



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	File No.:	Item Type:	1 st Reading	2 nd Reading	
4/15/2026	26-138	<input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input checked="" type="checkbox"/> Other	Ordinance Reading	N/A	N/A
			Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
			Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
			Quasi-Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):	Account Balance (\$):		Funding Source:	Project Number:	
N/A	N/A		N/A	N/A	
Contract Required:	P.O. Required:	RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	NA	Dr. Jeremy Earle, City Manager	City Manager	
Strategic Plan Focus Areas:					
<input type="checkbox"/> Fiscal Stability	<input checked="" type="checkbox"/> Resident Services	<input type="checkbox"/> Public Safety	<input type="checkbox"/> Infrastructure & Mobility	<input type="checkbox"/> Economic Development & Affordable Housing	
Implementation Timeline:					
Estimated Start Date: 4/15/2026			Estimated End Date: 9/30/2026		

SHORT TITLE:

NORTH CITY BEACH CENTER AND SOUTH CITY BEACH PARK CONCESSION STRATEGY AND APPROACH

STAFF SUMMARY:

Summary:

This item provides an overview of prior formal solicitation efforts, current challenges, and proposed strategies regarding concession operations at the North City Beach Center and South City Beach Park. Staff seeks Commission direction on next steps, including authorization to proceed in the City’s best interest without a formal competitive solicitation, pursuant to Procurement Code Section 23-10(4), or direction to issue a new formal solicitation.

Background:

The City has undertaken multiple formal solicitation efforts over the years to secure concession operators for beach facilities, with limited success. A summary of those efforts is provided below:

- **RFP FY 2013-2014-007 & FY 2013-2014-015 – South Beach Park Concessions**
No responses were received for RFP 007. RFP 015 was issued twice, with four proposals received during the second issuance. The contract was awarded to Café Cita on the Beach (Resolution 2015-09).
- **RFP FY 2018-2019-010 – Best Use North Beach City Center**
Awarded to Beachwalk Elite Hotels and Resorts, LLC (Resolution 2020-028); subsequently rescinded and all bids rejected (Resolution 2020-063).
- **RFP 2020-2021-007 – Concession Services (Peter Bluesten and OB Johnson Park)**
Awarded, then rescinded; all bids rejected.
- **RFP 2022-2023-011 – Concession Services (OB Johnson Park, Peter Bluesten Park, and South Beach City Park)**
One responsive proposal received; response rejected (Resolution 2023-107).
- **Resolution 2025-156**
Authorized an agreement with Beacheria, LLC in the City's best interest following unsuccessful solicitations. The City Commission approved the agreement in November 2025; however, it was not executed due to Florida Building Code requirements for installing a hood system. The operator subsequently withdrew from the project even though the City agreed to their requests for a temporary abatement of the lease.

Current Situation:

The City currently has no concession operator for the subject locations. Despite multiple competitive processes and negotiations, challenges persist in attracting and retaining qualified operators.

Staff have identified several potential paths forward:

- Operating concessions in-house through Parks Department staffing
- Converting facilities to vending-only operations
- Pursuing third-party operators through targeted outreach rather than formal solicitation
- Exploring a combined North and South Beach concession model to increase scale and market attractiveness
- Releasing new solicitations individually for both North City Beach and South City Beach facilities.

In addition, staff have initiated outreach to regional restaurant operators and begun to plan interim activation efforts (e.g., events, pop-ups) to enhance utilization of the spaces.

Why Action is Necessary:

Pursuant to Section 23-10(4) of the Procurement Code, the City Commission may waive competitive solicitation when it is determined to be in the best interest of the City.

Given:

- Repeated unsuccessful RFP processes
- Lack of qualified or responsive bidders
- Operational and financial barriers identified by prior operators
- The need to activate public assets efficiently and effectively

Commission direction is required to authorize an alternative approach that allows for flexibility, targeted engagement, and timely activation of the facilities, or to direct staff to proceed with another formal solicitation.

Cost Benefit:

Costs:

- Potential upfront investment depending on the selected operational model (e.g., in-house staffing, facility modifications)
- Ongoing administrative and operational oversight

Benefits:

- Increased activation and utilization of public beach assets
- Potential revenue generation through concessions and programming
- Enhanced resident and visitor experience
- Greater flexibility in securing qualified operators through targeted strategies
- Avoidance of continued delays associated with unsuccessful formal solicitations

PROPOSED ACTION:

Authorize the City Manager to advance a strategic, market-driven approach for the solicitation and operation of beach concession services at the North City Beach Center and South City Beach Park.

This approach may include, but is not limited to:

- Developing and issuing a refined solicitation strategy targeting experienced and well-capitalized operators
- Evaluating a combined North and South Beach concession model to enhance competitiveness and scale
- Structuring the concession model to include comprehensive beach services (food and beverage, chair and umbrella rentals, recreational programming, and related amenities)
- Implementing targeted outreach to qualified regional and national operators
- Establishing evaluation criteria focused on financial capacity, operational expertise, and readiness

The City Manager is further authorized to take all necessary administrative actions to implement this approach and to return to the City Commission with a recommended operator and agreement for formal approval.