



400 South Federal Hwy
Hallandale Beach, FL 33009

Hallandale Beach
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City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:		Item Type:			1 st Reading	2 nd Reading
5/18/2022		<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Other		Ordinance Reading	N/A	N/A
File No.:				Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
22-091				Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
				Quasi Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):		Account Balance (\$):	Funding Source:		Project Number :	
TBD		TBD	TBD		TBD	
Contract/P.O. Required		RFP/RFQ/Bid Number:	Sponsor Name:		Department:	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	RFP #FY2020-2021-007 CONCESSION SERVICES FOR PETER BLUESTEN AND OB JOHNSON PARKS	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, 2022 Estimated End Date: Summer, 2027						

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AWARDED RFP # FY 2020-2021-007 CONCESSION SERVICES FOR PETER BLUESTEN AND OB JOHNSON PARKS TO THE HIGHEST RANKED FIRM, SUPER DUPER GRUB CAFÉ, LLC, AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE AN AGREEMENT; AND PROVIDING AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

This item seeks City Commission approval to award RFP# FY2020-2021007, Concession Services for Peter Bluesten and OB Johnson Parks, to the highest ranked vendor, Super Duper Grub Hub, and authorization for the City Manager and City Attorney to negotiate and execute a Lease agreement with Super Duper Grub Hub.

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.

Current Situation:

The City of Hallandale Beach released RFP 2020-2021-007 Concession Services for Peter Bluesten and OB Johnson Parks on August 18, 2021 to select the most qualified vendor. The City's goal is 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 one hundred and fifty (150) vendors from the City's Vendor list. In addition, the RFP was advertised in the Hallandale Beach Chamber of Commerce website, City's website, DEMANDSTAR website, and City and HBCRA Social Media pages. The RFP was also advertised through the Miami minority Business Development Agency Business Center, the U.S. Small Business Administration, and the Broward County Community Relations and Outreach Section Office of Economic and Small Business Development.

On August 30, 2021, a non-mandatory pre-proposal conference was held followed by site-visits to all three concession stands with two (2) vendors attending. On September 20, 2021, the City received two (2) responses to the Request for Proposal solicitation from Super Duper Grub Hub and Ultimate Bakery and Pastry, Inc. Vender Ultimate Bakery and Pastry, Inc. submitted a proposal for only the Corner Kick Café at Peter Bluesten Park and did not submit for the other two locations. Super Duper Grub Hub submitted a proposal for all three locations.

The Evaluation Committee was comprised of Bob Williams, Parks, Recreation and Open Spaces Assistant Director, Geovanne Neste, Finance Director, and Jonathan Carrillo, PAL Coordinator.

The evaluation criteria for this RFP was:

1. Proposer's Qualifications and Experience
2. Proposed Financial Return, Business Plan, Agreement Terms
3. Past Performance (References)
4. Approach to Operations

As illustrated on the attached summary rating sheet (Exhibit 2), Super Duper Grub Hub was the highest ranked vendor. Super Duper Grub Hub most recently operated the Young at Art Museum Concessions. Their proposal demonstrated an understanding of the City's needs and included a comprehensive concession and catering menu to meet those needs at all three locations.

The Super Duper Grub Hub proposal included a monthly base rent for each location and a percentage rent equal to two percentage (2%) of gross sales. They will provide all needed licensing, furniture, fixtures, equipment, and improvements to the existing facilities to establish a vibrant concession atmosphere.

Next Steps:

Upon award by the City Commission, staff will negotiate the Lease Agreement with the Super Duper Grub Hub.

Why Action is Necessary:

Pursuant to Chapter 23, Section 23-4, Competitive Bidding Required, all purchases of and contracts for equipment, supplies and contractual services, when the estimated cost shall exceed \$50,000.00 shall be based on competitive bids. Furthermore, pursuant to Chapter 23, Section 23-6, Award of Contract, the City Manager, shall have the authority to recommend to the City Commission award of contracts.

The City released RFP# FY2020-2021-007, Concession Services for Peter Bluesten and OB Johnson Parks. Responses to the subject RFP have been received and evaluated by the Evaluation Committee and a recommendation is being provided for City Commission consideration and approval.

Cost Benefit:

The Super Duper Grub Hub's proposed pro forma provides for an annual net rent payment and percentage of gross sales to the City of Hallandale Beach. The details will be worked out during the Lease Agreement negotiations.

PROPOSED ACTION:

Staff recommends the City Commission approve the attached resolution awarding RFP# FY2020-2021007, Concession Services for Peter Bluesten and OB Johnson Parks, to the Super Duper Grub Hub, and authorizing the City Manager and City Attorney to negotiate and execute a Lease agreement with the Super Duper Grub Hub.

ATTACHMENT(S):

- Exhibit 1 - Resolution
- Exhibit 2 - Summary Rating Sheet
- Exhibit 3 - RFP# FY2020-2021007, Concession Services for Peter Bluesten and OB Johnson Parks

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