

# ISSUING DEPARTMENT INPUT DOCUMENT CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

New   
 OTR   
 Sole Source   
 Bid Waiver   
 Emergency   
 Previous Contract/Project No. RFP-MDAD-05-14  
Contract  
 Re-Bid   
 Other – Access of Other Entity Contract   
 LIVING WAGE APPLIES:  YES     NO  
 Requisition No./Project No.: EVN0000296   
 TERM OF CONTRACT 1 YEAR(S) WITH 0 YEAR(S) OTR

Requisition /Project Title: Retail Consultant Services

Description: Miami-Dade County Aviation Department (MDAD) requires continuity of retail consultant services while a replacement contract for this service is undergoing the evaluation, negotiation and award process, as this vital contract entails reviewing elements of the current concessions program and other concessions-related tasks as required to propose new tendencies in the Aviation industry to provide the best customer service and enhance revenues to MDAD.

Issuing Department: SPD   
 Contact Person: Marie Williams   
 Phone: 305-375-3248  
 Estimate Cost/Value: \$250,000   
 GENERAL    FEDERAL    OTHER  
 Funding Source: Operating   
   

## ANALYSIS

<b>Commodity Codes:</b>	<span style="border: 1px solid black; padding: 2px;">91858</span>	<span style="border: 1px solid black; padding: 2px;">91852</span>	<span style="border: 1px solid black; padding: 2px;">91875</span>	<span style="border: 1px solid black; padding: 2px;">91876</span>	<span style="border: 1px solid black; padding: 2px;">99999</span>
Contract/Project History of previous purchases three (3) years Check here <input type="checkbox"/> if this is a new contract/purchase with no previous history.					
	<b><u>EXISTING</u></b>	<b><u>2<sup>ND</sup> YEAR</u></b>	<b><u>3<sup>RD</sup> YEAR</u></b>		
<b>Contractor:</b>	<span style="border: 1px solid black; padding: 2px;">Unison Consulting, Inc.</span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>		
<b>Small Business Enterprise:</b>	<span style="border: 1px solid black; padding: 2px;">30% goal</span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>		
<b>Contract Value:</b>	<span style="border: 1px solid black; padding: 2px;">\$902,250</span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>		
<b>Comments:</b>	<span style="border: 1px solid black; padding: 2px;"></span>				
Continued on another page (s): <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO					

## RECOMMENDATIONS

	Set-Aside	Subcontractor Goal	Bid Preference	Selection Factor
<b>SBE</b>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>	<span style="border: 1px solid black; padding: 2px;"></span>

**Basis of Recommendation:**

Signed: Marie Williams   
 Date sent to SBD: 12/19/22  
 Date returned to SPD:

# MARKET RESEARCH

<b>Contract No.:</b> EVN0000296	<b>Recommendation:</b> <input type="checkbox"/> Exercise Option to Renew (OTR) <input checked="" type="checkbox"/> Non-Competitive Acquisition <input type="checkbox"/> Solicit Competition <input type="checkbox"/> Access Contract <input type="checkbox"/> Other
<b>Title:</b> Retail Consultant Services	
<b>Procurement Contracting Officer:</b> Marie Williams	

## Background:

Approval is requested for a contract for Retail Consultant Services at Miami International Airport with Unison Consulting, Inc. (Unison) at an estimated value of \$250,000 for a 1-year term.

Miami International Airport (MIA) was founded in 1928. The airport now offers more flights to Latin America and the Caribbean than any other U.S. airport. MIA is America's third-busiest airport for international passengers boasting a lineup of over 100 air carriers. Moreover, MIA is the U.S. top airport for international freight, servicing more than 45,000,000 passengers in 2019 and processing approximately 60 percent of all international visitors to Florida. MIA's vision is to grow to a global airport of choice that offers customers a world-class experience. MIA encompasses over 7.7 million square feet of space. The Airport's space is allocated as follows:

- North terminal 3.7 million square feet and occupied by American Airlines (One World)
- Central Terminal 2.1 million square feet.
- South Terminal 1.9 million square feet and handles mostly international flights.

The core concessions programs at MIA (Food & Beverage, Retail and Duty-Free units) utilize nearly 271,000 square feet of space throughout the pre- and post-security areas of the North, Central and South Terminals. Commensurate with the cultural and geographic diversity of MIA's international passenger base, the concessions program includes a wide array of brands and concepts including some of the world's leading retailers and restaurants, international and regional brands specifically targeted to the unique makeup of the MIA traveler base and renowned local concepts curated to deliver an authentic expression of the cultural richness of the Miami area.

Miami-Dade County Aviation Department (MDAD) requires continuity of retail consultant services as this vital contract entails reviewing elements of the current concessions program and other concessions-related tasks as required to propose new tendencies in the Aviation industry to provide the best customer service and enhance revenues to the MDAD.

The Contractor responsibilities include assisting MDAD to meet or exceed its established concession goals and objectives to better address the demands of today and tomorrow's traveling public. These goals and objective include:

- Enhancing the image of the Airport as a world-class airport
- Enhancing customer service and satisfaction by improving product choice, price, and customer service
- Optimizing sales and revenues
- Optimizing design and location of retail units
- Presenting a local and regional identity concepts that enhance the "sense of place" and conveying the cultural richness and diversity of Miami to the traveling public
- Providing national and international branded concepts
- Increasing the Concession Disadvantaged Business Enterprises (ACDBE) participation to the extent possible

## History:

- On February 29, 2016, Contract No. RFP-MDAD-05-14, Retail Consultant Services, was awarded to Unison Consulting, Inc. for \$902,250 for 78 months (includes 6-month extension via Supplemental Agreement No. 1) and expired on September 1, 2022. Expenditures to date total \$166,729.

- As contract RFP-MDAD-05-14 was approaching its expiration date, staff initiated the replacement solicitation process and advertised solicitation EPP-RFQ-02250. On May 27, 2022, four proposals (including Unison) were received under RFP No. EPP-RFQ-02250, Retail Consultant Services. However, all proposals are being rejected due to a technical error during the solicitation process and the solicitation, EPP-RFQ ENV000048, was issued.
- On September 1, 2022, three proposals (including Unison) were received under EPP-RFQ ENV000048, Retail Consultant Services. The solicitation included a 20% small business subcontractor goal and all prospective proposers were required to submit a Certificate of Assurance as a part of their proposal submittal. Once the solicitation closed, staff began a process of downloading proposals, associated attachments and initiated the review for responsiveness. Due to technical errors in the system, staff was not able to generate a full tabulation packet of all proposals and attachments received. These errors were promptly communicated to the INFORMS technical team that is currently looking into possible solutions. At this time, the evaluation process of the proposals received for EPP-RFQ ENV000048 is on hold.

As of today, MDAD does not have an active contract in place for the provision of Retail Consultant Services. Staff met with MDAD to discuss temporary options while a replacement contract for this service is undergoing the evaluation, negotiation and award process. MDAD has requested a contract for Retail Consultant Services at MIA with Unison Consulting, Inc. at an estimated value of \$250,000 for a 1-year term in the interim.

As the awarded Contractor for prior Contract No. RFP-MDAD-05-14, Retail Consultant Services, the experience gained by providing retail consultant services at MIA makes Unison uniquely qualified and ideal for this subject procurement. Unison's skillset exceeds any other firm's as it has knowledge of the required functions and operations to perform services on this contract.

**Research Conducted:**

An Advance Notice to Waive Competition was posted to the County's website from November 23, 2022 to December 19, 2022. No potential vendors identified themselves.

It is not time-efficient or practicable to research and analyze any other agency's contract to access or to compare their pricing to the needs of the County as MDAD's ongoing needs and requirements for this service are Agency-specific.

**Recommendation:**

It is in the best interest of the County to waive the competitive bidding process for this procurement, as a viable competitive bidding process for this service is still ongoing. As such, a non-competitive agreement is recommended with Unison as the only reasonable source that will satisfy MDAD's operational needs and requirements in a timely manner. A negotiated agreement with Unison Consulting, Inc. will provide the County with the best overall value in terms of security, reliability, continuity, and conformance with FAA specifications for the continuity of retail consultant services, and is recommended to provide such by processing this Bid Waiver request in accordance with established procedures.

Procurement Contracting Officer: Marie Williams

Date: December 19, 2022