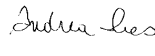


**CITY OF HALLANDALE BEACH, FLORIDA**  
**MEMORANDUM**

**DATE:** March 23, 2022

**TO:** Cathie Schanz | Director/PIO/Digital Engagement Coordinator

**CC:** Note: All parties below will only receive the award information memorandum via email.  
Dr. Jeremy Earle, City Manager  
Noemy Sandoval, Assistant City Manager  
Sharon Ragoonan, Assistant City Manager

**FROM:** Andrea Lues, Procurement Director 

**SUBJECT:** **AWARD INFORMATION MEMORANDUM RFP # FY 2021-2022-005 BEST USE OF  
FOSTER PARK COMMUNITY CENTER**

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This project continues to be under a Cone of Silence. There is to be no communication with any of the firms until the date and time of the City Commission meeting when the award or rejection of the solicitation will be made.

If you have any questions on any of the items below, please make sure you contact the Procurement Director immediately for clarification.

Due to the size of the documents for this Project the following documents have been saved in the City Common Folder/ Procurement/ RFP Name/ Award Information Memo:

1. One (1) Proposal received in response to this RFP – **See note below**
2. Award Information Memorandum
3. RFP Solicitation
4. Addendums # 1 - # 6
5. Non-Mandatory Pre-Proposal Conference sign-in sheet, which was held on January 10, 2022, at 11:00 AM
6. City Clerk's List of proposing firms on February, 2022
7. Evaluation Committee Meeting sign-in sheet, which was held on March 22, 2022, at 3:00 PM

**1. Duties and Responsibilities:**

- a. The Project Manager is responsible for preparing the agenda cover memo for rejection of RFP to the City Commission. Contact the City Clerk if there are any questions on the agenda process. This is in accordance with Procurement Code Section 23-12, (4) Rejection of Bids.

**TO:** Cathie Schanz | Director/ PIO/ Digital Engagement Coordinator  
Note: All parties below will only receive the award information memorandum via email.

**CC:** Dr. Jeremy Earle, City Manager  
Noemy Sandoval, Assistant City Manager  
Sharon Ragoonan, Assistant City Manager

**FROM:** Andrea Lues, Procurement Director   
**SUBJECT:** Award Recommendation Memorandum RFP # FY 2021-2022-005 BEST USE OF FOSTER PARK COMMUNITY CENTER

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**2. Agenda Process:**

As part of the agenda process, provide the following items to the City Attorney for creation of the Resolution:

- a. Award Information Memorandum
- b. RFP
- c. Recommended Firm's proposal
- d. Agenda Cover Memo
- e. All backup referenced in the Agenda Cover Memo
- f. Any documents requested by the City Attorney

**3. Attendance of recommended Firm(s) to the City Commission meeting:**

The Procurement Department will invite the recommended Firm(s) to the City Commission meeting **if requested** by the Department Director and/or the Project Manager. You **must** email the Procurement Director if the Firm(s) are to be invited and advise of the date of the City Commission Meeting.

**4. RFP Summary Information:**

**Release Date of the RFP – December 16, 2021:**

The release notice for the RFP was sent via email to over nine hundred (900) vendors including vendors from the City's Vendor list. The RFP was also advertised in:

- a. Hallandale Beach Chamber of Commerce website,
- b. City's website,
- c. DEMANDSTAR.com,
- d. City Social Media pages,
- e. Miami Minority Business Development Agency Business Center,
- f. U.S. Small Business Administration,
- g. Broward County Community Relations and Outreach Section Office of Economic and Small Business Development.

**TO:** Cathie Schanz | Director/ PIO/ Digital Engagement Coordinator  
Note: All parties below will only receive the award information memorandum via email.

**CC:** Dr. Jeremy Earle, City Manager  
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**FROM:** Andrea Lues, Procurement Director   
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**In Person Non-Mandatory Pre-Proposal Conference and Site Visit held on January 10, 2022:**

Two (2) firms and two (2) City of Hallandale Beach residents attended the Pre-proposal Conference in person. The last day for questions for this project was February 15, 2022, by 11:00 AM.

**Responses due date February 24, 2022:**

The proposals due date was February 24, 2022, by no later than 11:00 a.m.

**Evaluation Committee met in-person on March 22, 2022:**

The Evaluation Committee, appointed by the City Manager, was composed of the following individuals:

- Sharon Ragoonan, Assistant City Manager
- Cathie Schanz, Director/ PIO/ Digital Engagement Coordinator
- Melanie Reneau, Parks & Recreation Superintendent
- Ken McKenzie, Recreational Leader
- Chanel Jackson, Assistant Director of Human Services

**One (1) Proposal Received:** Below is the synopsis of the proposal received.

**Figgers Communication Inc – NON-RESPONSIVE MQR #2**

**MINIMUM QUALIFICATION REQUIREMENT (MQR) #1: ACTIVE SUNBIZ:**

- Proposer must be incorporated through Sunbiz with a status of “Active”.
- Provide a copy of Proposer’s Sunbiz with your response showing a date filed of year **2018** or earlier.

**Yes, provided and met.**

**TO:** Cathie Schanz | Director/ PIO/ Digital Engagement Coordinator  
Note: All parties below will only receive the award information memorandum via email.

**CC:** Dr. Jeremy Earle, City Manager  
Noemy Sandoval, Assistant City Manager  
Sharon Ragoonan, Assistant City Manager

**FROM:** Andrea Lues, Procurement Director *Andrea Lues*  
**SUBJECT:** Award Recommendation Memorandum RFP # FY 2021-2022-005 BEST USE OF FOSTER PARK COMMUNITY CENTER

**MINIMUM QUALIFICATION REQUIREMENT (MQR) #2: PREVIOUS EXPERIENCE:**

- 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.

**\* Evaluation Committee determined unanimously that MQR #2 was not met. The proposal did not satisfy a, b nor c. The firm has been deemed non-responsive.**

10. **Proposal Received:**

	PROPOSING FIRM	LEGAL PROCEEDINGS	VARIANCES	REFERENCES
1	Figgers Communication Inc.* Freddie Figgers 3810 Inverrary Blvd 401 Ft Lauderdale Fl 33319 850-545-2402 <a href="mailto:Freddie@figgers.com">Freddie@figgers.com</a>	NONE	NONE	NON-RESPONSIVE

Prepared by: Kyle Vohwinkel, Senior Procurement Specialist