



Hallandale Beach
PROGRESS. INNOVATION. OPPORTUNITY.

**REQUEST FOR PROPOSAL
(RFP) # FY 2013-2014-015**

**SOUTH BEACH PARK CONCESSIONS
EXHIBIT I SCOPE OF WORK**

**PREPARED BY:
CITY OF HALLANDALE BEACH
CITY MANAGER'S OFFICE AND
PROCUREMENT DEPARTMENT**

INTRODUCTION / INFORMATION

PURPOSE AND PROJECT SCOPE

The City of Hallandale Beach is seeking a qualified concessionaire, which will result in an award of a license to operate the Facility located at South Beach Park, located at 1864 S. Ocean Drive, Hallandale Beach, Florida 33009. The term of an Agreement will be negotiated, with the possibility of an aggregate total of fifteen (15) years or longer pursuant to the terms of the agreement.

Attachments made a part of this Request for Proposal:

- Site plan of the Facility (Exhibit A)*
- Building layout (Exhibit B)

****The interior area is approximately 954 square feet of interior unfinished space (not including the restrooms). There will be an additional 400 square feet of outdoor patio space.***

South Beach Park is currently undergoing a complete redevelopment. It is estimated construction will be completed in late 2014. However, in coordination with the City's contractor for the parks construction the improvements to the interior build-out by awardee may be able to commence and finish coinciding with the full opening of the park.

All proposers are informed that any public food service establishments located at the Park Facility, are governed by the Florida Statutes, Florida Department of Business and Professional Regulation Division of Hotels and Restaurants, Florida Department of Environmental Protection, and local city ordinances, where applicable. All proposers shall take these regulations into account in formulating their proposals.

The following generally describes the "Scope of Services" that will be the successful proposer's responsibility.

The work consists of providing public food services as a concessionaire at South Beach Park, Hallandale Beach, Florida in compliance with all City, County, State and Federal Laws and any resulting License Agreement.

The City will expect the Contractor to:

- Be licensed to operate a food concession.
- Be licensed to serve and sell Beer, Wine, and/or alcoholic beverages.
- Select and train personnel who shall, at all times, conduct themselves in a professional and courteous manner
- Maintain the prescribed levels of insurance, to be established by the City.
- Conduct operations so that the environment is not negatively impacted.
- Pay a monthly license fee and/or revenue sharing agreement to be negotiated.
- Be responsible for payment of all costs related to the interior build out, including but not limited to, preparing of the architectural drawings and construction documents, application and permit fees, and all costs of construction of the Improvements.
- Be responsible for all utilities generally provided for the premises such as sewer and water service. Be responsible for all janitorial services, both interior and exterior, servicing and maintenance of facility, garbage removal service, any telephone, electricity and cable services and all other services awardee obtains for the premises.
- Contractor to provide all necessary equipment and fixtures for providing service.
- Contractor to provide tables and chairs for customers.
- Contractor to provide any signage to be approved by the City. Outside signage must be approved in advance by the City.
- Contractor to provide consistent hours of operation to be approved by the City.
- Contractor to provide strong, professional customer service.
- Contractor to provide supervision of Concession area at all time of operation.
- Contractor to provide a diverse menu with product offering/pricing and other promotional materials acceptable to the City.
- Contractor to provide regular maintenance and cleaning of Concession tables and outside table area.
- Contractor to provide all food, beverages and supplies, and mechanisms for ordering and receiving and maintaining accounts for food, beverages and supplies.
- Contractor to provide regular extermination services.
- Contractor to dispose of all garbage and waste in designated on-site dumpsters upon closing each evening. No garbage may be stored during business hours within sight of the public.
- Contractor shall meet all Health Department regulations and other applicable laws and regulations in operating the Concession.

MINIMUM QUALIFICATION REQUIREMENT YEARS OF EXPERIENCE:

In order for your firm's response to be considered, firm must have three (3) years' experience* having provided the scope of work as outlined in this RFP and proven experience in operating:

1. A public food services establishment, as defined by Florida Statute Section 509.13.
2. The firm must be licensed under the appropriate State and Local laws.
3. An affirmative statement and submission of evidence must be included with the firm's response indicating that firm meets this requirement.

** The City will review the firm's incorporation "date filed" date on Sunbiz by month and year to ascertain and confirm this requirement for the three (3) years' experience. The period of time for meeting the requirement of three (3) years shall be the submittal due date. This information will be verified through Sunbiz, <http://www.sunbiz.org/search.html>. Firm must provide a copy of the Sunbiz to confirm the number of years of incorporation as a business. This Sunbiz website is www.sunbiz.org.*

All proposals must be submitted in accordance with the Request for Proposals (RFP) document which may be obtained online at www.cohb.org/bidnotifications.

ADDITIONAL BACKGROUND INFORMATION

The City of Hallandale Beach is a City Manager/City Commission form of government. It serves an area of approximately 4.4 square miles with a population of approximately 37,000 off – season with an increase in population to approximately 50,000 during season. The City's fiscal year begins October 1st and ends September 30th.

INSTRUCTIONS FOR SUBMITTAL OF RESPONSES

Firms are to submit responses only on a thumb drive that is searchable in adobe format. No hardcopy (paper) submittals nor CDs will be accepted. In order to ascertain that the proposal information provided on the thumb drive contains data that allows the reviewer to perform an “edit” “find” search your firm must test each thumb drive before it is submitted. Firms must make sure that the thumb drive is tested before submission. Do not place password on the thumb drives. Provide seven (7) thumb drives with your firm’s submittal.

Section below, Submission of Proposals, outlines the format to be followed for responses to this RFP.

REFERENCES:

The City will conduct reference checks as component of due diligence to determine the capability of firms to be able to perform the requirements of the project. City will email a Reference Form to the references your firm provides. Therefore, please make sure that the references your firm provides are aware that they will be receiving a Reference Form via email from the City of Hallandale Beach to be completed by a deadline date. The Reference Form will be emailed between 1-3 business days after receipt of proposals.

Each firm responding to this RFP must provide five (5) verifiable references with knowledge of your firm’s contract performance with local government entities or private section entities.

Each firm must provide the following information for the references provided and ensure that the contact information provided is up to date and accessible.

- Name of firm-company for which work was provided.
- Name of Reference (Project Manager) charged with managing said project. References shall be employees in senior level management positions in the field of public food service establishments.
- Type of project. Year project started and was completed.
- Dollar amount of project, including change orders.
- Phone # for Reference (Project Manager). Updated email address for Project Manager.

The references provided will be sent, via email, a Reference Form to complete. Please make sure that the references your firm provides are aware they will be receiving a Reference Form from the City of Hallandale Beach to complete by a deadline date.

CONTRACT TERMS

The term of the Agreement is to be negotiated and shall commence upon the execution of an agreement. The submittal responses shall be valid until such time as City Commission awards a contract as a result of this RFP.

CONFLICT OF INTEREST

If you are an employee, board member, elected official(s) or an immediate family member of any such person, please indicate the relationship in the form provided in the Form's Section. Pursuant to the City of Hallandale Beach Standards of ethics any potential conflict of interest must be disclosed and if requested, obtain a conflict of interest opinion or waiver from the City Commission prior to entering into a contract with the City of Hallandale Beach.

SUBMISSION OF PROPOSAL

I. DEFINITIONS

- **City** - the City of Hallandale Beach or the City Commission, a municipal corporation of the State of Florida.
- **City's Contract Administrator** means the City's representative duly authorized by the City Commission and/or City Manager, to provide direction to the Contractor regarding services provided pursuant to this RFP and the Contract.
- **Contract and Contract Documents** means the agreement for Agreement for this Project to be entered into between the City and the Successful Proposer/Contractor.
- **Contractor** the individual(s) or firm(s) to whom the award is made and who executes the Contract Documents.
- **Local City of Hallandale Beach Vendor** pursuant to Chapter 23, Procurement, Section 23-5 of the Code of Ordinances of the City of Hallandale Beach, Florida. See Exhibit III for more information.
- **Project Manager** means the Contractor's representative authorized to make and execute decisions on behalf of the Contractor.
- **Proposal** means the proposal or submission submitted by a Proposer. The terms "Proposal" and "Bid" are used interchangeably and have the same meaning.
- **Proposer** means one who submits a Proposal in response to a solicitation. The terms "Proposer" and "Bidder" are used interchangeably and have the same meaning.
- **Proposal Documents** the Request for Proposals, Instructions to Proposers, Technical Specifications, plans and attachments and the proposed Contract Documents (including all Addenda issued prior to the opening of Proposals).
- **Successful Proposer** means the qualified, responsible and responsive Proposer to whom City (on the basis of City's evaluation as hereinafter provided) makes an award.

II. PROPOSAL FORMAT: The following format must be followed by firms submitting responses to the RFP.

The outline for items # 1 through # 11 below must be followed.

1. Title Page

Provide the RFP # and title, the firm's name; the name, address, telephone number and email of the contact person; and the date of the proposal.

2. Table of Contents

Include clear identification of the material by section and by page number.

3. Transmittal Letter

A letter of transmittal, signed by an authorized officer of your company, briefly stating the proposer's understanding of the work to be done, the commitment to perform the work within the time period, a statement why the firm believes to be best qualified to perform the work and a statement that the proposal is a firm and irrevocable offer until such time as City Commission awards a contract as a result of this RFP.

Provide the names of the person who will be authorized to make representation for the Proposer, their titles, addresses and telephone numbers.

4. General Requirements

The purpose of the proposal is to demonstrate the qualifications, competence, and capacity of the firms seeking to undertake the work for the City in conformity with the requirements of the specifications in the RFP. As such, the substance of the proposals will carry more weight than their form or manner of presentation.

The proposal should address all points outlined in the specifications of this RFP. The proposal should be prepared simply and economically, providing straightforward, concise description of the proposer's capability to satisfy the requirements of the RFP.

While additional data may be presented, the information requested in items 1 through 11, must be included. Items 1-11 represent the criteria against which proposals will be evaluated.

5. Professional Licenses and Certifications

An affirmative statement and submission of evidence must be included with the firm's response indicating that firm and all assigned key professional staff possess all licenses and certifications required to undertake and complete the project.

6. Firm's Qualifications and Experience

- a) Firm must have three (3) years' experience having provided the scope of work as outlined in this RFP and proven experience in operating a public food service establishment as defined by Florida Statute Section 509.13. Your firm must provide with the submittal all information to satisfy the requirement that your firm has experience in operating a public food service establishment. An affirmative statement and submission of evidence must be included with the firm's response indicating that firm meets this requirement.

The City will review the firm's incorporation "date filed" date on Sunbiz by month and year to ascertain and confirm this requirement. The period of time for meeting the requirement of three (3) years shall be the submittal due date. Firm must provide a copy of the Sunbiz to confirm the number of years of incorporation as a business. This Sunbiz website is www.sunbiz.org

- b) Disclosure of **any ownership interest in other entities** involved in "public food service establishment" services which may be a potential participant in this Request For Proposal. This ownership disclosure shall be included, whether such ownership occurs by the proposer through a parent, subsidiary or holding company or any other form of business entity. Submit entity names and the percent of ownership for each.
- c) Disclosure of any circumstance in which any of the proposer's officers, directors, executives, partners, shareholders, employees, members or agents who are active in the management of the proposer's firm and who are **also active in any other entity** which provides "public food service establishment" services similar to those requested in this Request for Proposal. Provide names of each individual, the position held and the entity's name and the circumstances.
- d) Describe any **changes in the mode of conducting business** your firm has made in the past five (5) years, including any mergers, acquisitions, consolidations, downsizing or bankruptcy proceedings or filings. Disclose any such changes that are currently in progress.

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- e) Provide a list of the **contracts your firm has obtained** within the past three (3) years, indicating the type of services provided and the locations. Provide a list of the contracts your firm has lost in the past three (3) years and state the reason for the loss and the location.

7. Past Performance (References)

The City will conduct reference checks as component of due diligence to determine the capability of firms to be able to perform the requirements of the project. The reference questions will be sent via email, therefore, please make sure that the references your firm provides are aware that they will be receiving a Reference Form from the City of Hallandale Beach to be completed by a deadline date.

Each firm responding to this RFP must provide five (5) verifiable references with knowledge of your firm's contract performance with local government entities or private sector entities.

Each firm must provide the following information for the references provided and ensure that the contact information provided is up to date and accessible.

- a) Name of firm-company for which work was provided.
- b) Name of Reference charged with managing said project. References shall be employees in senior level management positions in the field of public food service establishments.
- c) Type of project. Year project started and was completed.
- d) Phone # for Reference (Project Manager). Updated email address for Project Manager.

The references provided will be sent, via email, a Reference Form to complete. Please make sure that the references your firm provides are aware they will be receiving a Reference Form from the City of Hallandale Beach to complete by a deadline date.

8. Financial Resources

Submit audited **financial statements** for the past three (3) years, including an income statement, a profit and loss statement, a balance sheet and a cash flow statement. In lieu of audited financial statements, proposers may submit other evidence, acceptable to the City, of financial responsibility. Such evidence may include, but is not limited to letter(s) of credit with a financial institution indicating the proposer's line of credit and the level of financing the institution will offer the proposer for capital procurement, and certified copy(ies) of federal income tax return(s) or acceptable equivalents.

9. Approach to the Project

- a) Submit an **Operational Plan** describing the food, beverages, and other articles to be vended to Park Patrons at South Beach Park.
- b) Provide a full service, proposed **priced menu** detailing the food and beverage service proposed to be served.
- c) Submit an **Hours of Operational Plan** describing the standard hours of operation plus expected seasonal variances explicitly describing the commencement and duration of such variances. Operational Plan shall include maintaining and servicing of restroom facilities connected to the concession building. It should be noted that the park is closed at night.
- d) Submit a list of **equipment to be provided by your firm** exclusively at your firm's expense for this contract undertaking.
- e) Describe your firm's plan or proposal for the **capital improvements** to the interior of the structure, to include estimated cost and schedule for construction.
- f) Detail the **time required from the date of execution of the agreement to the commencement of service** at the facility. Specifically describe the amount of time required to prepare the facility.
- g) Submit any additional information that would assist the City in the evaluation of your proposal.

10. Local City of Hallandale Beach Vendor Preference (LVP):

Firms please note that the Procurement Department will grant the Local Vendor Preference to the proposer that identifies local vendors that will be utilized as vendors, contractors or subcontractors. The proposer must delineate for each the specific elements of work each local vendor will be responsible for performing and the dollar value as a percentage of the total contract value. See Exhibit III for further details.

When evaluation points are used to evaluate through a solicitation, and when a non-local business is the highest ranked proposer, and the ranking of a local firm is within 10% of the total 100 ranking points, then the City may elect to negotiate with the local firm first.

A proposer may count towards its local vendor preference for Tier 1, Tier 2 and Tier 3, the fee or commissions charged for providing direct labor or a bona fide service, such as professional, technical consultant or managerial services.

If your firm is utilizing this preference your firm must clearly state which Tier it is applying to the RFP and it must be clearly provided with in the proposal. Please see Exhibit III on “How a proposer qualifies for Tier 1, Tier 2 or Tier 3 LVP.”

11. Community Benefit Plan – BONUS POINTS *See Exhibit III for further details.*

III. PROPOSAL EVALUATIONS:

1. **Criteria.** Proposal packages will be evaluated as stated below.

Only Firms that meet the Minimum Qualification Requirements will be evaluated.

The recommendation(s) for award shall be made to the City Commission, by the City Manager, to the responsible Proposer(s) whose proposal is determined to be the most advantageous to City.

NUMBER	CRITERIA LISTED	POTENTIAL POINTS
1.	Firm’s Qualifications and Experience	30
2.	Past Performance (References)	15
3.	Financial Resources	20
4.	Approach to the Project	25
5.	Local City of Hallandale Beach Vendor Preference*	(2.5-10)
	TOTAL POINTS **	100
BONUS	Community Benefit Plan Bonus Points	(2.5-10)

*depending on tier level of the Local City of Hallandale Beach Vendor Preference the points may be 2.5, 5 or 10.

**Total points may be less than 100 points depending on the applicable Tier criteria for the Local City of Hallandale Beach Vendor Preference.

The criteria stated above will be utilized to rank proposer(s).

Oral interviews may be scheduled with the firms the Evaluation Committee determines be invited to this process. The oral presentations are exempted from the public meeting requirements of sec. 286.011 F.S., however will be recorded for public record purposes in accordance with sec. 119.07(1) F.S. as amended.

SUBMITTAL DUE DATE:

Reponses are Due: **Friday, August 22, 2014 by no later than 11:00am.**

RESPONSES MUST BE SUBMITTED IN SEALED ENVELOPES AND MUST BE MAILED OR HAND DELIVERED TO. YOUR FIRM'S ENVELOP MUST BE LABELED AS FOLLOWS:

CITY OF HALLANDALE BEACH
CITY CLERK'S DEPARTMENT – EXECUTIVE OFFICES
400 SOUTH FEDERAL HIGHWAY – 2ND FLOOR
HALLANDALE BEACH, FL 33009
TITLED: RFP NO. FY2013-2014-015
SOUTH BEACH PARK CONCESSIONS

NON-MANDATORY PRE-PROPOSAL CONFERENCE:

A Non-Mandatory Pre-Proposal Conference is being held **Friday, August 1st, 2014 at 1:00 pm**, City Hall Commission Chambers, 400 South Federal Highway, Hallandale Beach, FL 33009.

LAST DAY FOR QUESTIONS:

Any questions are to be submitted via email to alues@cohb.org by no later than **Friday, August 8th, 2014 no later than 11:00 A.M.**

REQUEST FOR PROPOSAL (RFP) TENTATIVE SCHEDULE

THE DATES SHOWN BELOW ARE TENTATIVE AND ARE NOT BINDING AND MAY BE SUBJECT TO CHANGE.

RFP ADVERTISING DATE	JULY 24TH, 2014
RFP DOCUMENT RELEASED	JULY 24TH, 2014
NON-MANDATORY PRE-PROPOSAL CONFERENCE	AUGUST 1ST, 2014 1 PM
QUESTIONS	ALL QUESTIONS MUST BE EMAILED BY NO LATER THAN AUGUST 8, 2014 BY NO LATER THAN 11 AM
RFP DEADLINE FOR RECEIPT OF PROPOSALS	<u>AUGUST 22, 2014</u> <u>BY NO LATER THAN 11 AM</u>
EVALUATION OF PROPOSAL/SELECTION OF FIRMS	AUGUST 25, 2014 – SEPTEMBER 19, 2014
ORAL INTERVIEWS – (IF REQUIRED)	TO BE DETERMINED
CONTRACT AWARD BY CITY COMMISSION – ESTIMATED	TO BE DETERMINED
PROJECT START DATE – ESTIMATED	TO BE DETERMINED

QUESTIONS REGARDING RFP:

For information pertaining to this Request for Proposals (RFP), contact the Procurement Department via email at alues@cohb.org. Such contact shall be for clarification purposes only. Changes, if any, to the scope of the services or proposal procedures will be transmitted only by written addendum.