

CITY OF CORAL GABLES

-MEMORANDUM-

TO: Honorable Mayor and
Members of the City Commission

Date: September 25, 2025

FROM: Peter J. Iglesias
City Manager Peter J.
Iglesias

Digitally signed by Peter
J. Iglesias
Date: 2025.10.02
09:08:47 -04'00'

SUBJECT: Award Recommendation
RFP 2025-016 Theater Programming
Services

At the next available City Commission Meeting an award recommendation for RFP 2025-016 Theater Programming Services will be included on the agenda. This memorandum serves to notify you that in accordance with Section 2-763 of the City Code entitled "Contract Award", my recommendation to the City Commission for award of the subject RFP is as follows:

- 1) Accept the recommendation of the Chief Procurement Officer to award the RFP and authorize negotiations with Evolve Theatre Company, the recommended responsive and responsible proposer for Theater Programming Services, RFP 2025-016.
- 2) Reaffirm the City's right to pursue alternative courses of action.

On August 1, 2025, the Procurement Division of Finance formally advertised, issued, and distributed Request for Proposals (RFP) 2025-016 Theater Programming Services. Forty-four (44) prospective proposers were notified by INFOR, the City's web-based e-Procurement system.

On September 5, 2025, two (2) firms submitted proposals in response to the RFP: Area Stage, Inc., and Evolve Theatre Company.

The responses were reviewed by the Procurement Division in order to determine responsiveness to the requirements of the RFP. During the review, it was determined by Procurement, after consulting with the City Attorney's office, that Area Stage, Inc., would be deemed non-responsive based on their failure to submit a comprehensive proposal response that could be evaluated.

On September 24, 2025, the Evaluation Committee convened to evaluate the one (1) responsive and responsible proposal. The Evaluation Committee recommended that the City negotiate with Evolve Theatre Company to provide the requested services for an initial three (3) year term with two (2) one (1) additional year periods.

After successful negotiations, a Professional Services Agreement will be executed. A more detailed description of the RFP, proposal response and evaluation results will be provided to you as part of the agenda package.

Please contact me should you have any questions.

Copy:

Cristina M. Suárez, City Attorney

Billy Y. Urquia, City Clerk

Carolina Vester, Assistant City Manager

Fred Couceyro, Community Recreation Director

Yanessa Rodriguez, Administrative Operations Manager Community Recreation

Diana M. Gomez, Finance Director

Celeste S. Walker-Harmon, Chief Procurement Officer