



400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	November 28, 2018		Item Type: <i>(Enter X in box)</i>	Resolution X	Ordinance	Other
Fiscal Impact: <i>(Enter X in box)</i>	Yes	No	Ordinance Reading: <i>(Enter X in box)</i>	1st Reading		2nd Reading
	X		Public Hearing: <i>(Enter X in box)</i>	Yes	No	Yes
					x	x
Funding Source:	7250-531010 Consultants and Contracts		Advertising Requirement: <i>(Enter X in box)</i>	Yes		No
						x
Account Balance:	TBD		Quasi-Judicial: <i>(Enter X in box)</i>	Yes		No
						x
Project Number :	N/A		RFP/RFQ/Bid Number:	RFP #FY2017-2018-012, Golden Isles Tennis Center Operations		
Contract/P.O. Required: <i>(Enter X in box)</i>	Yes	No	Strategic Plan Priority Area: <i>(Enter X in box)</i>			
	X		Safety <input type="checkbox"/> Quality <input checked="" type="checkbox"/> Vibrant Appeal <input type="checkbox"/>			
Sponsor Name:	Nydia Rafols-Sallaberry, Interim City Manager		Department: Parks and Recreation	Cathie Schanz, CPRE		

Short Title:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AWARDED RFP # FY2017-2018-012, GOLDEN ISLES TENNIS CENTER OPERATIONS TO THE HIGHEST RANKED FIRM, ALL FLORIDA TENNIS, LLC; AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE AN AGREEMENT; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

This item seeks City Commission approval to award RFP# FY2017-2018-012, Golden Isles Tennis Center Operations, to the highest ranked vendor, All Florida Tennis, LLC and authorization for the City Manager and City Attorney to negotiate and execute an agreement with All Florida Tennis, LLC.

The Golden Isles Tennis Center has been operated under a public-private partnership Agreement by Trombetta Tennis Academy for over thirty (30) years. The Trombetta Tennis Agreement expired on December 31, 2014 and was extended on a month to month basis starting January 1, 2015. The contract was terminated effective September 30, 2018 in preparation of the upcoming renovations. Effective October 1, 2018, the center is being operated by Trombetta Tennis Academy under a temporary operating and management agreement.

As part of the Parks General Obligation Bond, the City of Hallandale Beach has redesigned and will be constructing a new Tennis Center and park facilities at the existing Golden Isles Tennis Center and park location. To that end, City Administration is seeking a qualified and experienced professional firm to fully operate and manage the new Tennis Center. The selected operator will also advise the Office of Capital Improvements and Parks and Recreation Department during construction of the tennis facility to ensure the facility is developed to its fullest potential.

The City released RFP# FY2017-2018-012, Golden Isles Tennis Center Operations, to select the most qualified vendor.

Current Situation:

The City of Hallandale Beach released RFP # FY2017-2018-012, Golden Isles Tennis Center Operations, on May 17, 2018, to select the most qualified vendor. The City's goal is to secure an Operator with experience and expertise to run the facility without financial or operational assistance from the City.

The release notice for the RFP was sent via email to seventy-five (75) 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 June 1, 2018, a Mandatory Pre-Proposal Conference was held with eleven (11) vendors attending. On June 18, 2018, the City received two (2) responses to the Request for Proposal solicitation from All Florida Tennis, LLC and Casely Tennis Foundation, Inc.

The non-responding bidders were polled to inquire why they did not submit a response to the Request for Proposal. Two (2) vendors notified they did not meet the minimum qualifications and needed more time to submit a proposal; one (1) vendor notified there was insufficient time to produce a professional presentation and acquire the required references, and one (1) vendor notified they were not exactly sure where to submit their proposal. The remaining four (4) vendors did not provide a reason for their non-response after attending the pre-proposal conference.

The Evaluation Committee, was comprised of Cathie Schanz, Parks & Recreation Director, Nydia Rafols, Interim City Manager, and Kimberly Merchant, City of Aventura Community Services Director.

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), All Florida Tennis, LLC Academy was the highest ranked vendor. All Florida Tennis, LLC is currently operating the David Park Tennis Center in Hollywood, FL. Their proposal demonstrated an understanding of the City's needs and included a comprehensive tennis program and court maintenance plan to meet those needs. The All Florida Tennis, LLC tennis program includes memberships, court rentals, private and group lessons, camps, clinics, social events, and pro shop services.

All Florida Tennis, LLC has also included an offer to invest \$300,000 to replace two of the planned asphalt courts with clay courts, in exchange for a longer lease agreement. All Florida Tennis, LLC believes additional clay courts would be in the best interest of the City to maximize membership and revenue. This is contingent on City Commission approval.

To demonstrate their commitment to the Golden Isles members, All Florida Tennis, LLC has offered a fifty percent (50%) discount on membership to the David Park Tennis Center to current Golden Isles Tennis Center members during the center's construction.

Next Steps:

Upon award by the City Commission, staff will negotiate with All Florida Tennis, LLC the Operation and Management Agreement.

As with other City negotiated Operation and Management Agreements, as part of the City's due diligence, staff will engage the services of Paul Lambert, of Lambert Advisory, to review the proposed financial return, business plan/pro forma, and proposed agreement terms of All Florida Tennis, LLC before executing the Operation and Management Agreement.

Staff expects the Golden Isles Tennis Center site will be under construction during the first quarter of 2019. All Florida Tennis, LLC will be part of the construction team and attend all project meetings including preconstruction, construction, community, and City Commission meetings as needed throughout the project at no cost to the City to ensure the facility is developed to its fullest potential.

Fiscal Impact:

The City's primary goal has been to negotiate an agreement to run the facility without financial or operational assistance from the City.

The All Florida Tennis, LLC's proposed pro forma provides for an annual net payment to the City of Hallandale Beach while providing a discount for Hallandale Beach residents. The details will be worked out during the Operation and Management Agreement negotiations.

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 # FY2107-2018-012, Golden Isles Tennis Center Operations. 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.

Proposed Action:

Staff recommends the City Commission approve the attached resolution awarding RFP # FY2017-2018-012, Golden Isles Tennis Center Operations, to All Florida Tennis, LLC, and authorizing the City Manager and City Attorney to negotiate and execute an Operation and Management agreement with All Florida Tennis, LLC.

Attachment(s):

Exhibit 1 - Resolution

Exhibit 2 - Summary Rating Sheet for RFP # FY2017-2018-012

Exhibit 3 - RFP # FY2017-2018-012 Golden Isles Tennis Center Operations

Prepared by:

Reviewed by:

Cathie Schanz

Andrea Lues

Cathie Schanz
Parks & Recreation Director

Andrea Lues
Procurement Director