

**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 850** **TERM OF CONTRACT:** Five (5) years with two, 2-year options-to-renew

Requisition/Project Title: Operation of Water Sports Concession at Matheson Hammock Park

Description: Operation of a water sports concession at Matheson Hammock Park to include stand-up paddleboard, kite boarding and kayak rentals, instruction and related services.

User Department(s): Park Recreation and Open Spaces

Issuing Department: ISD-PMS **Contact Person:** Kristina Guillen **Phone:** 305-375-3248

Estimated Revenues: \$18,000 annually. **Funding Source:** N/A **REVENUE GENERATING:** Yes

ANALYSIS

Commodity/Service No: 961-15; 961-68		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			
EXISTING		2ND YEAR	3RD YEAR
Contractor:			
Small Business Enterprise:			
Contract Value:			
Comments:			
Continued on another page (s): <input type="checkbox"/> Yes <input type="checkbox"/> No			

RECOMMENDATIONS

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

Basis of Recommendation:

RECEIVED
 DEPT. BUSINESS DEV.
 2012 NOV 30 PM 1:41

Signed: *Kristina Guillen*

Date to SBD: 11/30/12

Date Returned to DPM: _____

**EPP-RFP 850 Matheson Hammock
Kite Boarding, Kayak Rentals, Stand-up Paddleboard Rentals**

2.0 Scope of Services

2.1 Background

Miami-Dade Parks, Recreation and Open Spaces (PROS) is one of the busiest and largest leisure service agencies in the United States. Each year, 25 million people use PROS's system to safely recreate, enjoy nature, become more physically fit, and to connect with neighbors, friends, and pets. Matheson Hammock Park located at 9601 Old Cutler Road, Miami, Florida will be the water sports venue for this RFP.

2.2 Objectives

PROS is seeking proposals from experienced and capable parties to operate a water sports area at Matheson Hammock Park. The selected Operator shall provide a safe, high quality and customer-oriented operation with well-maintained equipment and experienced staff, and offer diverse programs and services normally associated with the water sports industry. The selected Operator shall operate its Program and supervise/instruct its customers in a manner that keeps patrons safe and so that its customers adhere to strict safety guidelines. The County anticipates awarding a contract for a five (5) year period, with two two-year options to renew, at the County's sole discretion.

Examples of services to be provided under any agreement issued as a result of this RFP include the following:

1. Stand-up paddleboard rentals and instruction.
2. Kite board rentals and instruction.
3. Kayak Rentals and instruction.

2.3 Site Description

Matheson Hammock Park

The operations at Matheson Hammock Park are to be based in the parking lot area north of the Red Fish Grill Restaurant. A detailed map (Exhibit A in the sample Concession Agreement) clearly states the strict areas allowed for water sports activities.

2.4 Preferred Qualifications

The selected Operator and/or its subcontractors (as applicable) should have:

- five (5) years diverse experience in kite boarding, paddle boarding and water sports programs;
- knowledge of business operations and the legal requirements associated with this type of operation;
- experience in the design, permitting and operation of a water sports area;

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- adequate financial capacity to develop the site and maintain operations;
- ability to acquire and maintain required licenses to operate the water sports area;
- Open Water Lifeguard Certification;
- CPR/First Aid Certification;
- IKO or PASA certification utilizing IKO or PASA certified instructors;

Additionally, the selected Operator's employees who will operate boats will be required to have the following:

- Safe Boating course completion (only applicable for boat operators)

Note: All required certifications must be in place prior to the start of operations of the water sports area. The required certifications are a continuing obligation of the selected Operator throughout the duration of any contract issued as a result of this solicitation.

2.5 Operation and Quality of Services

- A.** Selected Operator shall ensure that all patrons renting kayaks and stand-up paddleboards are of a sufficient skill level to adequately operate the craft and know how to execute proper safety procedures. Due to the higher skill levels required to engage in the sport of kite boarding, the following scope of services and designated area of operation are made a part of this Scope of Services:
1. Individual kite boarders that come and practice their sport with their own equipment in the designated kite boarding area must follow the kite boarding safety guidelines set by Matheson Hammock Park. It shall be the duty and obligation of the selected Operator to enforce those safety guidelines to include signing required waivers.
 2. Selected Operator's instructors shall provide adequate and proper kite boarding instruction to ensure that participants are familiar with Matheson Hammock Park rules governing kite boarding. Additionally, participants must have an understanding of the basic skills necessary for kite boarding and demonstrate those skills to the instructor's satisfaction.
 3. Selected Operator shall at all times maintain a presence at the designated operating area to watch and ensure that kite boarders comply with all applicable rules and regulations regarding the use of Matheson Hammock Park. Visual proof of Check in / skill level (such as streamer or equivalent) is required for every kite boarder including independent participants.

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4. Selected Operator shall reinforce corridor and "no kite zone" with permanent marker buoys and maintain contact with lifeguards/park office via cellular phone.
5. Selected Operator shall require that all kite boarders who rent kite boarding equipment from the selected Operator, receive kite boarding instruction from selected Operator or participate independently, sign the waiver and release of liability form ("Waiver"); waiver shall be provided by selected Operator and approved by the County. The selected Operator agrees to keep and store in a safe location all such Waivers for the entire term of this License Agreement and, at the expiration or earlier termination of this License Agreement, to deliver all such records to the PROS at Matheson Hammock Park Office.
6. Provide an operation that is safe and customer-oriented with prompt complaint resolution by well-trained and professional staff.
7. Provide high quality customer service and reasonably adjust program and service offerings to meet customer demands, including establishing regular hours of operation, subject to approval by PROS.
8. Provide all services and concessions at fees and prices approved by PROS. Such services, types of concessions, and charges may be modified only by written request of the selected Operator to PROS and upon approval by PROS. Such approval shall be in writing at least 30 days prior to implementation of the modification.
9. Pay for all operating expenses associated with the day-to day operations of the water sports area.
10. Install and maintain signage as approved by PROS. At a minimum, signage shall include hours of operation, fees, and required safety guidelines.
11. Supply and maintain an Operations manual to be approved by PROS.
12. Have an emergency plan and hurricane plan, to include how the selected Operator shall secure the site in the event of a hurricane.
13. Ensure that employees are distinctively uniformed so as to be distinguishable as the selected Operator staff and not PROS employees.
14. Promote the Park's offerings through marketing and the quality provision of all concession services with the highest level of service to the public. Promotional flyers or advertisements for special events shall include the Miami-Dade County or PROS logo. The selected Operator shall submit

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sample or mock up of such publicity or materials to PROS for review and approval.

- 15.** Enforce strict adherence to federal, state and local safety guidelines for all water sports, including requiring participants to wear U.S. Coast Guard-approved life jackets for all water sports; chest protectors, break-away tethers and helmets while kite Boarding, and making such safety gear available for use at an approved rental fee.
 - 16.** Ensure the water sports area remains in safe, clean, and usable condition on a daily basis, to include, but not be limited to, removing debris from the water sports area and shoreline, inspecting and maintaining all equipment, and maintaining the concession area, as well as performing regular trash removal and maintenance of the site and associated grounds, etc., as applicable, at its own expense.
 - 17.** Take proper care of the facilities and use the same in a careful manner and shall, at its own expense, repair PROS property or facilities damaged by its (or its subcontractors') operations.
 - 18.** Store equipment on site in designated areas only. PROS will not be responsible for any loss or damage of the selected Operator's equipment or supplies.
 - 19.** Provide a concession operation during normal hours to serve park patrons
 - 20.** 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.
 - 21.** Develop a process for coordinating requests from the public or outside entities requesting use of the water sports area (e.g., for competitions, tournaments, or training purposes).
 - 22.** Employ a qualified, full-time on-site manager or designee who will be available during normal business hours and be on call, at all times, for emergencies or other matters related to the water sports area.
 - 23.** Provide additional services and fees by mutual agreement of the selected Operator and PROS.
- B)** Hours of operation shall typically be limited to that of the Park; special events held outside of normal hours for the Park shall be subject to the approval of PROS. For any special events, the selected Operator shall complete a

**EPP-RFP 850 Matheson Hammock
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special events application for PROS approval at least 30 days in advance and coordinate with PROS to ensure there is not disruption to other park patrons and amenities.

- C) PROS reserves the right to schedule special events that may preclude the water sports area from operating during a given event. PROS will use reasonable efforts to notify the selected Operator as early as possible of these special events, but in no event later than two weeks prior to the special event. PROS may also close the park during inclement weather conditions.

- D) All activities and operations of the selected Operator must conform to and comply with Chapter 26, Park and Recreation Rules and Regulations and Article 7 of the Charter of Miami-Dade County, as well as the applicable rules and regulations of the Park.

2.6 County Responsibilities

PROS shall provide Operator with designated operating area to include parking.

2.7 Hours of Operation and Signage

Selected Operator will be open daily at Matheson Hammock Park (unless inappropriate weather condition does not allow for safe operations). Kite Boarding is allowed only during regular hours of operation of the selected Operator. Wind speeds in excess of 12 mph REQUIRE kayaking and stand-up paddle boarding to cease operation and wind speeds in excess of 31 mph REQUIRE Kite boarding to cease operations and a staff member of the selected Operator shall be required to be present to inform its customers that the concession is closed. A sign will be posted when the kite boarding concession is closed due to inappropriate weather or any reason that restricts the kite boarding practice. The specific hours of operation of the concession will be as follows:

1. During summer (from May, Memorial Day to September, Labor Day) – all weekdays and weekends from 9:30 AM to 7:00 PM
2. During winter (the day after Labor Day to one day before Memorial Day) - all week and weekends from 9:30 AM till 6:00 PM.

Removable sign(s) will be installed on-site daily by the selected Operator. Sign(s) will display: guidelines and boundaries, as well as registration requirements. Information signs shall be placed at the concession area to remind patrons of necessary registration before riding and the maximum number of riders on the water. The same informational signs shall be placed at the entrance to Matheson Hammock Park.

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After the Date of Beneficial Occupancy and through the termination date of the Agreement, the selected Operator shall pay PROS:

- a) Guaranteed Monthly Rent

The selected Operator shall pay a Guaranteed Monthly Rent to PROS on the first day of each month as of the date the water sports area begins revenue operations. Expected Monthly Rent shall be no less than \$1,100.00.

and

- b) Percentage of Monthly Gross Receipts

In addition to the Guaranteed Monthly Rent, the selected Operator shall pay PROS on a monthly basis a Percentage of Gross Receipts, for revenue from the sale of all goods and services provided at the water sports area as of date the water sports area commences operations. The minimum proposed Percentage of Monthly Gross Receipts acceptable to the County shall be no less than 8%.

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Walters, Vivian (RER)

From: Guillen, Kristina (ISD)
Sent: Friday, November 30, 2012 1:05 PM
To: Walters, Vivian (RER)
Cc: Clark, Veronica (RER); Zawoyski, Andrew S. (ISD)
Subject: RFP 850- Operation of Water Sports Concession at Matheson Hammock Park, Measures Request
Attachments: EPP- RFP 850 Scope Matheson Hammock Kite Boarding and Water Sports Area (2).docx; RFP 850 Mathson Hammock Input Doc-Project Measure Worksheet.doc

Good Afternoon Vivian,

I hope that this email finds you well. Please review the attached scope of services for RFP 850; we respectfully request a determination of the SBE measures to be applied. A copy of the input doc/ project measures worksheet is also attached. This RFP is Revenue Generating and the user department is Miami-Dade County Parks and Recreation.

Thank you in advance for your time.

Best regards,

Kristina Guillen
Procurement Contracting Officer II
Miami-Dade County
Internal Services Department
111 NW 1st Street, Suite 1300
Miami, FL 33128
Tel: (305)375-3248
kguille@miamidade.gov
<http://www.miamidade.gov/dpm/>
"Delivering Excellence Every Day"

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