



City of Hallandale Beach City Commission Agenda Cover Memo

| Meeting Date: | | Item Type: | | 1 st Reading | 2 nd Reading |
|------------------------------------------------------------------------|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------------------------------------------------|--------------------------|
| 9/26/2023 File No.: 23-330 | | <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Other | Ordinance Reading | N/A | N/A |
| | | | Public Hearing | <input type="checkbox"/> | <input type="checkbox"/> |
| | | | Advertising Required | <input type="checkbox"/> | <input type="checkbox"/> |
| | | | Quasi-Judicial: | <input type="checkbox"/> | <input type="checkbox"/> |
| Fiscal Impact (\$): | | Account Balance (\$): | Funding Source: | Project Number: | |
| N/A | | N/A | 7210-347221 | N/A | |
| Contract/P.O. Required | | RFP/RFQ/Bid Number: | Sponsor Name: | Department: | |
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | RFP # FY 2022-2023-011 CONCESSION SERVICES FOR OB JOHNSON PARK, PETER BLUESTEN PARK AND SOUTH CITY BEACH PARK | Cathie Schanz | Parks, Recreation and Open Spaces | |
| Strategic Plan Focus Areas: | | | | | |
| <input checked="" type="checkbox"/> Finance & Budget | | <input checked="" type="checkbox"/> Organizational Capacity | | <input type="checkbox"/> Infrastructure/Projects | |
| Implementation Timeline: | | | | | |
| Estimated Start Date: Summer, 2023 Estimated End Date: Summer, 2023 | | | | | |

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER TO REJECT ALL BIDS IN RESPONSE TO RFP# FY2022-2023-011, CONCESSION SERVICES FOR OB JOHNSON PARK, PETER BLUESTEN PARK, AND SOUTH CITY BEACH PARK AND AUTHORIZING THE CITY MANAGER TO PROCEED IN THE BEST INTEREST OF THE CITY; AND PROVIDING AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

This item seeks City Commission approval to adopt the attached Resolution rejecting RFP # FY 2022-2023-011, Concession Services for OB Johnson Park, Peter Bluesten Park and South City Beach Park ("the RFP") and reject the RFP in the City's best interest; and to provide City Manager authorization to proceed in the best interest of the City to obtain the services required.

Background:

The concession stand at OB Johnson Park and two concession stands at Peter Bluesten Park were previously operated by the Police Athletic League of Hallandale Beach (PAL). PAL notified the City that they were no longer able to manage the three stands and asked the Parks, Recreation and Open Spaces Department to assume responsibility for these assets.

The concession stand at South City Beach Park is currently operated by Café Cita who was found in default of their agreement. They have been operating the concession on a month to month basis at the convenience of the City.

The City previously went out for bid RFP FY 2020-2021-007 for Bluesten and OB Johnson concessions, but was unable to negotiate a contract with the only bidder (one of two total bidders) that bid on all parks because the vendor was unable to demonstrate financial capacity. This year, the Concession Services for OB Johnson Park, Peter Bluesten Park and South City Beach Park RFP was released on June 1, 2023 to secure an operator with experience and expertise to run the facilities without financial or operational assistance from the City. The release notice for the RFP was sent via email to over four hundred (400) vendors including vendors from the City's Vendor list and pertinent vendors that have a City Business Tax License to operate in the City. Furthermore, the RFP was advertised in the Hallandale Beach Chamber of Commerce website, the City's website, Demandstar.com, City's Social Media pages, Miami Minority Business Development Agency Business Center, U.S. Small Business Administration, and the Broward County Community Relations and Outreach Section Office of Economic and Small Business Development.

Current Situation:

On June 12, 2023, an in-person Non-Mandatory Pre-Proposal Conference and Site Visit was held. One firm attended. On July 12, 2023, the City received one (1) response to the RFP solicitation from GRL Investment Group, LLC.

The Evaluation Committee, was comprised of Sharon Ragoonan, Assistant City Manager; Cathie Schanz, Parks, Recreation and Open Spaces Director; Charles Casimer, Public Works Assistant Director; Denton Lewis, Assistant CIO; and Mirna Crompton, Grants Manager.

The Minimum Qualification Requirements (MQR) for this RFP were:

1. MQR 1 Years in Business - Sunbiz
 - a. Proposer must be incorporated through Sunbiz with a status of "Active".
 - b. Proposer must provide a copy of Proposer's Sunbiz report showing a date filed of year 2018 or earlier.
2. MQR 2 Firm Previous Experience
 - a. Please note that the information for the projects/contacts below must be the same as the projects/contracts provided within the Reference Form.

- b. Proposing Firm must have held one (1) contract of similar size and scope as to the requested services outlined in this RFP within the past five (5) years, 2018-2023. Make sure your response to the MQR # 2 addresses similar projects related to the scope of work as stated in this RFP that your Firm has done. The Evaluation Committee will be looking for the provision of detailed responses to the MQR # 2 addressing your Firm's previous similar projects and experience to the scope of work as outlined in this RFP.
- c. Proposers must provide the information for MQR # 2 on the following chart(s):

The scope of the RFP was:

The City of Hallandale Beach is seeking a qualified concessionaire, which will result in an award of a license to operate two (2) concession stands located at Peter Bluesten Park, 501 SE 1st Avenue Hallandale Beach, FL 33009, one (1) concession stand located at OB Johnson Park, 1000 NW 8th Ave, Hallandale Beach, Florida 33009 and one (1) concession stand located at South Beach Park, 1864 S. Ocean Drive, Hallandale Beach, Florida 33009.

Firms can submit proposals for individual concession stands and/or multiple concessions stands.

The work consists of providing public food services as a concessionaire at Peter Bluesten Park, OB Johnson Park and South Beach Park, Hallandale Beach, Florida in compliance with all City, County, State and Federal Laws and any resulting License Agreement.

All proposers are informed that any public food service establishments located at the Park Facilities, are governed by the Florida Statutes, Florida Department of Business and Professional Regulation Division of Hotels and Restaurants, Florida Department of Environmental Protection, and local city ordinances, where applicable. All proposers shall take these regulations into account in formulating their proposals.

The City will require the Contractor to:

- Be licensed to operate a food concession.
- Ensure all personnel are in compliance with Florida Statute 435.04 employment screening.
- Select and train personnel who shall, at all times, conduct themselves in a professional and courteous manner.
- Maintain the prescribed levels of insurance, to be established by the City.
- Conduct operations so that the environment is not negatively impacted.
- Conduct operations in full compliance with 2009:002 Expanded Polystyrene Policy; 2009.004 Sustainable Practice Policy; 2018-027 Plastic Straw Ordinance, and 2009-003 Green Events Policy provided through Attachment A.
- Pay a monthly license fee and/or revenue sharing agreement to be negotiated.
- Be responsible for payment of all costs related to the interior build out, including but not limited to, preparing of the architectural drawings and construction documents, application and permit fees, and all costs of construction of the Improvements.
- Be responsible for all utilities generally provided for the premises such as sewer and water service. Be responsible for all janitorial services, both interior and exterior, servicing and

maintenance of facility, garbage removal service, any telephone, electricity and cable services and all other services awardee obtains for the premises.

- Contractor to provide all necessary equipment and fixtures for providing service.
- Contractor to provide outside tables and chairs for customers.
- Contractor to provide any signage to be approved by the City. Outside signage must be approved in advance by the City.
- Contractor to provide consistent hours of operation to be approved by the City.
- Contractor to provide strong, professional customer service.
- Contractor to provide supervision of Concession area at all times of operation.
- Contractor to provide a diverse menu with product offering/pricing and other promotional materials acceptable to the City.
- Contractor to provide regular maintenance and cleaning of Concession tables and outside table area.
- Contractor to provide all food, beverages and supplies, and mechanisms for ordering and receiving and maintaining accounts for food, beverages, and supplies.
- Contractor to provide regular extermination services.
- The sale of alcoholic beverages and tobacco is strictly prohibited at OB Johnson and Peter Bluesten Parks. The sale of alcoholic beverages may be considered on a restricted basis at South City Beach Park.
- No glass bottles shall be allowed.
- Contractor to dispose of all garbage and waste in designated on-site dumpsters upon closing each evening. No garbage may be stored during business hours within sight of the public.
- Contractor shall meet all Health Department regulations and other applicable laws and regulations in operating the Concession.
- Operator shall prepare and submit to the City a statement of Gross Revenue earned from its operations and management of the facility for each month of the Agreement, or unless otherwise negotiated.

The Evaluation Committee held an in-person meeting on August 1, 2023 at 1:00 PM in the City Commission Chambers to evaluate the proposal. Based on the documentation provided, the Evaluation Committee determined unanimously that based on information submitted for evaluation criteria 2, Approach to Project, there was insufficient information to effectively evaluate the proposal. The evaluation committee cited the lack of an operation plan, including information on who would be in charge, staffing levels, or any other information requested for this criteria. Furthermore, the proposal did not reflect how the company would transition from offering primarily mobile concession services to operating out of concession stands.

The Evaluation Committee is not able to recommend the proposer for award of contract.

Why Action is Necessary:

Pursuant to the City of Hallandale Beach Code of Ordinances, Chapter 23, Section 23-12, Procedures for purchases in excess of \$50,000, (4) Rejection of Bids, the City Commission may authorize City Manager to: a) Reject all bids; or b) reject all bids and re-advertise, pursuant to the procedure prescribed in this section in the Code.

Cost Benefit:

Securing an Operator with experience and expertise to to run the concession facilities without financial or operational assistance from the City is most advantageous to the City.

PROPOSED ACTION:

The City Commission consider the attached Resolution.

ATTACHMENT(S):

- Exhibit 1 - Proposed Resolution
- Exhibit 2 - RFP# FY2022-2023-011, Concession Services for OB Johnson Park, Peter Bluesten Park and South City Beach Park
- Exhibit 3 - Award Information Memorandum RFP # FY 2022-2023-011

Prepared By: Cathie Schanz
Cathie Schanz, Director
Parks, Recreation and Open Spaces

Reviewed By: Sharon Ragoonan
Sharon Ragoonan
Assistant City Manager

Reviewed By: Noemy Sandoval
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