



Hallandale Beach
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400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:		Item Type:		1 st Reading	2 nd Reading
5/20/2020		<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"/>
20-044			Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
			Quasi Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):		Account Balance (\$):	Funding Source:	Project Number :	
Yes		TBD	7210-531010 Consultants and Contracts		
Contract/P.O. Required		RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	FY2018-2019-010 Best Use of North City Beach Center	Cathie Schanz, CPRE	Parks, Recreation and Open Spaces	
Strategic Plan Focus Areas:					
<input checked="" type="checkbox"/> Financial		<input checked="" type="checkbox"/> Organizational Capacity	<input checked="" type="checkbox"/> Infrastructure	<input checked="" type="checkbox"/> Development, Redevelopment and Economic Development	
Implementation Timeline					
Estimated Start Date: 6/1/2020 Estimated End Date: Click or tap to enter a date.					

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AWARDDING RFP# FY2018-2019-010, BEST USE OF NORTH CITY BEACH CENTER TO THE HIGHEST RANKED VENDOR, BEACHWALK ELITE HOTELS & RESORTS, LLC; AUTHORIZING THE CITY MANAGER TO NEGOTIATE AN OPERATION AND MANAGEMENT AGREEMENT WITH BEACHWALK ELITE HOTELS & RESORTS, LLC; AND PROVIDING FOR AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

This item seeks City Commission approval to award RFP# FY2018-2019-010, Best Use of North City Beach Center, to the highest ranked vendor, Beachwalk Elite Hotels & Resorts, LLC and authorization for the City Manager and City Attorney to negotiate and execute an agreement with Beachwalk Elite Hotels & Resorts, LLC.

Background:

The North City Beach Park Center is a 2-story building with a roof terrace containing approximately 6,020 square feet. The Center sits on the south side of an existing building, which also houses one (1) of the City's fire stations. There is only one (1) access point to the Center from the East, and there is no on-street or dedicated parking for the Center.

The North City Beach Park Center wraps around the iconic Hallandale Beach 'Beach Ball' Water Tower. The center was originally built on City Property by the Beach Club Condominiums for use as a sales center. Once turned over to the City, the center was renovated by Public Works and opened to the public for City use and rentals in 2011.

In June, 2012, the City Commission approved a Development Agreement for the North City Beach Park. In October, 2012, the City Commission entered into a Lease Agreement of the North City Beach Park Center to the same developer for use as a sales center for its Beachwalk project. This agreement was amended to extend the terms, allowing the developer to use as a sales center for its Hyde Beach Resort. The center was returned to the City in July, 2017.

The City released RFP# FY2018-2019-010, Best Use of North City Beach Center on July 1, 2019 to select the most qualified vendor. RFP# FY2018-2019-010, Best Use of North City Beach Center sought a revenue generating proposal which could include franchise, retail, conferencing space, meeting space, public use, and/or redevelopment ideas. The best use of the Center was described as any use which compliments the City's strategic and/or financial goals that is most advantageous to the City.

Current Situation:

The release notice for the RFP was sent via email to over twenty (20) 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 Official City 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 July 15, 2019, a non-Mandatory Pre-Proposal Conference was held with two (2) firms attending. On July 15, 2019 and July 31, 2019 non-Mandatory Site Visits were held with two (2) firms attending. On August 8, 2019, the City received two (2) responses to the Request for Proposal solicitation from Beachwalk Elite Hotels & Resorts, LLC and Chabad Ocean Synagogue, Inc.

The Evaluation Committee, was comprised of Dr. Jeremy Earle, CRA Executive Director, Assistant City Manager, Cathie Schanz, Parks, Recreation & Open Spaces Director, Vanessa Leroy, Development Services Director, and Noemy Sandoval, Grants Manager.

The evaluation criteria for this RFP was:

1. Proposed Use
2. Proposer's Ability to Perform Proposed Use
3. Financial Proposal

As illustrated on the attached summary rating sheet (Exhibit 2), Beachwalk Elite Hotels & Resorts, LLC was the highest ranked vendor. Beachwalk Elite Hotels & Resorts, LLC is currently the owner, operator of the Beachwalk Resort located at 2602 E Hallandale Beach Blvd. Beachwalk Elite Hotels & Resorts, LLC and their parent company, JDM Hospitality Management Corp, have extensive experience in the operations and management of commercial hospitality properties.

Beachwalk Elite Hotels & Resorts, LLC has proposed a Beachwalk Elite Conference and Venue Center concept for the North City Beach Park Center through a facility lease. This proposed concept would create an extension of the Beachwalk Resort providing a place for business networking, corporate training, and utilization of support opportunities for pre and post production activities for surrounding larger venues. Parking would be available at Beachwalk Resort and shuttle service would be provided from the Beachwalk Resort for clients and users of the facility.

Next Steps:

Upon award by the City Commission, the City Manager and City Attorney will negotiate the Operation and Management Agreement with Beachwalk Elite Hotels & Resorts, LLC.

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 # FY2018-2019-010, Best Use of North City Beach Center. 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:

Currently, there is an opportunity for revenue the facility could generate for the City. The Beachwalk Elite Hotels & Resorts, LLC's proposed terms and conditions provides a monthly lease payment to the City of Hallandale Beach with a profit share payment model to the City after the first three years. Specific cost benefit analysis will be available once details are negotiated with proposer.

PROPOSED ACTION:

Staff recommends the City Commission approve the attached resolution awarding RFP# FY2018-2019-010, Best Use of North City Beach Center, to Beachwalk Elite Hotels & Resorts, LLC, and authorizing the City Manager and City Attorney to negotiate and execute an Operation and Management agreement with Beachwalk Elite Hotels & Resorts, LLC. Item will be brought back to the City Commission, with negotiated terms and conditions, for City Commission approval.

ATTACHMENT(S):

Exhibit 1 – Resolution

Exhibit 2 – Summary Rating Sheet

Exhibit 3 – RFP # FY2018-2019-010, Best Use of North City Beach Center