Both

Condensed Title:

Request for approval to Issue a Request For Proposals (RFP) for the management and operation of food and beverage concessions in the City's parks.

Key Intended Outcome Supported:

Increase resident satisfaction with the level of services and facilities.

Supporting Data (Surveys, Environmental Scan, etc.):

37.3% of the residential respondents to the 2009 Community Satisfaction Survey, when thinking about recreation programs in the City of Miami Beach, felt that the "18 year of age and under" demographic should benefit most from limited resources during tough economic times.

Issue:

Whether the City Commission should approve the issuance of a Request for Proposals (RFP)?

Item Summary/Recommendation:

Given the City's recent and extensive capital investment to upgrade its parks, including South Pointe Park, Collins Park, Normandy Isle Park, Soundscape Park and the $10.5 Million renovation planned for Flamingo Park, as well as new programming in the parks, such as Arts in the Park, Movies in the Park and the Soundscape Cinema Series, the Administration believes it is opportune to initiate an RFP process to competitively solicit proposals from qualified concessionaires for the operation and management of food and beverage facilities as an added and much needed recreational amenity in the City's parks.

The City will grant to the successful proposer(s) the exclusive right, during the term of the Agreement(s), to manage and operate existing concession stands in the City's parks (Normandy Isle Park Pool and Flamingo Park Pool). In addition, the City is seeking a concessionaire to provide temporary (as needed) food and beverage services during events at parks that have no permanent concession facilities, including, but not limited to, Soundscape Park and Bandshell Park. The contract term will be for a period of two (2) years with the sole option and discretion of the City, to renew for an additional three (3) one (1) year periods.

THE ADMINISTRATION RECOMMENDS ISSUANCE OF THE RFP.

Advisory Board Recommendation:

N/A

Financial Information:

Source of Funds:

	Amount	Account	Approved
1			
2			
3			
4			
Total			

OBPI

Financial Impact Summary: N/A

City Clerk's Office Legislative Tracking:

Gus Lopez, extension 6641

Sign-Offs: Department

Director	Assistant City Manager	City Manager
AP GL	HF	JMG

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MIAMIBEACH

AGENDA ITEM C2H

DATE 3-21-12

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: March 21, 2012

SUBJECT: **A REQUEST TO ISSUE A REQUEST FOR PROPOSALS (RFP) FOR THE MANAGEMENT AND OPERATION OF FOOD AND BEVERAGE CONCESSIONS IN THE CITY'S PARKS.**

ADMINISTRATION RECOMMENDATION

Approve the Issuance of an RFP.

ANALYSIS

On April 10, 2007, the City of Miami Beach issued a Request for Letters of Interest to develop a pilot program to operate a food and beverage concession at Flamingo Park and Normandy Isle Park Pools. On June 18th, 2007, the City entered into an agreement with Karlen Foods, Inc., to operate the concessions at these two locations for a little less than four months, or until September 30th, 2007. Under the Agreement, Karlen Foods was authorized to sell snack type products, including, but not limited to, microwavable hamburgers, hot-dogs, turkey burgers, pizza and any other similar products including candy/energy bars, chips and drinks. As a condition to operating the concessions, Karlen Foods was required to compensate the City five (5) % of gross sales from each of the two locations. Unfortunately, the feasibility of the pilot program could never be determined since Karlen Food was eventually placed in default and terminated for failure to comply with the terms of the Agreement.

On May 5th 2011, the City entered into a Letter Agreement for a pilot program for the operation of a food concession at the Normandy Isle Pool, which was intended to help the City gauge interest in such a service. The Letter Agreement is due to expire on April 4, 2012, and has one renewal option for an additional ninety days at the sole discretion of the City Manager.

Given the City's recent and extensive capital investment to upgrade its parks, including South Pointe Park, Collins Park, Normandy Isle Park, Soundscape Park and the $10.5 Million renovation planned for Flamingo Park, as well as new programming in the parks, such as Arts in the Park, Movies in the Park and the Soundscape Cinema Series, the Administration believes it is opportune to initiate an RFP process to competitively solicit proposals from qualified concessionaires for the operation and management of food and beverage facilities as an added and much needed recreational amenity in the City's parks.

Scope of Services:

The City will grant to the successful proposer(s) the exclusive right, during the Term of the Agreement(s), to manage and operate existing and/or temporary concession stands in the City's Parks, as follows:

Park	Address/Location	Type of Facility
Normandy Isle Park & Pool	7030 Trouville Esplanade	Permanent 9X9 concrete structure
Flamingo Park Pool	Jefferson Ave & 11th St	Permanent 9X9 concrete structure

Proposals may be submitted to operate one or more of the above-referenced concession areas. In addition, the City is seeking a concessionaire to provide temporary (as needed) food and beverage services during events at parks that have no permanent concession facilities, including, but not limited to, Soundscape Park and Bandshell Park. The successful proposer(s) must agree to manage and operate the Concession Areas and will be authorized to conduct the following kinds of business(es) within the Concession Areas, as follows:

Permitted Uses:

Operate and manage the concession stand, which shall provide, prepare and / or sell the following:

- Non-alcoholic beverages.
- Prepared and/or prepackaged foods.

Schedule of Operation:

Successful proposer(s)' hours of operation for permanent/on-site facilities shall be mutually agreed upon between the City Manager's designee and the Concessionaire but, at a minimum, shall coincide with the operational hours of the respective park location, as established by the City's Parks and Recreation Department. Hours of operation for proposals involving temporary concessions shall coincide with event dates and hours in the respective park.

Concession Fees:

Security Deposit:
Upon execution of the Agreement, the successful proposer(s) shall furnish the City with a Security Deposit, as agreed to by the City. Said Security Deposit shall serve to secure successful proposer's performance in accordance with the provisions of the Agreement. In the event the successful proposer fails to perform in accordance with said provisions, the City may retain said Security Deposit, as well as pursue any and all other legal remedies provided herein, or as may be provided by applicable law.

Minimum Guarantee (MG):
For those proposals involving the permanent on-site facilities only, the successful proposer(s) shall pay to the City a Minimum Guaranteed Annual Concession Fee (MG).

Percentage of Gross (PG):
During the initial term, and any renewal term, of the Agreement, successful proposer(s) shall pay the City a percentage of successful proposer's gross receipts (PG).

For proposals involving permanent on-site facilities only, if the annual PG is more than the MG amount provided in the Agreement, then the successful proposer shall also pay to the City, on an annual basis, the difference between the PG amount and the MG amount.

In the event that the City, at its sole discretion, chooses to extend the term of this Agreement for any renewal term, the renewal term MG shall be subject to negotiations.

Evaluation Criteria

Specific factors will be applied to proposal information to assist the City in its task of selecting the most-qualified candidate or candidates for this RFP. An Evaluation Committee appointed by the City Manager will evaluate proposals. Oral presentations may be required of all Proposers. The evaluation criteria to be considered in the evaluation of proposals are listed below:

A) Financial: (percentage = 30%)
- Financial capability to perform the services outlined in the RFP, and
- Proposed minimum guaranteed revenue or percentage of gross sales to the City.

B) Experience and qualifications: (percentage = 35%)
- Experience and qualifications of the Proposer; and
- Management team's experience and qualifications.

C) Methodology and approach: (percentage = 20%)
- Methodology and approach relative to ensuring successful Concessions; and
- Customer Service Plan(s).

D) Successful previous and/or current performance in operating quality food and beverage concessions (percentage = 15%)
- Number of positive performance evaluation surveys and/or reference checks conducted by the Administration.

LOCAL PREFERENCE: The Evaluation Committee will assign an additional five (5) points to Proposers, which are a Miami Beach-based vendor as defined in the City's Local Preference Ordinance.

VETERANS PREFERENCE: The Evaluation Committee will assign an additional five (5) points to Proposers, which are a small business concern owned and controlled by a veteran(s) or a service-disabled veteran business enterprise, as defined in the City's Veterans Preference Ordinance.

Term of Agreement

Any agreement entered into the by City, will be for a period of two (2) years with the sole option and discretion of the City, to renew for an additional three (3) one (1) year periods.

CONCLUSION

The Administration recommends that the Mayor and City Commission authorize the issuance of a Request for Proposals (RFP) for the management and operation of food and beverage concessions to be located in the City's parks, in accordance with the scope of services outlined herein.

JMG/HMF/AP/MM/KOB

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