

Date: September 3, 2025

To: Honorable Chairman Anthony Rodriguez
and Members, Board of County Commissioners

From: Daniella Levine Cava
Mayor

A handwritten signature in black ink that reads "Daniella Levine Cava". The signature is written in a cursive, flowing style.

Subject: Recommendation to Award a Contract for Tropical Park Equestrian Center Complex;
and Amend Implementing Order No. 4-119, Fee Schedule for The Miami-Dade Parks,
Recreation and Open Spaces Department, as related to certain "park rental fees"

Summary

This item is for the award of a competitively solicited contract to Loud and Live Management Group, LLC (Loud and Live) for operation and maintenance services for the Equestrian Center Complex (Complex) for the Parks, Recreation and Open Spaces Department (PROS). Approval of this contract will allow PROS to enter into a contract with the successful Proposer for operations and management services to include management of the stables, landscaping services for the Complex, marketing and promotion of the Complex to prospective event producers, vetting prospective events, and assisting event producers in the permitting process. This item also includes a proposed amendment to Implementing Order (IO) No. 4-119 as it pertains to rates at the Ronald Reagan Equestrian Center at Tropical Park.

Recommendation

It is recommended that the Board of County Commissioners (Board) approve a competitive contract award, *Contract No. EVN0001892, Tropical Park Equestrian Center Complex*, to Loud and Live for a twenty-year term with one, ten-year option to renew, for PROS; and amend IO No. 4-119 as it pertains to rates at the Ronald Reagan Equestrian Center at Tropical Park to adopt the rates as stipulated under the fiscal impact section of this memorandum.

The contract includes a requirement for the selected Proposer to contribute from its profit the annual amount of two hundred fifty thousand dollars (\$250,000) for the term of the contract, that will increase to three hundred thousand dollars (\$300,000) upon the completion and inclusion of future improvements, to a not-for-profit agricultural organization designated by the Board through a Board resolution.

Background

A Request for Proposals (RFP) was issued under full and open competition on May 31, 2024. On the closing date of July 16, 2024, the County received three proposals. Upon review of the proposals received, the County identified potential responsiveness issues with one of the proposers and on July 19, 2024 requested a determination from the County Attorney's Office (CAO) to ascertain whether they were responsive. On July, 24, 2024, the CAO opined that the proposal was deemed non-responsive for failure to respond to the Proposer Information Section, including the proposed revenue to the County. On September 6, 2024, another proposer notified the County of the withdrawal of its proposal. Evaluation meetings were held in August and September 2024. Negotiations commenced in October 2024 and concluded in July 2025. A copy of the Coordinator's Report is attached for additional details.

Scope

Tropical Park is located in County Commission District 10, which is represented by Chairman Anthony Rodriguez; however, the impact of this item is countywide in nature.

Fiscal Impact/Funding Source

The contract is revenue generating for the County. The minimum projected revenue based on payment of the monthly guarantee and payment of the percentage of gross receipts from the rental revenue for

the required events is estimated to be at least \$24,484,267 for the initial twenty-year term. Should the County choose to exercise, at its sole discretion, the ten-year option to renew, the cumulative minimum projected revenue will be at least \$40,281,893. However, these amounts do not account for anticipated future changes to event rental rates and percentage of gross receipts from the rental revenue for events other than the required events. Therefore, the revenue to the County could be higher.

Department	Projected Revenue	Funding Source	Contract Manager
PROS	\$40,281,893	Revenue Generating	Perry Perez
Total	\$40,281,893		

IO 4-119 Amendments for Ronald Reagan Equestrian Center Proposed Fees

For Tier 1 events, which are events that are less than 20,000 people and less than 7 days in duration:

Specialty Operations (Value Added Services)	Adopted Range (per day)	
	Minimum	Maximum
Tier 1 Event Rates		
Arena Rental	\$2,500	\$5,000
EC Parking Lot Rental	\$1,500	\$3,000
Polo Lot Rental	\$1,500	\$3,000
Curved Road Area	\$2,000	\$4,000
Stall Rental	\$49	\$200
South Pasture Rental	\$1,000	\$2,000
Palmetto Road Rental	\$2,000	\$4,000
South Event Lot Rental	\$2,500	\$5,000

For Tier 2 events, which are events that are 20,000 people or more, or greater than or equal to 7 days in duration:

Tier 2 Event Rates	Flat Rate	
	Minimum	Maximum
Winter Holiday Event	\$600,000	\$1,200,000
Halloween Event	\$200,000	\$400,000
Any Other Event per Week	\$50,000	\$100,000

Track Record/Monitor

Saba Musleh of the Strategic Procurement Department (SPD) is the Negotiator.

Delegated Authority

If this item is approved, the County Mayor or County Mayor's designee will have the authority to execute the agreement and exercise all provisions of the contract, including any cancellation, renewals, or extensions, pursuant to Section 2-8.1 of the County Code and Implementing Order 3-38.

Vendor Recommended for Award

Pursuant to Resolution No. R-477-18, the highest-ranked proposer is recommended in accordance with the method of award per the solicitation.

Vendor	Principal Address	Local Address	Number of Employee Residents	Principal
			1) Miami-Dade 2) Percentage*	
		Same	0	Nelson Albareda

Vendor	Principal Address	Local Address	Number of Employee Residents	Principal
			1) Miami-Dade 2) Percentage*	
Loud and Live Management Group, LLC	2301 NW 87 Avenue, 6 th Floor Doral, FL		0%	

*Provided pursuant to Resolution No. R-1011-15. Percentage of employee residents is the percentage of vendor's employees who reside in Miami-Dade County as compared to the vendor's total workforce.

Vendor(s) Not Recommended for Award

Vendor	Local Address	Reason for Not Recommending
SBS Investments of Dade County, Inc DBA Christina's Party Rentals	Yes	Deemed non-responsive by the CAO (opinion attached)
Tropical Park Equestrian Center Management, LLC	Yes	Proposal withdrawn

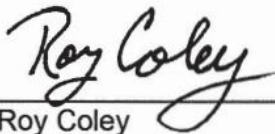
Due Diligence

Pursuant to Resolution No. R-187-12, due diligence was conducted in accordance with SPD's Procurement Guidelines to determine vendor responsibility, including verifying corporate status and that there are no performance and compliance issues through various vendor responsibility lists and a keyword internet search. The lists that were referenced included convicted vendors, debarred vendors, delinquent contractors, suspended vendors, and federal excluded parties. There were no adverse findings relating to vendor responsibility.

Applicability of Ordinances and Contract Measures

- The User Access Program does not apply since this is a revenue generating contract.
- The Small Business Enterprise Selection Factor and Local Preference applied.
- The Living Wage Ordinance does not apply.

Attachment



Roy Coley
 Chief Utilities and Regulatory Services Officer