

**DEPARTMENTAL INPUT
CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION**

Rev 1

New contract
 OTR
 CO
 SS
 BW
 Emergency
 Previous Contract/Project No: N/A

Re-Bid
 Other
 LIVING WAGE APPLIES: YES NO

Requisition/Project No: EPP-RFP 814 TERM OF CONTRACT: Three (3)-years with Two (2) two-year options-to-renew

Requisition/Project Title: Crandon Park Beach Concessions

Description: License to Operate Crandon Beach Park Concessions for Revenue-Generating Purposes

User Department(s): Parks, Recreation and Open Spaces Department (PROS)

Issuing Department: ISD-PM Contact Person: Ralph Cutié Phone: 305 375-1457

Estimated Revenues: \$12,000/year Funding Source: N/A REVENUE GENERATING: Yes

ANALYSIS

Commodity/Service No: <u>961-15 and 962-19</u>		SIC:	
Trade/Commodity/Service Opportunities			
Contract/Project History of Previous Purchases For Previous Three (3) Years Check Here <input type="checkbox"/> if this is a New Contract/Purchase with no Previous History			
		<u>EXISTING</u>	<u>2ND YEAR</u>
		<u>3RD YEAR</u>	
Contractor:			
Small Business Enterprise:			
Contract Value:			
Comments:			
Continued on another page (s): <u>Yes</u> <u>No</u>			

RECOMMENDATIONS

SBE	Set-Aside	Sub-Contractor Goal	Bid Preference	Selection Factor
		%		
		%		
		%		
		%		

Basis of Recommendation:

Signed: Ralph Cutié Date to SPEE: 2/14/12

Date Returned to ISD: _____

Crandon Beach Concessions Scope of Services

Introduction

Miami-Dade County, hereinafter referred to as the County, as represented by the Miami-Dade County Parks, Recreation and Open Spaces (PROS), is soliciting proposals from experienced and capable parties to establish and operate food, beverage and beach equipment rental services (the "Concession") for Crandon Park Beach. Crandon Park located in Metropolitan Miami, Florida is an 808-acre (3.27 km²) urban park, occupying the northern part of Key Biscayne, FL. The park has a variety of facilities, including a marina, a golf course, a tennis center, a family amusement center, picnic shelters and a nature center.

The selected Proposer shall have the use of the Concession area(s) and the space to store a limited number of mobile concession unit(s), as shown on the attached site map (see Attachment A). In addition to providing a wide variety of food and beverages, the Concession services can include some beach equipment rentals and other related items as approved by PROS.

Minimum Qualification Requirement

The selected Proposer shall maintain the following minimum qualification requirements listed herein prior to contractual agreement:

1. A Mobile Food Dispensing Vehicle License issued by the State of Florida, Department of Business and Professional Regulations (DBPR) Division of Hotels and Restaurants (H&R).
2. A Food Service Management Certificate issued by the Florida Department of Health.

Preferred Qualifications

The selected Proposer should have the preferred qualifications listed below:

At least two (2) years experience in providing retail food and beverage concessions serving large public venues, preferably in a park/beach/arena setting.

Requirements and Services to be Provided

The selected Proposer shall:

1. Provide all the necessary equipment, operation, sufficient inventory, and reasonable working capital to operate the Concession. The Concession shall be operational within 30 days of the contract award.
2. Provide basic food/snack type and beverage services (including healthy options), sundry items for sale, rental of bicycles, as approved by PROS for the following:
 - Operate a minimum of one (1), but no more than (1), high quality, mobile 4 x 4 beach service cart to serve the paved picnic areas east of the parking lots and approximate 1.5 miles of beach areas (perimeter of beach by water's edge as designated by PROS and the Crandon Park Master Plan).
 - Operate two (2) fixed concession stands provided by PROS.

- Operate one (1) amusement area concession stand on a seasonal/customer demand basis.
 - Provide vending machines, with healthy options at locations to be agreed upon by the Crandon Park Manager.
3. Operate the Concession year-round within the operating hours of the park on a schedule that is approved by PROS. Changes to the operating schedule must be requested in writing to the Crandon Park Manager for review and approval. PROS shall retain the right to provide services during special events and to schedule special events that may preclude the selected Proposer from operation during a given event.
 4. Conform to and comply with the Crandon Park Master Plan (CPMP), Article 7 of the Miami-Dade County Charter, and Chapter 26, Articles I-III Park and Recreation Rules and Regulations.
 5. Provide all furnishings, fixtures, equipment, soft goods, and mobile concession unit(s) required to provide the services. All equipment and personal property used by the selected Proposer shall be of good quality and suitable for its purpose.
 6. Provide a price schedule, within 15 days of the contract award, of all services and retail items to be sold at the Concession. The price schedule shall be subject to review and approval by the Crandon Park Manager. Such services, fees and charges thereafter may be modified only by written request of the selected Proposer to PROS and approval by the Crandon Park Manager. Such approval shall be in writing at least 30 days prior to implementation of the modification.
 7. Secure and provide security for the mobile concession unit(s) at Crandon Park Beach. PROS will not accept any responsibility for the selected Proposer's furnishing, fixtures, equipment, soft goods, mobile concession unit(s), or supplies.
 8. Comply with Miami-Dade County Ordinance No. 08-07, Chapter 26 "Miami-Dade County Park and Recreation Department Rules and Regulations, Article III, The Shannon Melendi Act".
 9. Provide an operation that is safe, customer focused with prompt service, effective complaint resolution, quality employee performance and training and timely initiation and completion of all work.
 10. Utilize equipment that is in good working condition. The appearance of all equipment shall be maintained at like-new appearance and cleaned or refreshed as needed. Equipment includes mobile trailers, and carts, storage boxes, vehicles used as support, bicycles, etc.
 11. Ensure that employees are distinctively uniformed or appropriately attired and displaying name tags so as to present a neat, clean and professional appearance at all times, and be distinguishable as the selected Proposer's employees or hired staff and not as employees of PROS.
 12. Take good care of the Park and shall use the same in a careful manner.
 13. Obtain written approval by the Crandon Park Manager for the nature, size, shape and installation of selected Proposer's business signs within the Concession or, on or adjacent to the Concession or Park. Said signage shall also be approved by all governmental authorities having jurisdiction and shall conform to the requirements set forth in the Article 7 of the Miami-Dade Home Rule Charter and the CPMP. All signs shall be removed by the selected Proposer at the termination of the Agreement and any damage or unsightly condition caused to the Park due to said signs shall be corrected or repaired by the selected Proposer.

14. Provide a recycling plan to properly recycle aluminum cans and plastic bottles generated as a result of the selected Proposer's Concession operations for approval by PROS. The sale, use and/or distribution of plastic straws and glass are prohibited.
15. Not perform any mechanical maintenance or repair, unless previously approved in writing by PROS of the selected Proposer's equipment anywhere on County property.
16. Provide for the removal and disposal of all garbage and trash on a daily basis originating from the concession operations and shall keep the immediate areas surrounding the Concession (within 50 feet of food concession area) in a clean condition satisfactory to the Crandon Park Manager. Trash cans provided by PROS shall be emptied when filled to capacity; or at least once per day; at no time should any trash can have trash overflowing. Additionally, Proposer shall provide plastic garbage bags and trash and garbage shall not be stored for any duration behind or around mobile concession unit(s).
17. Obtain the appropriate/applicable beer and/or wine license. The selected Proposer shall apply for the applicable Beer and/or Wine license from the State of Florida Division of Alcoholic Beverages and Tobacco Division of Alcoholic Beverages and Tobacco (ABT). License would be a joint license with PROS as primary owner.
18. All operating expenses, including utilities associated with the day-to day operations of the Concession are the sole responsibility of the selected Proposer. PROS will provide water, but will not provide any other utilities (electricity, etc.).
19. Utilize an electronic cash register for all transactions. The cash register must have the ability to produce "Z" reports (i.e., sales totals for each day) and "X" reports (i.e., sales totals at any given time); run dual tapes, or have the ability to print out an itemized account of each transaction each day; and print the date and time on journal tape and on each individual sales receipt.
20. Provide an onsite manager during hours of operation and who will be on call, at all times, for emergencies or other matters related to the Concession operations.

Equipment Staging, Parking, and Storage Requirements

1. Selected Proposer and its employees are not allowed on the beach road or beach access roads. Temporary parking on the beach road is allowed during the opening set-up and closing take-down operations and for servicing the mobile units during the day.
2. The setup location(s) of the mobile unit(s) and concession service boundaries are to be approved by the Crandon Park Manager. No mobile units may be set up in the central alley view corridor.
3. Limited beach vendor employee parking is available in designated areas adjacent to the central and southern concession stands upon approval and issuance of a parking pass by the Crandon Park Manager. No vehicles with commercial advertising are allowed without prior approval and only for work that must be performed onsite. No overnight parking is allowed.
4. There is limited storage available at the central and southern concession stands. In addition, PROS will allow the selected Proposer to maintain one storage container (maximum length 40') which will be in an approved area of the Crandon Park Maintenance area. Limited storage is also available for the mobile concession unit and other vehicles at the maintenance yard necessary for the concession operation that the concession stands cannot accommodate. Storage items and location to be approved by the Crandon Park Manager.

5. No equipment shall be left on the beach overnight. All removable equipment shall be stored in the area designated in Item 4 above.

Crandon Park Master Plan (CPMP)

It is the sole responsibility of the selected Proposer that the Crandon Beach Concession facilities and mobile concession referenced in this Request for Proposals (RFP) conform in all aspects to the CPMP. It is the responsibility of the selected Proposer to be knowledgeable of the conditions of the CPMP. The CPMP will be provided as an attachment to the RFP. Specific attention is required for the requirements summarized below:

- The Crandon Beach Concessions shall have a family atmosphere.
- Propose no less than a minimum fee of ten percent (10%) of all Gross Revenues (This is required by CPMP) for use implicitly devoted to implementing the CPMP and maintaining the Crandon Park Lands.
- All advertising, promotion or merchandising, either expressed or implied, including but not limited to visual, organoleptic (taste and color), verbal or audio, shall be prohibited on exterior surfaces, and on the interior of windows if visible from any area surrounding the buildings or any areas within Crandon Park. Advertising, promotional, or identifying umbrellas, banners, balloons or similar devices, outdoor vending machines, or merchandise awnings, bench advertising and similar devices, shall be prohibited on Crandon Park.
- Signage restrictions include color, size, font, font size and location
- Beach umbrella and chairs are limited to 300 each with specific locations granted along the beach.
- Building restrictions include South Florida Vernacular Architectural Style, paint colors and signage type/locations

Hours of Operation

Selected Proposer will be open daily at Crandon Park from 9:00 am to ½ hour before sunset. With the exception of one (1) staff member and one (1) supervisor, ALL patrons and staff MUST exit Crandon Park BY SUNSET. Changes to the hours of operation must be approved by the Crandon Park Manager in advance.

Hurricane Preparation

The Selected Proposer shall prepare and provide to County for approval and then continually have in place a hurricane preparation manual. The manual shall include requirement that all equipment must be removed from the beaches and properly secured no later than 72 hours prior to expected landfall of a named hurricane or tropical storm. The Selected Proposer shall pay careful attention to all evacuation watches/warnings from the responsible authorities.

Note:

There are two fixed concessions at the beach, namely the central and south concessions. The Central concession stand lacks essential food preparation equipment. PROS would consider giving a rent credit for the installation of this type of equipment based on the amount of rent it will be receiving.

Walters, Vivian (SPEE)

From: Hill, Patrice (SPEE)
Sent: Wednesday, February 15, 2012 10:04 AM
To: Walters, Vivian (SPEE)
Subject: FW: EPP-RFP 814 Crandon Park Beach Concessions
Attachments: Scope -Crandon Beach Concessions Final 1-24-12.docx; EPP-RFP 814 Input Project Measure Worksheet.pdf

Patrice Hill, Administrative Officer 2

Sustainability, Planning & Economic Enhancement Department (SPEED)

Small Business Development Division

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305-375-3160 (fax)

"Delivering Excellence Every Day"

"Don't take the weight of the world on your shoulders...live one day at a time!"

From: Clark, Veronica (SPEE)
Sent: Tuesday, February 14, 2012 8:37 AM
To: Hill, Patrice (SPEE); Walters, Vivian (SPEE)
Subject: Fw: EPP-RFP 814 Crandon Park Beach Concessions

Good morning, attached is ISD's input-project worksheet for SBD review.

Patrice - please add to Oracle database.

Vivian - is everything that you need for the SBD project worksheet included? Its revenue generating, but I can't open so I'm not sure.

Thanks

From: Cutie, Ralph (ISD)
Sent: Tuesday, February 14, 2012 08:26 AM
To: Clark, Veronica (SPEE)
Cc: Zawoyski, Andrew S. (ISD); Millan, Luisa M. (ISD)
Subject: FW: EPP-RFP 814 Crandon Park Beach Concessions

Sorry Roni. Here is the Scope of Work also. I forgot to attach it to my previous e-mail.

<<Scope -Crandon Beach Concessions Final 1-24-12.docx>>

-----Original Message-----

From: Cutie, Ralph (ISD)
Sent: Tuesday, February 14, 2012 8:14 AM
To: Clark, Veronica (SPEE)
Cc: Zawoyski, Andrew S. (ISD); Millan, Luisa M. (ISD)
Subject: EPP-RFP 814 Crandon Park Beach Concessions

Good morning Roni,

Attached for your review and recommendation is the *Departmental Input-Project Measure Worksheet* for the subject RFP that I just started working on.

If you have any questions, please let me know. Thanks Roni.

Ralph.

<<EPP-RFP 814 Input Project Measure Worksheet.pdf>>

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"Delivering Excellence Every Day"



Sustainability, Planning and Economic Enhancement Department
 Small Business Development Division

Certified Firms as of
 February 15, 2012
 (Certified in Specific Categories Below)

TRADE CATEGORIES		CONTACT		ADDRESS		PHONE / FAX	
FIRM NAME	BUSN.						
CERT NO.	EXP. DATE						
96219	Cafeteria And Restaurant Services		SEGUNDO PLA	3026 NW 7th St * Miami, FL 33125-0000		305-643-4281 / 305-643-3355	
14224	SUPERIOR CAKES INC D/B/A GRAN PARIS BAKERY						
	MICRO/SBE						
	01/31/2015						
96115	Concessions, Catering, Vending: Mobile And Stationary		MARGARET MARSH-HINDS	1361 NW 191st St * Miami Gardens, FL 33169-0000		305-652-5746 / 305-652-5758	
	MH MANAGEMENT, INC.						
	MICRO/SBE						
	08/31/2014						
	PERFECT CHOICE VENDING, INC.		LORENA RICCI	11007 NW 122 St, Suite #18 * Medley, FL 33178-0000		305-836-3464 / 305-884-3930	
	MICRO/SBE						
	05/31/2012						
	RANDAZZO CATERING, INC. DBA CREATIVE TASTES		FRANK RANDAZZO	12229 SW 131st Ave * Miami, FL 33186-0000		305-256-8399 / 305-256-9868	
	CATERING						
	MICRO/SBE						
	07/31/2014						
	THIBERRY'S, INC. D/B/A A THIBERRY'S CATERING AND EVENT		ALINA ISAMBERT	915 NW 72nd St * Miami, FL 33150-0000		305-635-6626 / 305-635-6643	
	DESIGN						
	MICRO/SBE						
	08/31/2014						

Total # of Certified and Under Review Firms: 5

* Firms that have timely submitted re-certification applications which are "Under Review" are listed in red. Firms listed in red with "Under Review" designation in the Expiration Date column have not received final approval. You may contact the firm or SBD for approval status.

* Firms with "Under Review" designations may request an expedited certification review by submitting documentation relative to their participation on an upcoming project. Contact SBD (305-375-2378) for more information.