



## The City of Coral Gables

### *Procurement Division*

2800 S.W. 72ND AVENUE  
MIAMI, FLORIDA 33155

October 2, 2025

All Responding Proposers (See Distribution List)

SUBJECT: RFP 2025-016 Theater Programming Services

Dear Proposers:

The evaluation of the proposals submitted in response to the above cited solicitation is complete. The City Manager has recommended an award as shown in the attached document (Award Recommendation).

This notice is provided in accordance with Section 2-910 (c) of the Code of Ordinances for Coral Gables. Our provision of this notice also serves to confirm the lifting of the Cone of Silence from this procurement action as dictated by Section 2-1027 (4b) of the same City Code.

Thank you for your participation in this competition. If you have any questions please contact Eduardo Hernandez, Procurement Specialist at 305-460-5108 or [ehernandez2@coralgables.com](mailto:ehernandez2@coralgables.com).

Sincerely,

A handwritten signature in blue ink, reading "Celeste S. Walker-Harmon", with a long horizontal flourish extending to the right.

Celeste S. Walker-Harmon  
Chief Procurement Officer

Attachment: Award Recommendation

Distribution List of Proposers:  
Area Stage, Inc.  
Evolve Theatre Company

## 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

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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

**Proposal Evaluation Form**  
**RFP 2025-016 Theater Programming Services**  
**Totals Composite**  
**Form Active**

Selection Criteria \ Proposers	Maximum Criteria Points per Evaluator	Total Maximum Sub-Criteria Points	Evolve Theatre Company
			<b>TOTAL:</b>
<b>Experience &amp; Qualifications</b>	<b>30</b>	<b>150</b>	
Provide a complete history and description of your company, including, but not limited to, the number of years in business, size, number of employees, office location, copy of applicable licenses/certifications, credentials, capabilities and capacity to meet the City's needs.		<b>75</b>	<b>73.0</b>
Provide qualifications and experience of all proposed key personnel.		<b>40</b>	<b>34.0</b>
Provide proposer's relevant knowledge and experience in providing the services described in the "Scope of Services" similar in size to the City of Coral Gables.		<b>35</b>	<b>35.0</b>
<b>Experience &amp; Qualifications Total</b>			<b>142.0</b>
<b>Project Understanding, Proposed Approach, Methodology</b>	<b>30</b>	<b>150</b>	
Describe in detail, your understanding, approach and methodology to perform the services solicited herein.		<b>50</b>	<b>45.0</b>
Describe recent, current, and projected workload for the Proposer and key personnel and how the potential contract will fit into the Proposer's workload.		<b>50</b>	<b>49.0</b>
Describe Proposer's ability to meet or exceed all the program requirements.		<b>50</b>	<b>50.0</b>
<b>Project Understanding, Proposed Approach, Methodology Total</b>			<b>144.0</b>
<b>Past Performance and References</b>	<b>10</b>	<b>50</b>	
Using the required Attachment A - Reference Form provide a minimum of three (3) references, but no more than five (5), for which Proposer has performed same (or similar) scope of services in the last three (3) years.		<b>30</b>	<b>14.0</b>
Provide a list with contact information of all public sector clients in the last three (3) years, and include if any, that have discontinued use of Proposer's services within the last two (2) years and indicate the reasons for the same.		<b>10</b>	<b>8.0</b>
Please identify each incident within the last five (5) years where (a) a civil, criminal, administrative, other similar proceeding was filed or is pending, if such proceeding arises from or is a dispute concerning the Proposer's rights, remedies or duties under a contract for the same or similar type services to be provided under this RFP		<b>10</b>	<b>10.0</b>
<b>Past Performance and References Total</b>			<b>32.0</b>
<b>Agreement Exceptions</b>	<b>5</b>	<b>25</b>	
Review exceptions made by the proposer to the conditions listed in the agreement for the services.		<b>25</b>	<b>25.0</b>
<b>Agreement Exceptions Total</b>			<b>25.0</b>
<b>Proposed pricing as submitted in INFOR.</b>	<b>25</b>	<b>125</b>	<b>112.0</b>
<b>Total Points</b>	<b>100</b>	<b>500</b>	<b>455.0</b>
<b>Ranking</b>			<b>1</b>