

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPANO BEACH AMPHITHEATER

VENDOR NAME: PEG

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>25</u>
2	Responsiveness to City Objectives	0-25	<u>25</u>
3	Operating Vision, Approach and Plan	0-25	<u>25</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>25</u>
	Total	0-100	<u>100</u>

List the reasons for this evaluation (justify the rating/scoring):

exceptional, detailed, well thought out plan, relevant experience
experienced in renovations

Mark A. Beredrose 7-12-17 Mark A. Beredrose

Signature of Evaluator

Date

Printed Name

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF
THE POMPANO BEACH AMPHITHEATERVENDOR NAME: Bill Blumanreich Presents Inc.

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>5</u>
2	Responsiveness to City Objectives	0-25	<u>10</u>
3	Operating Vision, Approach and Plan	0-25	<u>10</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>10</u>
	Total	0-100	<u>35</u>

List the reasons for this evaluation (justify the rating/scoring):

little detail, financial plan, no renovation experienceMark A. Bean 7-12-17 Mark A. Bean

Signature of Evaluator

Date

Printed Name

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RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPANO BEACH AMPHITHEATER

VENDOR NAME: BCPA

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>20</u>
2	Responsiveness to City Objectives	0-25	<u>20</u>
3	Operating Vision, Approach and Plan	0-25	<u>25</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>15</u>
	Total	0-100	<u>70</u>

List the reasons for this evaluation (justify the rating/scoring):

noting experience,

Mark A. Bearden 7.12.17 Mark A. Bearden

Signature of Evaluator

Date

Printed Name

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF
THE POMPANO BEACH AMPHITHEATERVENDOR NAME: Ldr Investments Group

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>5</u>
2	Responsiveness to City Objectives	0-25	<u>10</u>
3	Operating Vision, Approach and Plan	0-25	<u>10</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>5</u>
	Total	0-100	<u>30</u>

List the reasons for this evaluation (justify the rating/scoring):

very little interestMark A. Beach 7-12-17 Mark A. Beach

Signature of Evaluator

Date

Printed Name

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF
THE POMPANO BEACH AMPHITHEATERVENDOR NAME: PFM LLC

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>2</u>
2	Responsiveness to City Objectives	0-25	<u>5</u>
3	Operating Vision, Approach and Plan	0-25	<u>5</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>5</u>
	Total	0-100	<u>17</u>

List the reasons for this evaluation (justify the rating/scoring):

little detail, little experience, vague, significantly alter
App with changes?

Mark A. Bear 7-12-17 Mark A. Bear

Signature of Evaluator

Date

Printed Name

EVALUATION CRITERIA

RFP E-33-17

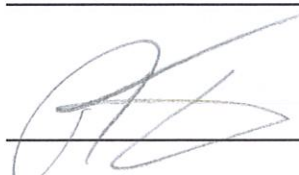
OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPANO BEACH AMPHITHEATER

VENDOR NAME: AEG

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>22</u>
2	Responsiveness to City Objectives	0-25	<u>22</u>
3	Operating Vision, Approach and Plan	0-25	<u>20</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>25</u>
	Total	0-100	<u>89</u>

List the reasons for this evaluation (justify the rating/scoring):

- Very detailed
- Cap. Cont.
- good discussion on local partic.

 Brian D
Signature of Evaluator Date Printed Name

AE6

ps 1

- Grant. Rev Stream
- CIP improv. \$2M

* Who will be directly overseeing Amp?
- Who is main contact team?

- How will residents handle bus acts
- traffic, noise?

- Min 25 events

- work to promote pumparo events.

1st 5 yrs — 125 events, 200K guests
25/yr
11-11-11

Utilize PCI for
Food & Beverage

- Currently does
Amp.

P52

* wants to use sponsors

Safety

- certifications from
state fire Marshall's office

- Has a Safety Program

- Preventative Maint. Plan

- Parking

- on grass lots as
well

- Lighting & Security
will be provided.

- Talks about local Partnerships
w/ Community.

AEG

PS-3

- will perform labor market study
 - target certain groups

CIP \$12M

- 1/3 covering
- loading facilities

Rent

min 200K / yr

Lease

7yr w/ 3yr optional

Proposed start 9/1

EVALUATION CRITERIA

RFP E-33-17

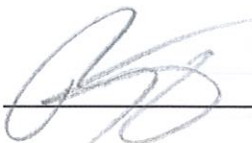
OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPANO BEACH AMPHITHEATER

VENDOR NAME: BBR

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>15</u>
2	Responsiveness to City Objectives	0-25	<u>10</u>
3	Operating Vision, Approach and Plan	0-25	<u>15</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>18</u>
	Total	0-100	<u>58</u>

List the reasons for this evaluation (justify the rating/scoring):

- Cap Cont. (Financed - City to Repay)
- Lacks detail


Signature of Evaluator

Date

Brian D
Printed Name

BBP

- No financials but letter of Credit.
- ~~25~~ 25 shows per yr
- City responsible for Maint.
- 7yr lease w/ 3yr 5 3yr options.
 - Rental payments will be based on ticket sales
- CIP
 - \$2M
 - Roof
 - Sound & light system
 - *City to pay back CIP w/ ticket rev.

- will have staff person
on site

RFP E-33-17

VENDOR NAME: Broward Center

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>20</u>
2	Responsiveness to City Objectives	0-25	<u>17</u>
3	Operating Vision, Approach and Plan	0-25	<u>18</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>10</u>
	Total	0-100	<u>65</u>

- = NO Cap. Cont.
- = Bourard Co. Focus


Signature of Evaluator

Date _____

Brian D

Printed Name

Broward Center

- will have staff on-site & people?
- proposes 30 events
by 1/5 5
- proposes 6 Comm/City events
- will do RFP to Select Food & Beverage Vendors
↳ same for other support services.



Talks about minor complaints from residents in area

- would develop parking plan - not ESI/OS proposed

Profit Sharing 50/50
split

City EXP. \$600K/yr
- Net 10% of over
500K/yr

Capital IMPRV.

- None
- TBD

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RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPAÑO BEACH AMPHITHEATER

VENDOR NAME: L&R

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>15</u>
2	Responsiveness to City Objectives	0-25	<u>5</u>
3	Operating Vision, Approach and Plan	0-25	<u>5</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>5</u>
	Total	0-100	<u>30</u>

List the reasons for this evaluation (justify the rating/scoring):

- least exp in Cap Imprv.
- former Cac employees

[Signature] Brian D.
Signature of Evaluator Date Printed Name

C&R

- Used to work under CAC
 - Amp.

- Rec 4 direct hires as City employees
 - is firm looking to work as City employees?

- Revenue sharing (Concession sales)
 - 50% to City
 - 50% to Contracted Concession Companies

- a) Rental events
 - 10% City
 - 40% Promoter
 - 50% Concession Company

- about 15⁺ shows / yr?

- Limit impact/complaints
in community,

- NO lease payments

- Rec moving in
house

- NO CIP

- EST 74K / Yr in Net
income

- Why was this not
done prior to, w/ CAC?

- Financials ??

- Other Venues ???

- other than Pompano?

- References ??

RFP E-33-17

VENDOR NAME: PFM

List the reasons for this evaluation (justify the rating/scoring):

NO Cap Cont.

Date _____

Printed Name

PFM
P3-1

P3 - proposal to "Yardhill"

- Staff directly involved
 - 6
 - will have 1 point of contact
- Currently does Coral Springs.
- NO Litigation the past 5 YRS.
- Food & Beverage
 - ~~NO~~ use multiple entities
- work on Naming Right
- Parking
 - develop parking plan
 - not specific (Est.)

- 1) Capital Imprv \$0
- City would do

No guaranteed Min oper income.

- 2) Increase AMP size
Y55 - Est ~~\$66,000~~ income
370,284

↓ projected deficits
for 5 Yrs.

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RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPANO BEACH AMPHITHEATER

VENDOR NAME: AEG Live SE, LLC

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>25</u>
2	Responsiveness to City Objectives	0-25	<u>25</u>
3	Operating Vision, Approach and Plan	0-25	<u>25</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>25</u>
	Total	0-100	<u>100</u>

List the reasons for this evaluation (justify the rating/scoring):

Renovation experience

Director of Inclusion & Diversity on staff

Very detailed response to RFP

Guaranteed annual revenue

Investment in capital improvements offered

Strong use of local companies

International company

South Florida experience

✓

Paul A. Voral 7/21/17 *Paul A. Korab*

Signature of Evaluator

Date

Printed Name

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPANO BEACH AMPHITHEATER

VENDOR NAME: Bill Blumenreich Presents, Inc.

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>20</u>
2	Responsiveness to City Objectives	0-25	<u>15</u>
3	Operating Vision, Approach and Plan	0-25	<u>10</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>5</u>
	Total	0-100	<u>50</u>

List the reasons for this evaluation (justify the rating/scoring):

- City to finance capital improvements through ticket sales
- Response lacked specific details
25 events per year
- No renovation experience
- Future commitment to local businesses?
- Amphitheater experience?
- South Florida experience
- No schedule provided

Greg A. Voral 7/12/17

Signature of Evaluator

Date

POPELUS A. KORAB

Printed Name

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPANO BEACH AMPHITHEATER

VENDOR NAME: Broward Center for the Performing Arts

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>20</u>
2	Responsiveness to City Objectives	0-25	20 <u>15</u>
3	Operating Vision, Approach and Plan	0-25	<u>15</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>10</u>
	Total	0-100	<u>60</u>

List the reasons for this evaluation (justify the rating/scoring):

Local / South Florida experience
Projects \$2.9 million deficit
No investment offered
Renovation experience
Local company participation
Amphitheater experience?
Up to 30 annual events by Year 5

Cheryl A. Voral *7/12/17* *PHYLLIS A. KORAB*

Signature of Evaluator

Date

Printed Name

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPAÑO BEACH AMPHITHEATER

VENDOR NAME: L & R Investments Group, LLC

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>10</u>
2	Responsiveness to City Objectives	0-25	<u>0</u>
3	Operating Vision, Approach and Plan	0-25	<u>0</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>0</u>
	Total	0-100	<u>10</u>

List the reasons for this evaluation (justify the rating/scoring):

*Did not include CIP discussion - least experience
 in this area of all proposers
 Wants City to hire employees
 94 events over 5 years
 City to run Amphitheater
 No investment in capital improvements*

Phyllis A. Korab 7/21/17

Signature of Evaluator

Date

PHYLLIS A. KORAB

Printed Name

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF
THE POMPANO BEACH AMPHITHEATER

VENDOR NAME: PFM, LLC

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>20</u>
2	Responsiveness to City Objectives	0-25	<u>10</u>
3	Operating Vision, Approach and Plan	0-25	<u>10</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>5</u>
	Total	0-100	<u>45</u>

List the reasons for this evaluation (justify the rating/scoring):

Proposal response requires substantial City investment

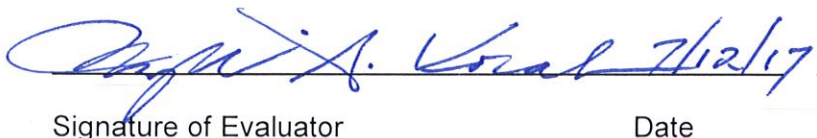
Need to expand facility to be profitable

No investment by proposer

No experience in renovations noted

20 events annually

Amphitheater experience?

 7/12/17 P. KORAB

Signature of Evaluator

Date

Printed Name

EVALUATION CRITERIA

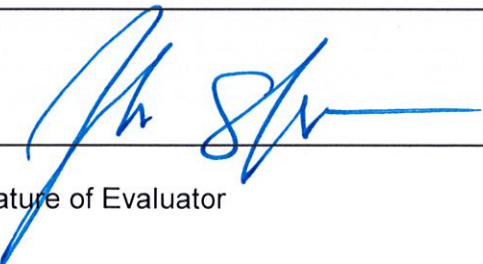
RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF
THE POMPANO BEACH AMPHITHEATERVENDOR NAME: AEG LIVE SE, LLC

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>25</u>
2	Responsiveness to City Objectives	0-25	<u>25</u>
3	Operating Vision, Approach and Plan	0-25	<u>25</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>25</u>
	Total	0-100	<u>100</u>

List the reasons for this evaluation (justify the rating/scoring):

- Impressive & Detailed Submittal HIGHLIGHTING ALL RFP OBJECTIVES
- FAST EXPERIENCE / CREDENTIALS.
- OWN SUBMITTAL THAT PROVIDED REVENUE.
- EXTENSIVE VENUE MANAGEMENT & RENOVATION.
- VENDOR CONTRIBUTION OF \$2 M.
- 29 TEAM MEMBERS


Signature of Evaluator7/12/17
DateJOHN SINOTAKIS
Printed Name

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPAÑO BEACH AMPHITHEATER

VENDOR NAME: BILL BLUMENFELD PRESENTS INC.

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>20</u>
2	Responsiveness to City Objectives	0-25	<u>18</u>
3	Operating Vision, Approach and Plan	0-25	<u>16</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>16</u>
	Total	0-100	<u>70</u>

List the reasons for this evaluation (justify the rating/scoring):

- SUBMITTAL NOT DETAILED ENOUGH
- DID NOT ADEQUATELY HIGHLIGHT CITY OBJECTIVES.



Signature of Evaluator

7/12/17

Date

JOHN S. PROPOVUS

Printed Name

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF
THE POMPANO BEACH AMPHITHEATER

PERFORMING ARTS CENTER AUTHORITY (PACA) DBA.

VENDOR NAME: BROWARD CENTER FOR THE PERFORMING ARTS

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>25</u>
2	Responsiveness to City Objectives	0-25	<u>20</u>
3	Operating Vision, Approach and Plan	0-25	<u>20</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>20</u>
	Total	0-100	<u>85</u>

List the reasons for this evaluation (justify the rating/scoring):

- GOOD SUBMITTAL HIGHLIGHTING CITY OBJECTIVES.- SEVERAL OPERATIONS IN FL:

* 1991 → B.C. PERFORMING ARTS

* 2008 → PARKER PLAYHOUSE

* 2002 → ROSE & ALFRED MINIACI PERFORMING ARTS

* 2005 → F.A.U.

* 2016 → PEMBROKE PINES CIVIC CENTER



7/12/17

JOHN S. KROUDOS

Signature of Evaluator

Date

Printed Name

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPANO BEACH AMPHITHEATER

VENDOR NAME: L&R INVESTMENTS GROUP, LLC

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>15</u>
2	Responsiveness to City Objectives	0-25	<u>15</u>
3	Operating Vision, Approach and Plan	0-25	<u>15</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>15</u>
	Total	0-100	<u>60</u>

List the reasons for this evaluation (justify the rating/scoring):

- SUBMITTAL SCORE & NOT DETAILED.
- DID NOT HIGHLIGHT ADEQUATELY CITY OBJECTIVES.
- ONLY SUBMITTAL TO REQUEST CITY TO MAKE FOUR (4) DIRECT HINES AS OPPOSED TO LEASE CRITERIA OF RFP



Signature of Evaluator

7/12/17

Date

JOHN S. PAPAPOULOS

Printed Name

EVALUATION CRITERIA

RFP E-33-17

OPERATIONS, MANAGEMENT, AND DEVELOPMENT OF THE POMPANO BEACH AMPHITHEATER

VENDOR NAME: PFM, LLC

	<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
1	Expertise, Relevant Experience and Corporate Resources	0-25	<u>20</u>
2	Responsiveness to City Objectives	0-25	<u>18</u>
3	Operating Vision, Approach and Plan	0-25	<u>18</u>
4	Financial Proposal, including Capital Improvement Plan	0-25	<u>18</u>
	Total	0-100	<u>74.</u>

List the reasons for this evaluation (justify the rating/scoring):

- OPERATING SINCE 1988
- SEVERAL FACILITIES ACROSS COUNTRY.
- TWO IN FLORIDA (FT. MEYER & CORAL SPRINGS).
- ,

John S. [Signature] 7/12/17 JOHN SAMPOLLO

Signature of Evaluator

Date

Printed Name