

RECEIVED
DEPT. BUSINESS DEV.

Memorandum



Date: September 23, 2014
To: Gary Hartfield, Division Director
Internal Services Department, Small Business Development
From: Milton L. Collins, Associate Director *MJC*
Miami-Dade Aviation Dept., Minority Affairs Division
Subject: Request for Proposals for Retail Consultant Services
RFP No. MDAD-05-14

RECOMMENDATION:

This is a request for the Small Business Development (SBD) Division to approve the attached re-solicitation (previously advertised as RFP MDAD-03-06) request for a Small Business Enterprise (SBE) Contract Measure in order for the department to proceed with the advertisement of bids for the **Request for Proposals for Retail Consultant Services, RFP No. MDAD-05-14**. Miami-Dade County, represented by the Miami-Dade Aviation Department, is seeking proposals from interested parties to provide retail concessions consulting services. The purpose of this non-exclusive RFP is to select a consultant who can best fulfill the Department's objectives as stated in the RFP.

The Term of the Agreement will be for Six (6) years. The estimated contract amount will be \$900,000.00.

The Minority Affairs Division staff has evaluated the subject project and recommends a **20% SBE Goal** as the contract measure, attached are MDAD's Contract Measure Analysis Worksheet and other supporting documents.

GENERAL DESCRIPTION/SCOPE OF SERVICES:

Aviation has been a hometown industry in Miami, having started more than 85 years ago. The first flight from Pan Am Field in 1928 was an international departure. Today, Miami International Airport enjoys top rankings as the leading international freight airport in the USA and the nation's second leading gateway for international passenger traffic.

MIA strengths in international passengers and cargo activity stimulate a host of other companies, such as tourism, the cruise industry and international banking and commerce. More than 77% of all exports and 80% of all imports between the United States and the Latin American/Caribbean region flow through MIA.

MIA is the port of entry for about 70% of all international traffic arriving by air to Florida. The Airport is the world's largest Latin American/Caribbean gateway, offering 1,290 weekly departures with non-stop service to 73 destinations in the region. With 49% of total passenger traffic being international, MIA is among the top two airports in the U.S. with the highest international to domestic ratios.

Miami-Dade County operates the world's leading cruise port, and over 70% of all cruise passengers begin or end their cruise with flights to/from the Airport. In addition, Miami is the leading international financial center in the southeastern United States. The Airport stimulates much of that activity as well, through the financing of international trade facilitated through our Airport.

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GENERAL DESCRIPTION/SCOPE OF SERVICES: (continued)

The Department has established concession goals and objectives to better meet or exceed the demands of today and tomorrow's traveling public.

The Department's concession goals and objectives for the Airport are to:

- Enhance the image of the Airport as a world-class airport.
- Enhance customer service and satisfaction by improving product choice, price choice, and customer service.
- Optimize sales and revenues.
- Optimize design and location of retail units.
- Present a local and regional identity to the traveling public.
- Provide national and international branded concepts.
- Increase local and Airport Concession Disadvantaged Business Enterprise (ACDBE) participation to the extent possible.

Consultant services will entail reviewing elements of the MDAD Master Concession Program. The Master Concession Program is the outline of the overall strategy for retail outlets at Miami International Airport. Consultant services will also consider the newest and best trends for MIA; assisting in the preparation of solicitations; preparing specialized studies; attending meetings; and making presentations to senior management and the Board of County Commissioners and Mayor, as may be required.

Baseline Activities may include the following:

- Provide benchmark of other airports comparable to MIA, analysis and recommendations to assist in meeting concession goals.
- Determine trends in all concession categories including services as requested.
- Review proposed concession program and recommend changes and/or phasing plans based on comparable airport data; changes in the airport demographics, traffic patterns, construction program; changes in concepts and/or adjacencies or other information as requested.
- Assist in determining temporary concession program opportunities.
- Research other airport business terms and pertinent information as needed for preparation of solicitations and lease agreements.
- Research other business terms and statistics for solicitations and other reports and provide recommendations for specific business terms for MIA.
- Assist in outreach to local, regional, national and international potential concessionaires to provide a database for the various concession categories.
- Establish and maintain interested parties database as may be required by category; local, national, or international base; and other descriptors as may be required.
- Review and comment on proposed solicitations and language in lease agreements; subtenant leases; and/or other documents.

- Review and/or provide assistance on review of Addendum and other documents as needed to support the solicitations.
- Provide technical assistance in the solicitation process including but not limited to the evaluation of proposals and/or proposers.
- Assist in developing standards of operation, tenant manuals, performance standards, audits and other pertinent operational materials as required.
- Review financial information, compare and contrast comparable information, anticipate needed changes, and make recommendations as required.
- Update the Concession Master Plan as requested.
- Assist in preparation for Transportation & Aviation Committee, Board of County Commission, tenant meetings, industry meetings, workshops, pre-proposal meetings, and evaluation committee meetings as may be required.
- Assist in developing an MIA brand for concessions and/or the concessions marketing program as needed.
- Provide on call consulting to assist and support staff to meet unanticipated needs.
- Provide presentations and respond to questions presented by senior management, Board of County Commissioners and Mayor as necessary.
- Conduct other concession-related analysis as assigned.
- Travel as required; monitor programs and requests; prepare detailed invoices; track program and work requests including document preparation, telephone calls and research efforts.
- All other related activities as required.

MINIMUM QUALIFICATIONS:

Proposer must demonstrate three (3) years continuous experience within the last five (5) years in providing consulting work for an airport with at least 10 Million enplanements per year, and such work shall include airport master concession planning consulting work.

If the proposer is an individual or partnership, the individual and/or the partner who shall be responsible for the operation of the Agreement, should have met the specified minimum qualifications. If the Proposer is a Joint Venture, then at least one (1) of the Joint Venture Partners should satisfy all of the foregoing Minimum Qualifications. A Proposer, whether a joint venture or otherwise, may proffer the experience of its corporate parent, sister, or subsidiary ("an affiliated company") in meeting these minimum qualifications.

However, given the unique nature of individual corporate relationships, Proposers seeking to rely on the experience of an affiliated company should be advised that the Selection Committee shall have the discretion to determine what weight, if any, it wishes to give such proffered experience on a case-by-case basis, and may base such decision on the relationship between the Proposer and the affiliate, as evidenced by whatever documentation is provided in the proposal submission or otherwise presented at the request of the Selection Committee.

Must be authorized to do business in the State of Florida by the time of award. Proposers who are less qualified than is suggested above may be considered for award. However, such Proposers may receive less points or no points from the Selection Committee, or may be found non-responsible.

If additional information is needed, call me at (305) 876-7221 or C. Corrales at (305) 876-7991.

Attachments

cc: L. Johnson, SBD
V. Walters, SBD
A. Songer, MDAD
M. Clark-Vincent, MDAD
C. Corrales, MDAD
File

REVISED MDAD's CONTRACT MEASURES AND ANALYSIS WORKSHEET

To: Gary Hartfield, Division Director
Internal Services Department, Small Business Development

From: Milton L. Collins, Associate Director
Miami-Dade Aviation Department
Minority Affairs Division

MJC

PROJECT/CONTRACT TITLE: RFP for Retail Consultant Services
PROJECT/CONTRACT NUMBER: RFP No. MDAD-05-14
DEPARTMENT: Miami Dade Aviation Department
ESTIMATED PROJECT COST: \$900,000.00
FUNDING SOURCE: Revenue Funds

DESCRIPTION OF PROJECT/BID:

Consultant services will entail reviewing elements of the MDAD Master Concession Program. The Master Concession Program is the outline of the overall strategy for retail outlets at Miami International Airport. Consultant Services will also consider the newest and best trends for MIA; assisting in the preparation of solicitations; preparing specialized studies; attending meetings; and making presentations to senior management and the Board of County Commissioners and Mayor, as may be required.

CONTRACT MEASURES RECOMMENDATION:

Measures 20% SBE Goal

REASONS FOR RECOMMENDATION:

Analysis of the factors contained in Implementing Order #3-41 indicates that an SBE Goal is appropriate for this contract.

Concession Consultant Professional Services

Task Description	Prime-Consultant	Sub-Consultant	% of Total Consultant Fee	
			Prime	Sub
Planning Preparation	x		20%	
Research	x		20%	
Comparative Analysis	x		20%	
Report Preparation	x		20%	
Outreach and Local Resources Planning		x		20%
TOTAL			80%	20%



**Dept. of Business Development
Project Worksheet**

Project/Contract Title: RETAIL CONSULTANT SERVICES
 Project/Contract No: RFP NO. MDAD 03-06
 Department: MIAMI DADE AVIATION DEPARTMENT
 Estimated Cost of Project/Bid: \$750,000.00
 Description of Project/Bid: TO ESTABLISH A FIVE (5) YEAR WITH ONE (1) OPTION YEAR CONTRACT TO PROVIDE RETAIL CONSULTING SERVICES FOR THE MIAMI-DADE AVIATION DEPARTMENT (MDAD). CONSULTANT SERVICES WILL INCLUDE REVIEWING ELEMENTS OF THE MDAD MASTER CONCESSION PROGRAM, CONSIDERING THE NEWEST AND BEST TRENDS FOR MIA; ASSISTING IN THE PREPARATION OF SOLICITATIONS; PREPARING SPECIALIZED STUDIES; ATTENDING MEETINGS; AND MAKING PRESENTATIONS TO SENIOR MANAGEMENT, THE BOARD OF COUNTY COMMISSIONERS AND THE MAYOR, AS MAY BE REQUIRED.

RC Date: 06/14/2006
 Item No: 2-01
 Resubmittal Date(s):

Funding Source: REVENUE FUNDS

Contract Measures Recommendation		
Measure Goal	Program	Goal Percent
	SBE	20.00%

Reasons for Recommendation

This project meets all the criteria set forth in A. O. #3-41.
 (4 SBE certified firms complied with the stated specifications under the sub-section for Outreach and Local Resources Planning.)

Commodity Codes:
 913-00 Consulting Services.
 913-07 Advertising Consulting.
 913-75 Management Consulting.
 913-76 Marketing Consulting.

Analysis for Recommendation of a Goal				
Subtrade	Cat.	Estimated Value	% of Items to Base Bid	Availability
CONSULTING SERVICES	SBE	\$150,000.00	20.00%	4
Total		\$150,000.00	20.00%	

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MINORITY AFFAIRS

Living Wages: YES NO
 Responsible Wages: YES NO

Circumference 90-143 is applicable to all construction projects over \$100,000 that do not utilize Federal Funds

REVIEW COMMITTEE RECOMMENDATION			
Tier 1 Set Aside _____	Level 1 _____	Level 2 _____	Level 3 _____
Trade Set Aside (MCC) _____	Goal <u>20%</u>	Bid Preference _____	
No Measure _____	Deferred _____	Selection Factor _____	
<i>[Signature]</i> Chairperson, Review Committee	<u>6/14/06</u> Date	<i>[Signature]</i> County Manager	<u>7/27/06</u> Date

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