



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:		Item Type:	1 st Reading	2 nd Reading
6/1/2022 File No.: 22-128		<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Other	Ordinance Reading	N/A
			Public Hearing	<input type="checkbox"/>
			Advertising Required	<input type="checkbox"/>
			Quasi Judicial:	<input type="checkbox"/>
Fiscal Impact (\$):		Account Balance (\$):	Funding Source:	Project Number :
N/A		N/A	N/A	N/A
Contract/P.O. Required		RFP/RFQ/Bid Number:	Sponsor Name:	Department:
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	RFP # FY2021-2022-005	Cathie Schanz, Director	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: 6/1/2022 Estimated End Date: 9/30/2022				

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER TO REJECT RFP #FY2021-2022-005 BEST USE OF FOSTER PARK COMMUNITY CENTER; AND PROVIDING FOR AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

This item seeks City Commission approval to adopt the attached Resolution rejecting RFP # FY 2021-2022-005 Best Use of Foster Park Community Center (“the RFP”) due to the determination of the Evaluation Committee that the single respondent did not meet the minimum qualification requirement, and therefore, has been deemed non-responsive; and to provide City Manager authorization to proceed in the best interest of the City to obtain the services required.

Background:

The Best Use of Foster Park Community Center RFP was released in order to obtain a qualified and experienced professional firm to provide turn-key operations and management of the Foster Park Community Center. The purpose of the RFP was to make more substantial use of the Center by entering into a renewable contract/lease agreement with an agency that possesses the organizational and financial capacity to meet the City's goals.

The City released the RFP on December 16, 2021 to select the most qualified vendor. The release notice for the RFP was sent via email to over nine hundred (900) vendors including vendors from the City's Vendor list. 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 January 10, 2022, an in-person non-Mandatory Pre-Proposal Conference was held at Foster Park. Two firms and two City residents attended. On February 24, 2022, the City received one (1) response to the RFP solicitation from Figgers Communication Inc.

The Evaluation Committee, was comprised of Sharon Ragoonan, Assistant City Manager, Cathie Schanz, Parks, Recreation and Open Spaces Director, Melanie Reneau, Parks & Recreation Superintendent, Ken McKenzie, Recreation Leader, Chanel Jackson, Human Services Assistant Director.

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

1. MQR 1
 - 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
 - a. Make sure firm's response to MQR # 2 addresses similar project related to the scope of work as stated in this RFP that firm has performed. The Evaluation Committee will be looking for the provision of detailed responses to the MQR # 2 addressing firm's previous similar projects and experience to the scope of work as outlined in this RFP.
 - b. The services provided to satisfy MQR #2 must be the same for the services/projects provided within the Reference Form.
 - c. Proposing Firm must have been awarded and performed one (1) contract of similar size, scope and complexity to the specifications of the RFP within the last five (5) years, 2016 to 2021.
 - d. Proposing Firm must have three (3) years' experience having provided similar size, scope and complexity to the specifications of the RFP.

The Evaluation Committee held an in-person meeting on March 22, 2022 at 3:00 PM in the City Commission Chambers to evaluate the proposal. Based on the documentation provided, the Evaluation Committee determined unanimously that MQR #2 was not met. The proposal did not satisfy MQR #2a, #2b nor #2c. Therefore, the firm has been deemed non-responsive.

The scope of the RFP was:

The City is seeking qualified and experienced professional Firms (Operator or Proposer or Firm) to provide turn-key operations and management of an existing City facility located at 609 NW 6th Ave, commonly known as Foster Park Community Center, herein referred to as the "Center" in accordance with the specifications, conditions, and other provisions of the RFP. The purpose is for the Operator to manage the Center including offering a comprehensive program and daily maintenance of the Center.

The City intends to provide exclusive use of the Center to the successful proposer. The successful proposer will provide all resources necessary to operate, maintain and program the Center. The City will only be providing the facility.

Best use of the Center can be described as any use which compliments the City's strategic goals that is most advantageous to the City. The City's strategic plan can be found in the link below, starting on page 84:

<https://hallandalebeachfl.gov/DocumentCenter/View/18191/Adopted-Annual-Budget-Report-FY18-19>

TECHNICAL SPECIFICATIONS THE AWARDED FIRM MUST PERFORM

The awarded Firm must offer structured/ supervised multi-generational recreation and social programs for community members with the following goals:

- *Maximize utilization of the Center for multi-generational activities with no use of the Center for general, corporate type, office activities.*
- *Offer multiple cost-effective programs focused on education, wellness, personal growth, citizenship, economic development, and general life skills.*
- *Offer programs to all community members regardless of income by creating a model that will identify families that cannot pay for the program but provide access, regardless of income.*
- *Develop relationships with the immediate local community to continually meet the needs of the community.*
- *Minimize, or eliminate, any Center maintenance responsibilities by the City.*
- *Effectively communicate with the community.*
- *Market the program to the local community to obtain maximum participation.*

Why Action is Necessary:

Pursuant to 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 the Code.

Cost Benefit:

Securing an Operator to manage the Foster Park Center, including offering a comprehensive program and daily maintenance of the Center that compliments the City's strategic goals is most advantageous to the City.

PROPOSED ACTION:

The City Commission consider the attached Resolution and provide City Manager authorization to proceed in the best interest of the City to obtain the services required.

ATTACHMENT(S):

Exhibit 1 – Proposed Resolution

Exhibit 2 – RFP # FY2021-2022-005 Best use of Foster Park Community Center

Exhibit 3 – Award Information Memorandum RFP # FY 2021-2022-005 Best Use of Foster Park Community Center

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

Noemy Sandoval
Assistant City Manager

Approved By: Jeremy Earle

Dr. Jeremy Earle
City Manager