

Financial Services
Richard H. Hinds, Chief Financial Officer

SUBJECT: REQUEST AUTHORIZATION TO NEGOTIATE AND ENTER INTO A CONTRACTUAL SERVICES AGREEMENT BETWEEN THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, AND LA LEY SPORTS, INC., PURSUANT TO REQUEST FOR PROPOSALS NO. 060-LL10 – BROADCASTING OF INTERSCHOLASTIC ATHLETIC EVENTS

COMMITTEE: INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS

LINK TO STRATEGIC FRAMEWORK: FINANCIAL EFFICIENCY/STABILITY

REQUEST FOR PROPOSALS NO. 060-LL10 - BROADCASTING OF INTERSCHOLASTIC ATHLETIC EVENTS, is to provide a media company the opportunity to video-tape and broadcast Miami-Dade County Public Schools boys and girls interscholastic athletic events, such as football, basketball, baseball, softball, volleyball, etc., via live transmittal on TV and the web, at no cost to the Board, to generate revenue to the District, for the Division of Athletics/Activities and Accreditation. This contract is a revenue-generating opportunity in support of the Greater Miami Athletic Conference (GMAC) and the athletic programs of Miami-Dade County Public Schools. One proposer responded to this advertised solicitation.

The Selection Committee met to evaluate the one proposal received in response to the Request For Proposals on December 5, 2011. The proposal presented for consideration was La Ley Sports, Inc. The Committee recommended that an oral presentation be conducted, which was held on January 4, 2012. Based on the evaluation criteria set forth in the Request For Proposals and the oral presentation, the Committee voted to accept the proposal from La Ley Sports, Inc.

La Ley Sports, Inc. will provide an internet-based platform on which to broadcast interscholastic athletic events and will be permitted to solicit advertisers for internet broadcast. Revenue generated from advertisements shall be divided between La Ley Sports, Inc. and the District, at a negotiated percentage determined to be in the best interest of the District. La Ley Sports, Inc. has also included the use of the La Ley Sports Complex in Homestead, at no cost to the District, and will make its best efforts to obtain donations from one or more parties to be directed towards scholarships for each contract year.

RECOMMENDED: That The School Board of Miami-Dade County, Florida, **AUTHORIZE** the Superintendent or his designee, to negotiate and enter into a contractual services agreement between The School Board of Miami-Dade County, Florida, and La Ley Sports, Inc., pursuant to Request For Proposals No. 060-LL10 – **BROADCASTING OF INTERSCHOLASTIC ATHLETIC EVENTS**, to video-tape and broadcast Miami-Dade County Public Schools boys and girls interscholastic athletic events, such as football, basketball, baseball, softball, volleyball, etc., via live transmittal on TV and the web, at no cost to the Board, to generate revenue to the District, for the Division of Athletics/Activities and Accreditation, for an initial three-year period, effective upon completion of a negotiated agreement, as follows:

1. LA LEY SPORTS, INC.
5040 N.W. 7 STREET
MIAMI, FL 33126
OWNER: JOHN H. RUIZ, PRESIDENT

RHH/ae