



Interoffice Memorandum

November 16, 2023

TO: Mayor Jerry L. Demings
-AND-
County Commissioners

~~FROM:~~ Carrie Mathes, CFCM, NIGP-CPP, CPPO, C.P.M., Manager II,
Procurement Division

CONTACT: Terry Olson, Administrator, Arts and Cultural Affairs Office
407-836-5546

SUBJECT: Selection of Firm, Request for Proposals Y23-604-JA, Arts and
Cultural Affairs Cultural Master Plan

RECOMMENDATION:

Selection of one firm and two ranked alternates to provide an Arts and Cultural Master Plan, Request for Proposals Y23-604-JA, from the following firms listed alphabetically:

- AEA Consulting, LLC
- DVDL Design Decisions Inc
- The Cultural Planning Group, LLC

Request Board authorization for the Procurement Division to negotiate and execute a contract within a budget of \$285,000. Further request Board authorization for the Procurement Division to formally terminate negotiations with the top ranked firm, if we are unable to come to a favorable negotiated agreement, and commence negotiations with the next ranked alternate, until a successful negotiation is reached.

Proposals were evaluated by the Procurement Committee on November 8, 2023. Commissioner Maribel Gomez Cordero was assigned to the Procurement Committee.

PROCUREMENT:

The firm shall create a comprehensive cultural master plan that will focus on several elements to include, but not limited to, private and public arts assets including physical (2D and 3D), performing, visual, literary, and media tech arts, and how to contribute to the cultural arts ecosystem in Orange County, downtown Orlando, and City Main Streets; public arts assets, including performing and visual arts and how they support creative placemaking; and building a local and regional framework for arts funding, through strategic partnerships, with a focus on establishing sustainable and equitable private philanthropy.

FUNDING:

Funding is available through account number 0001-023-0481-3197.

APPROVALS:

The Arts and Cultural Affairs Office and Business Development Division concur with this recommendation.

REMARKS:

Four proposals were received in response to this Request for Proposals (RFP). The Procurement Committee evaluated the proposals in accordance with the criteria set forth in the subject RFP.

The proposal submitted by FCArchitects, Inc. was deemed non-responsive due to modifying the Fee Schedule Form and failure to acknowledge addendums 3, 4, and 5.

The Procurement Committee's scores are attached.

REVISED

Procurement Committee Meeting - November 8, 2023
 Y23-604-JA Arts and Cultural Affairs Cultural Master Plan

CRITERIA	Qual. of Staff	Qual of Firm	Technical Approach	Location	Fee Proposal	Total Weighted Points
Weighted Value	20	20	30	10	20	100
AEA CONSULTING, LLC	63.33	76.67	130.00	0.00	100.00	370.00
DVDL DESIGN DECISIONS INC.	73.33	80.00	90.00	0.00	95.90	339.24
THE CULTURAL PLANNING GROUP, LLC	90.00	90.00	140.00	10.00	94.84	424.84