



Hallandale Beach
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400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:		Item Type:			1 st Reading	2 nd Reading
11/6/2019		<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Other		Ordinance Reading	Click or tap to enter a date.	Click or tap to enter a date.
				Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
				Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
				Quasi Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):		Account Balance (\$):	Funding Source:		Project Number :	
\$60,000		\$60,000	Acct. 1110/531010 Acct. 3390W/531010 Acct. 5910/531010		N/A	
Contract/P.O. Required		RFP/RFQ/Bid Number:		Sponsor Name:		Department:
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	RFP # FY 2016-2017-010 STATE LOBBYIST SERVICES		Greg Chavarria, City Manager		City Manager
Strategic Plan Focus Areas:						
<input checked="" type="checkbox"/> Financial		<input checked="" type="checkbox"/> Organizational Capacity		<input checked="" type="checkbox"/> Infrastructure		<input checked="" type="checkbox"/> Development, Redevelopment and Economic Development
Implementation Timeline						
Estimated Start Date: 10/1/2019 Estimated End Date: 9/30/2020						

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AUTHORIZING A ONE-YEAR EXTENSION FOR THE 2020 LEGISLATIVE SESSION STATE LOBBYIST SERVICES TO BALLARD PARTNERS, INC. FOR AN AMOUNT NOT TO EXCEED SIXTY THOUSAND (\$60,000.00) DOLLARS; AND PROVIDING FOR AN EFFECTIVE DATE.

STAFF SUMMARY:

Background:

To prepare for the 2020 State Legislative Session, City Administration released RFP #FY 2016-2017-010, State Lobbyist Services July 5, 2017.

The release notice for the RFP was sent via email to 38 vendors from the City's Vendor list. The RFP was also advertised in the Hallandale Beach Chamber of Commerce website, City's website, DEMANDSTAR website, and City and HBCRA Social Media pages. The RFP was also advertised through the Miami Minority Business Development Agency Business Center, the U.S. Small Business Administration, and the Broward County Community Relations and Outreach Section Office of Economic and Small Business Development.

The due date for responses to the RFP was August 2, 2017. At that time, four proposals were received from the following vendors:

1. Ballard Partners
2. Becker and Poliakoff
3. Gray Robinson Attorneys at Law
4. Peebles and Smith

The Evaluation Committee, appointed by the City Manager, was composed of the following individuals:

1. Nydia M. Rafols, Deputy City Manager
2. Jeremy Earle, Assistant City Manager
3. Mark Ellis, Fire Chief
4. Mario Bataille, City Clerk

On August 24, 2017, the Evaluation Committee submitted rating sheets for all four (4) firms (See Exhibit 2).

The highest ranked firm is Ballard Partners, headquartered in Tallahassee, FL, with offices in every major region of the state, including Fort Lauderdale and Miami. With over 19 years of continuous experience, Ballard Partners specializes in all aspects of governmental and public affairs, including legislative advocacy, appropriations and administrative issues affecting agency decisions. The focus of the Firm's services is to advocate the interests of the client before the Florida legislature and executive agencies of Florida government. This includes the advocacy for passage and defeat of legislation, policy and appropriations relevant to the client.

The firm's professional staff includes two former legislators, a former Governor's chief of staff, Lieutenant Governor's chief of staff, gubernatorial policy director, Speaker of the House's chief of staff, mayoral chief of staff and legislative committee staff director.

While all proposers were qualified to conduct lobbying activities, Ballard Partners demonstrated understanding of the City's needs, most specifically, their approach to the

special projects, year-round availability and proposed communications with City Administration and staff, set the firm apart from the other firms.

On September 27, 2017, City Commission awarded the RFP to Ballard Partners via Resolution #2017-104 (Exhibit 4). On October 13, 2017, an agreement was fully executed by the City and Ballard Partners (Exhibit 2). The agreement provisioned two (2) optional one (1) year renewals. On January 23, 2019, City Commission authorized a one-year extension for the 2019 Legislative session Resolution #2019-008 (Exhibit 3).

Current Situation:

City staff is recommending the last contract renewal of the services by Ballard Partners, Inc.

Why Action is Necessary:

Pursuant to Chapter 23, Section 23-4, Competitive Bidding is required on all purchases of and contracts for equipment, supplies and contractual services, when the estimated cost shall exceed \$50,000. Also, pursuant to Chapter 23, Section 23-6, Award of Contract, the City Manager shall have the authority to recommend to the City Commission award of contracts. Furthermore, pursuant to Resolution 2017-104, the authorization of the optional two one-year renewals is subject to City Commission approval.

Fiscal Impact:

The annual contract value per the agreement with Ballard Partners is \$60,000.

Proposed Action:

Staff recommends or the City Commission to consider the attached Resolution, authorizing the last contract renewal for the agreement with Ballard Partners for RFP # FY 2016-2017-010 State Lobbyist Services.

Attachment(s):

Exhibit 1 – Resolution
Exhibit 2 - Resolution No. 2019-008