



20-0498

TITLE: Consider/Discuss/Act on a Resolution Authorizing the City Manager to Execute a Professional Services Contract and Any Necessary Supplemental Agreements with The Superlative Group, Inc. to Provide Parks and Recreation Sponsorship Valuation Services

COUNCIL GOAL: Enhance the Quality of Life in McKinney
(5F: Maximize partnerships between the City of McKinney and private industry)

MEETING DATE: June 16, 2020

DEPARTMENT: Parks and Recreation

CONTACT: Michael Kowski, Director of Parks and Recreation
Lisa Littrell, Procurement Services Manager

RECOMMENDED CITY COUNCIL ACTION:

- Approval of Resolution

ITEM SUMMARY:

- This resolution authorizes the award of a contract for Parks and Recreation Sponsorship Valuation Services to The Superlative Group, Inc. of Cleveland, Ohio and authorizes the City Manager to execute a professional services contract for said services.
- The selected team, The Superlative Group, Inc. submitted a proposal to provide sponsorship valuation services for an amount not to exceed \$74,250.

BACKGROUND INFORMATION:

- The City desires to leverage our existing and future Parks & Recreation assets to cultivate a sustainable sponsorship program.
- A Request for Proposals (RFP), 20-20RFP, was issued on December 15, 2019 with proposals due on January 9, 2020.
 - Advertised in the McKinney Courier Gazette
 - Posted on McKinney TV

- 774 matching eBid Supplier Notifications
- The objective of the RFP was to identify a qualified consultant/firm that can determine marketable assets, valuations, pricing structures, potential leads, and implementation strategies to evaluate and assess certain parks, facilities and events, as well as identify other tangible and intangible assets, in order to secure and develop short- and long-term sponsorship partners.
- Out of 774 matching eBid supplier notifications, a total of one (1) proposal was received by The Superlative Group, Inc. of Cleveland, Ohio.
- An evaluation committee comprised of Parks and Recreation staff, reviewed the proposal based on the following criteria and to ensure all objectives outlined in the RFP were met:
 - 20 points - Firms Qualifications/Experience
 - 10 points - Proposed Project Team/Staff & Qualifications
 - 20 points - Proposed Sponsorship Methodology/Approach/Deliverables to Meet Objectives of this Request
 - 20 points - References & Demonstrated Sponsorship Success/Impact
 - 20 points - Total Proposed Price
 - 10 points - Project Timeline
 - 25 points - Interview (if desired): Proposed project team presentation, interaction, communication skills and response to interview questions.
- Based on the results of the evaluated proposal and subsequent interview, the evaluation committee is recommending award of contract to The Superlative Group, Inc.

FINANCIAL SUMMARY:

- This Resolution authorizes a professional services contract for Parks and Recreation sponsorship valuation services, and any supplemental agreements, with The Superlative Group, Inc. for an amount not to exceed \$80,000 which includes a contingency of \$5,750.
- Funding is allocated in the Parks Master Plan Project - PK2040.

BOARD OR COMMISSION RECOMMENDATION:

- NA

SUPPORTING MATERIALS:

[Resolution](#)