


Date: October 21, 2015

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

Subject: Waiver of Bid Procedures Allowing Payment for Professional Performers, Individual Artists, and Associated Expenses for Artistic Services and Projects for *Culture Shock Miami*

RECOMMENDATION

It is recommended that the Cultural Affairs Council approve a waiver of formal bid procedures pursuant to Section 5.03(D) of the Home Rule Charter and Section 2-8.1(b) of the County Code, to allow the Department of Cultural Affairs to contract and pay professional performers, visual artists, and associated expenses for artistic services and projects in support of Culture Shock Miami, in an amount not to exceed \$30,000.00 per performance, project or exhibition fee, and with an aggregate amount not to exceed \$300,000.00 and a two-year time limit or until the aggregate recommended amount is expended. This waiver will remain constant for two years or until the aggregate recommended amount is expended, whichever occurs first.

BACKGROUND

Culture Shock Miami is an Internet-based discount ticketing program created by the Miami-Dade County Department of Cultural Affairs with Ticketmaster (now TicketWeb) and local cultural organizations designed to introduce high school and college students to the arts in an easy and affordable way. Culture Shock Miami offers \$5 tickets to a wide variety of cultural events and two-for-\$5 tickets to area museums. Students ages 13-22 can purchase one ticket and another for a friend, parent, or sibling to accompany them at the same discounted price through www.CultureShockMiami.com.

Non-profit cultural organizations donate tickets to the Department for Culture Shock Miami in the interest of helping develop the next generation of audience members. Culture Shock Miami offers tickets to a wide variety of cultural events, including those presented by more than one hundred local arts organizations including Actors' Playhouse, Miami City Ballet, New World Symphony, and South Miami-Dade Cultural Arts Center, as well as museums and other area attractions such as Fairchild Tropical Botanic Garden, Pérez Art Museum Miami, ZooMiami, and Vizcaya Museums and Gardens, among others. A key way to create greater awareness of Culture Shock Miami among high school and college students is to create Culture Shock Miami promotional events targeted directly to this market segment and presented by artists and at locations that are likely to attract new participants to the program.

The Department of Cultural Affairs is requesting a waiver of the formal bid procedures for professional performers, individual artists and associated expenses for artistic services and projects in support of Culture Shock Miami in an amount not to exceed \$30,000.00 per performance, project or exhibition fee, and with an aggregate amount not to exceed \$300,000.00 and a two-year time limit or until the aggregate recommended amount is expended. Similar to the benefits afforded to Parks, Recreation and Open Spaces Department's venues and to cultural facilities managed by the Department of Cultural Affairs (African Heritage Cultural Arts Center, Caleb Auditorium, Miami-Dade County Auditorium, and the South Miami-Dade Cultural Arts Center), the waiver of formal bid procedures for professional performers, visual artists and associated expenses is necessary to facilitate the planning and programming of special promotional events and projects for Culture Shock Miami. The amount of \$300,000.00 reflects budgeted and projected programming expenses both for season-long

performances and activities, and other smaller scale projects throughout the year. Funding for professional performers, visual artists and associated expenses for artistic services and projects for Culture Shock Miami is included in the Department's FY2015-16 budget and contingent upon the annual authorization of the budget for the Department of Cultural Affairs.

On June 18, 2013, the Board approved Resolution R-474-13 that authorized waivers of formal bid procedures allowing for payments for professional performers, individual artists, and associated expenses for artistic services and projects in support of Culture Shock Miami. The current bid waiver (R-474-13), which expired on June 18, 2015 and has a limit of \$30,000.00 per performance or exhibition fee and \$300,000.00, allowed Department staff to increase Culture Shock Miami's presentations and reach more audiences. Beginning in July 2013, the program increased its presentations from one (1) performance a year in FY2012-13, to ten (10) performances planned for its 2015-16 season. To date, the Department has incurred expenses for seventeen (17) special events and outreach activities as part of the program's expansion and ongoing efforts to reach more young audiences in Miami-Dade County. To date, expenditures for Culture Shock Miami, authorized via Resolution R-474-13, are approximately \$162,600.

Given Culture Shock Miami's target audience (students, ages 13-22), it is important to identify and quickly retain the services of uniquely qualified organizations, individual artists or service providers with special qualities, aptitude and talent who are familiar with the program and are capable of providing services that can appeal to, captivate and educate this young audience. These entities, who are experienced in reaching younger audiences, are the key to ensuring the success of the program and its mission of cultivating the audience of the future.

The channels for normal County purchasing and bid procedures cannot accommodate these special requirements which usually require rapid turnaround. Board approval of each agreement or arrangement is not feasible, given the short notice of availability, the uniqueness of the artistry, and the negotiations of the contracting requirements. In keeping with County procurement policies, staff will continue to make every effort to use existing qualified vendors and/or obtain four quotes whenever possible as it relates to equipment, sound and lighting and other items related to the presentation of artists.

This recommendation to waive formal bid procedures to contract and pay for artists' services is based on a successful model used for more than twenty years by the Parks, Recreation and Open Spaces Department and is now also being used by the Department of Cultural Affairs to facilitate programming for the cultural facilities that it operates (African Heritage Cultural Arts Center, Caleb Auditorium, Miami Dade County Auditorium, and the South Miami-Dade Cultural Arts Center). Beginning in 1988, the Board has authorized a series of Resolutions (R-1055-88, R-1078-98, R-1252-01, R-1161-03, R-1470-04, R-1002-06, R-914-08, R-371-09, R-1229-10, R-247-11, R-587-14) that authorized multi-year waivers of formal bid procedures for payments for artists to perform at Parks, Recreation and Open Spaces Department and Department of Cultural Affairs-managed venues.