DEPARTMENTAL INPUT
CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

Rev 1

[√] New contract [ ] OTR [ ] CO [ ] SS [ ] BW [ ] Emergency

[ ] Re-Bid [ ] Other

LIVING WAGE APPLIES: __YES _√__NO

Requisition/Project No: RQPR1200003

TERM OF CONTRACT: 10 years with 2 five-year options-to-renew

Requisition/Project Title:- Develop and Operate a Wakeboarding Complex at Amelia Earhart Park

Description: Construct, operate, and maintain a Wakeboarding Complex at Amelia Earhart Park.

User Department(s): Park and Recreation

Issuing Department: ISD-PM **Contact Person:** Andrew Zawoyski, CPPO **Phone:** (305) 375-5663

Estimated Cost: $350,000/yr (Revenue-generating) **Funding Source:** N/A (Revenue-generating) **REVENUE GENERATING:** Yes

ANALYSIS

Commodity/Service No: 906-72, 961-15, 981-61 **SIC:**

Trade/Commodity/Service Opportunities

Contract/Project History of Previous Purchases For Previous Three (3) Years
Check Here √ **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): _____Yes _____No

RECOMMENDATIONS

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

Basis of Recommendation:

Signed: Andrew Zawoyski CPPO **Date to SBD:** November 1, 2011

Date Returned to DPM: _____

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2.0 SCOPE OF SERVICES

2.1 Introduction

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. Amelia Earhart Park ("AE Park") is a 515 acre Park which has many different types of fun environments.

Events at Amelia Earhart Park - 401 E. 65 Street, Hialeah, FL 33014

- Billy Graham Farm Village offers hay rides on a typical hay wagon, goats, sheep, pigs and ponies, supervised pony rides and animal feedings. The farm also has the information, the space necessary and expert personnel to explain and teach basic agriculture techniques and crop care.

- Tom Sawyer Island is a playground island with caves and observation towers and several amenities to entertain children of all ages.

- The AE Park has 11 shelters available to the public for use for family reunions, company picnics, and corporate activities. It has soothing green areas and lakes that surround the shelters and make these areas an inviting and sought after alternative.

- Mountain Biking has 7 miles of tracks for 3 different levels of expertise, and a variety of landscapes throughout. The Bike trails have been used for several local and statewide organizations for their races including the South Florida Mountain Bike Championship Series. Recently, Amelia Earhart trails were rated as one of the best mountain bike trails in South Florida by the International Mountain Bike Association.

- Bark Park is a 5 acres area fenced and separated, dedicated exclusively for residents with dogs. The park has water and shower stations, plastic bags posts to keep the area clean etc., and dogs can run freely. This area is comprised of two areas, one for big dogs and another for the smaller ones.

- The Racing Association of Miami Inc., an organization that promotes/races Remote Control Offshore Boats, uses Amelia Earhart Lakes for practice and featured events (including a National Event, with participants from all over USA).

- A Special Events Area available for concerts, expositions, and fairs has 7 acres of spectator area and 5 acres of parking.

- A Sports Complex includes a soccer complex with 4 regulation soccer fields.

- Wakeboarding on Permit (temporary) Basis
  The first Wakeboarding venue in Miami-Dade County started operations in January 2009 and it is currently operated under a "permit-to-do-business". This venue is located at the North Lake Area. Currently, wakeboarding, waterskiing, wake surfing and knee boarding lessons, tube riding, and boat rentals are being offered at the site.

The County is seeking proposals from experienced and capable parties to design, construct and operate a Wakeboard Cable Complex (hereinafter referred to as the "Complex") at the North

Lake within Amelia Earhart Park (the "Park"). It is anticipated that the Complex will consist of a state-of-the-art cable skiing system and related infrastructure. The selected Proposer(s) 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.

2.2 Site Description

It is anticipated that the site of the Complex is planned on 45 acres within the 91 acre North Lake at Amelia Earhart Park, as depicted in the attached site map (Attachment A). The County is amenable to allowing the Selected Proposer utilization of the entire Lake for any special events. Such use is subject to further arrangements with the County and prior written approval of PROS. The site is provided in as-is condition.

All information provided by PROS (such as site maps, surveys, etc.) is for information and reference purposes only; it is the proposer's responsibility to conduct due diligence and verify conditions for accuracy prior to proposal submission.

2.3 Qualifications

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

- five (5) years diverse experience in wakeboarding and water sports programs
- knowledge of business operations and the legal requirements associated with this type of operation
- experience in the design, permitting, construction, and operation of a Wakeboard Cable Complex
- adequate financial capacity to develop the site and maintain operations
- ability to acquire and maintain required licenses to operate the Complex, including a State of Florida Amusement License

Additionally, the selected Proposer's employees who will operate boats and/or the cable skiing system will be required to have the following:

- Open Water Lifeguard Certification
- CPR/First Aid Certification
- 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 Complex. The required certifications is a continuing obligation of the selected Proposer throughout the duration of any contract issued as a result of this solicitation.

2.4 Design

The selected Proposer shall develop site plans for the Complex that best utilizes the space of the Park, is consistent with the theme of the Park, and fully complies with all applicable building and zoning codes and PROS's Development Rider (see Attachment B). The selected Proposer shall also obtain all necessary approvals and permits for construction and infrastructure improvements, as applicable.

2.5 Construction and Facility Improvements

The selected Proposer shall construct a state-of-the-art cable skiing system at the North Lake within the AE Park, and improve the site as necessary, at its own expense, with supporting infrastructure required for a successful wakeboarding and water sports operation, such as a

concession area, restrooms, locker rooms, office space, and parking (hereinafter referred to collectively as "improvements"). Concessions may include, but are not limited to sale/(rental-where applicable) of food, beverages, lessons, sports/recreational merchandise/equipment. The selected Proposer(s) may request use of existing facilities (such as parking, restrooms and concession trailer) or shall include the improvement(s) as part of its capital development plan.

The selected Proposer shall:

1. Perform all construction and improvements in compliance with all applicable building codes (including Florida Building Code Chapter 11 ADA), Miami-Dade County Implementing Order 8-8 Sustainable Buildings Program, PROS's Development Rider, and obtain all necessary permits and approvals. PROS approval of the design and plans must be obtained prior to submission to the applicable building and/or zoning department.

2. Develop a final comprehensive timeline for the development of the supporting infrastructure, including the construction phase schedule and cost estimates for the supporting infrastructure and the required furnishings, fixtures and applicable equipment. *The timeline and cost estimates are due within 30 days after approval of the selected Proposer's design and concept by the County.*

3. Assume all costs associated with the improvements and installations. All such improvements and installations shall become the property of the County at the termination of any agreement that may be issued as a result of this Solicitation.

4. Until construction of the cable skiing system is completed, provide, at a minimum, wakeboarding, waterskiing, wake surfing, tubing and kneeboard lessons and sessions – and make available any necessary recreational and safety equipment available for use at the Complex site.

5. Complete the construction and begin full operation not later than 365 days after obtaining all required permits. In the case that delays are beyond the control of the selected Proposer, the County may, at its sole discretion, grant a written extension.

6. Install landscaping that enhances the aesthetic beauty and coexists with the natural flora of the Park. Maintain the landscaping of leased area. Landscaping type and maintenance shall be subject to PROS approval.

2.6 <u>Operation and Quality of Services</u>

The selected Proposer shall operate a high quality and customer-oriented mini-soccer program in a manner normally associated with this industry, which includes:

A) 1. Provide an operation that is safe and customer-oriented with prompt complaint resolution by well-trained and professional staff.

2. 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.

3. 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 Proposer to PROS and upon approval by PROS. Such approval shall be in writing at least 30 days prior to implementation of the modification.

4. Pay for all operating expenses, including utilities, associated with the day-to day operations of the Complex.

5. Install and maintain signage as approved by PROS. At a minimum, signage shall include hours of operation, fees, and required safety guidelines.

6. Supply and maintain an Operations manual to be approved by PROS.

7. Have an emergency plan and hurricane plan, to include how the selected Proposer shall secure the site in the event of a hurricane.

8. Ensure that employees are distinctively uniformed so as to be distinguishable as the selected Proposer staff and not PROS employees.

9. 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 Proposer shall submit sample or mock up of such publicity or materials to PROS for review and approval.

10. Enforce strict adherence to safety guidelines for the Complex, including requiring cable skiing participants to wear U.S. Coast Guard-approved life jackets and helmets while riding, and making such safety gear available for use.

11. Ensure the Complex remains in safe, clean, and usable condition on a daily basis, to include, but not be limited to, removing debris from the lake and shoreline, inspecting and maintaining the cables and 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.

12. Take proper care of the facilities and use the same in a careful manner and shall, at its own expense, repair County property or facilities damaged by its (or its subcontractors') operations.

13. Store equipment on site in designated areas only. The County will not be responsible for any loss or damage of the selected Proposer's equipment or supplies.

14. Provide a concession operation during normal hours to serve park patrons.

15. 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.

16. Develop a process for coordinating requests from the public or outside entities requesting use of the Complex (e.g., for competitions, tournaments, or training purposes).

17. 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 Complex.

18. Provide additional services and fees by mutual agreement of the selected Proposer 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 Proposer shall complete a 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 Complex from operating during a given event. PROS will use reasonable efforts to notify the selected Proposer 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 Proposer 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.

2.7 Background Screening

In accordance with Miami-Dade County Ordinance No. 08-07 titled Chapter 26, Parks, Recreation and Open Spaces Department Rules and Regulations, Article III, The Shannon Melendi Act (the Act), all selected Proposer's personnel and volunteers that will provide any service at the wakeboard complex must be in compliance with the requirements set forth under the Act prior to the scheduled start of employment or volunteerism.

2.8 Payments to the County

The selected Proposer shall pay the County an initial rent, a guaranteed monthly rent, and a percentage of monthly gross receipts. The payments shall be provided as follows:

1. Initial Rent
   The selected Proposer shall pay the County an Initial Rent for the period between the Lease Effective Date and the Date of Beneficial Occupancy (after improvements) for the Complex.

2. Guaranteed Monthly Rent and Percentage of Monthly Gross Receipts
   After the Date of Beneficial Occupancy and through the termination date of the Agreement, the selected Proposer shall pay the County:

   a) Guaranteed Monthly Rent
      The selected Proposer shall pay a Guaranteed Monthly Rent to the County on the first day of each month as of the Date of Beneficial Occupancy (after improvements) for the Complex.

and

b) Percentage of Monthly Gross Receipts
In addition to the Guaranteed Monthly Rent, the selected Proposer shall pay the County on a monthly basis a Percentage of Gross Receipts, for revenue from the sale of all goods and services provided at the Complex as of Date of Beneficial Occupancy (after improvements) for the Complex.