

Suzette Sibble, Assistant City Manager

Suzette.Sibble@copbfl.com | P: 954.786.4606 | F: 954.786.4504

Date: May 2, 2017

To: Mayor and City Commissioners

From: Suzette Sibble, Assistant City Manager



Via: Gregory P. Harrison, City Manager

Re: Development and Implementation of a Citywide Corporate Marketing & Sponsorship Program

In April 2017, the City issued a solicitation (RFP No. L-28-17), Development & Implementation of a Citywide Corporate Marketing & Sponsorship Program (the Program). Staff's intention in bringing this item forward is to alleviate the tax burden on our residents in funding necessary services. One way of alleviating this burden is to identify additional non-ad valorem revenue sources. Non-ad valorem revenue sources can take many forms, inclusive of initiating or increasing fees for services. However, this proposed initiative is unique because it would not involve the development of any new or increased fees to our residents for services or programs. The City of Miami Beach was the initial inspiration for this project as they have enjoyed success in their Program development over past years. Potential fiscal benefits to be derived for the City includes corporate sponsors willing to compensate the City for naming rights for select City facilities/assets, advertising, sponsorship of City events and exclusive product placement rights.

The City received two (2) responses from our formal solicitation process, which is not surprising, given the unique nature of the services being requested and the limited number of firms who provide these services or specifically have a track record of providing these services to governmental and related entities. The selection committee unanimously selected The Superlative Group to serve as our partner in exploring this initiative. The Superlative Group (Superlative) has been working on similar initiatives for over twenty (20) years, to include working with neighboring communities such as Miami Beach, Fort Lauderdale and Miami-Dade County.

Should the City Commission approve this ranking order and ultimately approve a contract with Superlative, the engagement would be broken up into two (2) phases. Phase I would involve the development of an asset inventory, to be complemented by the valuation of these assets by Superlative. An integral component of this process will be the gathering of input from stakeholders, inclusive of City Commissioners. As this is uncharted territory for us all, these meetings would foremost serve to explain the process in detail, as well as gather information from City Commissioners as to any concerns in the development of such a Program and what considerations should be taken into account when developing the Program. The consultant would also be charged with reading through City regulations and existing agreements/contracts, which may have some bearing on the proposed Program development. Phase I would conclude with the consultant having taken an inventory of the City's "assets", making a determination of perceived benefits to corporate sponsors and the development of a proposed written policy for Program development. The purpose of such a policy is for the establishment of a "minimum"

framework within which corporate sponsorships would be entertained going forward. It is believed that with the help of Superlative, staff will be able to execute this Program in a tasteful manner, which will continue to hold the best interests of our residents and preservation of the City's image as our number one priority.

Should Phase I prove to be successful, then the consultant would proceed to Phase II, the Sales Campaign. In this Phase, the consultant would contact and evaluate potential sponsorship partners. This is the core strength of a firm such as Superlative, which has extensive experience with working in this arena and hence has access to many corporate sponsors based on past relationships. Superlative would further be required to initially negotiate agreement terms with potential sponsors and formalize agreements for the City Commission's approval. Post agreement monitoring is also inclusive in Phase II deliverables.

Should the City Commission approve the recommended ranking herein, staff would begin contract negotiations with Superlative and present a contract to the City Commission for approval in the near term.