

# Memorandum



**Date:** February 4, 2014

**To:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor 

**Subject:** Recommendation to Reject the North Terminal Marketplace Concessions Program at Miami International Airport, RFP No. MDAD-03-11 Package 3 (Pizza by the Slice)

Agenda Item No. 8(A)(1)

## RECOMMENDATION

It is recommended that the Board of County Commissioners (Board) reject the nine (9) proposals received on Package 3 (Pizza by the Slice) for North Terminal Marketplace Concessions Program at Miami International Airport (MIA), RFP No. MDAD-03-11.

## SCOPE

Miami International Airport is located primarily within Chairwoman Rebeca Sosa's District Six; however, the impact of this agenda item is countywide in nature as MIA is a regional asset.

## DELEGATED AUTHORITY

Not applicable as this is a rejection of the Package 3 proposals.

## FISCAL IMPACT/FUNDING SOURCE

Not applicable as this is a rejection of the Package 3 proposals.

## TRACK RECORD/MONITOR

Not applicable as this is a rejection of the Package 3 proposals.

## DUE DILIGENCE

Not applicable as this is a rejection of the Package 3 proposals.

## BACKGROUND

MDAD advertised the subject RFP on March 28, 2012, for qualified concessionaires for the MIA North Terminal Marketplace Concessions Program - Packages 1, 2, 3, 4, 5, and 6 to finance, develop, manage, design, construct, operate and maintain the locations, and establish high-quality, state-of-the-art retail, food and beverage concessions as approved by the Miami-Dade Aviation Department (MDAD).

Each space under this program has been assigned a designated concept category based on analysis of historic customer preferences at MIA and other airports of similar size and passenger traffic mix. The six (6) designated concession categories are:

<u>Package No.</u>	<u>Concept</u>	<u>Size (Estimated S.F)</u>	<u>Concession Category</u>
1	Cigars	196	Retail
2	Mediterranean	340	Quick Serve
3	Pizza by the Slice	225	Quick Serve
4	Empanadas	195	Quick Serve
5	Stone Crabs	225	Quick Serve
6	Caribbean	289	Quick Serve

The Pizza by the Slice concept, Package 3, was included in this program because it is ubiquitous to the landscape of airport food concessions.

The Evaluation/Selection Committee met on November 29, 2012, reviewed the proposals and recommended oral presentations to perform a technical assessment for each proposer. On February 1, 2013, the Committee heard oral presentations from the following proposers on Package 3, Pizza by the Slice:

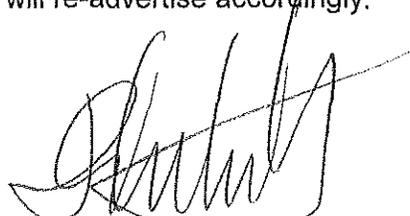
- MIA Sir Pizza, LLC
- Rustica Airport Venture
- 305 Pizza at MIA, LLC
- Premair Hospitality Group, LLC
- BMG Branded Foods D/B/A The Big Cheese
- Silva Management D/B/A Leo's Pizza
- Gradia Concessions, LLC – Spris Pizza
- Power Pizzeria Airport JV
- Patricia Reilly Food Concepts

After concluding the oral presentations, the Committee reviewed the proposals for responsibility and the desired minimum qualifications. Upon opening the price proposals, the Committee recommended 305 Pizza at MIA, LLC, for award of the Lease and Concession Agreement for the North Terminal Marketplace Concessions at MIA, Package 3 – Pizza by the Slice.

However, because the space in which the Marketplace will be constructed was not originally intended to be a concession location, it has limited utilities, and ventilation. Due to the limitations, the North Terminal Marketplace Retail Concession Design Guidelines do not allow on-site cooking. Those guidelines and Miami-Dade County Building Code require proper ventilation to offset the heat/smoke/odor/grease generated from cooking. The heat is of particular concern since the HVAC (Heating, Ventilation, and Air Conditioning) used for the Marketplace is located within the common-area air conditioning. Proposers were repeatedly informed – twice in the RFP and verbally in industry meetings -- that on-site cooking was not permissible.

Seven (7) out of the nine (9) proposers stated that the pizza would be partially cooked at their respective commissaries and finished at the airport, typically in some sort of oven. Overall, most proposers indicated through their presentations that a certain amount of cooking would be needed to provide a positive customer experience.

Because a majority of proposers misunderstood the requirements of the RFP and considering the limitations of the location and the subsequent ability to provide a quality product, MDAD no longer thinks that a pizza concession will provide a positive customer experience. MDAD is researching other concepts that can provide a positive customer experience for this location without on-site cooking, and will re-advertise accordingly.



Jack Osterholt, Deputy Mayor



# MEMORANDUM

(Revised)

**TO:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**DATE:** February 4, 2014

**FROM:**   
R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Agenda Item No. 8(A)(1)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_ ) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 8(A)(1)

2-4-14

RESOLUTION NO. \_\_\_\_\_

RESOLUTION REJECTING ALL PROPOSALS RECEIVED IN CONNECTION WITH THE NON-EXCLUSIVE LEASE AND CONCESSION AGREEMENT FOR THE NORTH TERMINAL MARKETPLACE CONCESSIONS PROGRAM AT MIAMI INTERNATIONAL AIRPORT, PACKAGE 3 (PIZZA BY THE SLICE), RFP NO. MDAD-03-11

WHEREAS, the Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board hereby rejects all proposals received in connection with the Non-Exclusive Lease and Concession Agreement for the North Terminal Marketplace Concessions Program, Package 3 (Pizza by the Slice) at Miami International Airport, RFP No. MDAD 03-11.

The foregoing resolution was sponsored by Commissioner who moved its adoption. The motion was seconded by Commissioner and upon being put to a vote, the vote was as follows:

Rebeca Sosa, Chairwoman  
Lynda Bell, Vice Chair

Bruno A. Barreiro  
Jose 'Pepe' Diaz  
Sally A. Heyman  
Jean Monestime  
Sen. Javier D. Souto  
Juan C. Zapata

Esteban L. Bovo, Jr.  
Audrey M. Edmonson  
Barbara J. Jordan  
Dennis C. Moss  
Xavier L. Suarez

The Chairperson thereupon declared the resolution duly passed and adopted this 4<sup>th</sup> day of February, 2014. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.



David M. Murray