectrum
   b. SMG
   c. VenuWorks

2. **RFP Criteria**: Section I of the RFP identified the following specific evaluation criteria:

   a. Previous qualifications submittal
   b. Approach to pre-opening services
   c. Approach to programming
   d. Approach to management and marketing of the Public Gathering Facilities
   e. Financial strength of the firm
   f. Relevant experience and references
   g. Strength of the team, general manager candidate selection process, staffing plan and organizational depth and succession plans
   h. Proposed fee
   i. Contractual terms

3. Evaluation Process: The Evaluation Committee began its review of Proposals the week of March 31. Utilizing criteria stated above, Proposals were generally evaluated based on:

a. Capabilities and approaches (an assessment of comparable experience, Project team, summary of planned tasks, understanding of Project, approach and methods)

b. Past performance (an assessment of the City's level of confidence in the Phase II Respondent's ability to successfully fulfill the RFP requirements based on prior projects, factoring in recency, relevance and quality)

c. Cost/price

d. Reference checks

In conjunction with the evaluation, each of the Phase II Respondents was invited to meet individually with the Evaluation Committee to: (a) make a formal presentation of the Phase II Respondent's Proposal; (b) demonstrate the Phase II Respondent's understanding of Project requirements; (c) explain the Phase II Respondent's approach and methods of meeting Project requirements; and (d) respond to any questions or requests for clarification by members of the Evaluation Committee.

On April 29, the Evaluation Committee conducted formal interviews with Global Spectrum, SMG, and VenuWorks. All interviews were held in the City Manager's Boardroom and scheduled in a randomly selected order.

4. <u>Selection Summary</u>: A Phase II Respondent's Proposal was evaluated for capabilities and approaches based on stated criteria and was assigned a preliminary rating of "acceptable," "reasonably susceptible of being made acceptable" or "unacceptable." Following completion of formal interviews, each Proposal was reviewed again by the Evaluation Committee, factoring in any new information obtained from the interviews, and was given an order ranking for capabilities and approaches.

The Proposal of a Phase II Respondent was further evaluated for performance confidence based on the description of past and present performance provided by the Phase II Respondent and data independently obtained from other sources and references and was assigned a rating of "substantial confidence," "satisfactory confidence," "limited confidence," or "no confidence."

The cost/price element of a Phase II Respondent's Proposal was evaluated for reasonableness and realism by the City Finance Director.

Following this process, the Evaluation Committee selected Global Spectrum's Proposal to recommend for City Council approval. The following table summarizes the results of the analysis that led to the selection decision:

Phase II Respondent	**Capabilities and Approaches**	**Cost/Price (Years 1-3)**	**Performance Confidence**
Global Spectrum	Acceptable	$234,000	Substantial
SMG	Acceptable	$173,000	Satisfactory
VenuWorks	Acceptable	$278,181	Satisfactory

The Evaluation Committee considered the following additional factors in selecting Global Spectrum for recommendation:

a. Global Spectrum presented an extensive client portfolio of projects similar in scope to the RFP.
b. Global Spectrum conducted extensive research of the City Center development, which was evident in its interview.
c. Global Spectrum has a local market presence, with numerous venues in the Southeast United States.
d. Global Spectrum's team members will be drawn from similar, successful projects.
e. Global Spectrum presented a favorable approach to collaboration with other consultants on the City Center development.

E. REFERENCE CHECK FINDINGS

Subsequent to making a tentative decision on a recommendation for selection, Global Spectrum's references were contacted and were exceptionally positive.

F. RECOMMENDATION

For the reasons described above, the Evaluation Committee unanimously recommends that:

a. Global Spectrum be selected as the firm to provide programming and management services for the Public Gathering Facilities of City Center.
b. City Council authorize the City Manager and the City Attorney to proceed with negotiations with Global Spectrum for a contract to provide programming and management services for the Public Gathering Facilities of City Center.
c. The City Manager shall present to City Council for approval any proposed contract to provide programming and management services for the Public Gathering Facilities of City Center.

WHEREAS, City Council desires to approve the recommendations of the Evaluation Committee consistent with the attached Evaluation Memorandum;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Sandy Springs, Georgia, while in regular session on May 19, 2015, at 6:00 p.m., that the following recommendations of the Evaluation Committee are hereby approved:

1. Global Spectrum is selected as the firm to provide programming and management services for the Public Gathering Facilities of City Center;

2. The City Manager and the City Attorney are hereby authorized to proceed to negotiate with Global Spectrum for a contract to provide programming and management services for the Public Gathering Facilities of City Center;

3. The City Manager shall present to City Council for approval any proposed contract to provide programming and management services for the Public Gathering Facilities of City Center; and

4. The City Manager and the City Attorney are hereby authorized to take such actions deemed necessary to effectuate the intent of this resolution.

RESOLVED this the 19th day of May, 2015.

Approved:

Russell K. Paul, Mayor

Attest:

Michael D. Casey, City Clerk

(Seal)