



TO: Honorable Mayor & Members of the Fort Lauderdale City Commission

FROM: Greg Chavarria, City Manager

DATE: January 10, 2023

TITLE: Motion Approving Agreement for Beach Equipment Rental Concession - Boucher Brothers Beach Management Fort Lauderdale, LLC - 10% of Annual Gross Revenue of Net Sales in Excess of the Minimum Guaranteed Annual Concession Fee in the Sum Total of \$2,928,584 - (**Commission Districts 2 and 4**)

Recommendation

Staff recommends the City Commission approve a five-year contract, in substantially the form attached, for Beach Equipment Rental Concession with Boucher Brothers Beach Management Fort Lauderdale, LLC (Boucher Bros.), for 10% of annual gross revenue net of sales collected, in excess of the minimum guaranteed annual concession fee in the sum total of \$2,928,584; and authorize the City Manager to exercise one (1) option to renew for an additional five-year period.

Background

On October 27, 2022, the Procurement Service Division issued Request for Proposals (RFP) No. 12732-035 for Beach Equipment Rental Concession to provide beach lounge chairs, umbrellas, windbreakers/clamshells, and food and beverage services for visitors of the public beach.

On November 28, 2022, the RFP closed with a total of one firm, the incumbent, Boucher Brothers Beach Management Fort Lauderdale, LLC, submitting a proposal by the due date and time.

On December 6, 2022, the Evaluation Committee (Committee) met to evaluate and rank the sole proposals. On December 9, 2022, the Committee reconvened to score on an additional weighted criterion that was included in the solicitation. Overall, the firm was ranked based on the evaluation criteria shown on the next page.

The Committee recommends approval to award a contract to the sole ranked proposer, Boucher Brothers Beach Management Fort Lauderdale, LLC.

Evaluation Criteria	Weight (%)
Total Revenue above minimum annual franchise fees	30%
Understanding the scope of the project	15%
Proposed plan for management, staffing and operation of concession. (quality of plan, number of staff available to provide services, etc.)	15%
Experience, qualifications, and references of the proposing firm.	15%
Quality of storage plan, concession area site plan, hurricane preparedness plan with regard to aesthetics, impact on beach and public safety	15%
Availability, diversity and quality of service offered and additional amenities proposed for the public and hotel guests.	10%
TOTAL	100%

Resource Impact

There is a positive current year fiscal impact in the estimated amount of \$353,333. Revenue related to this agreement is included in the FY 2023 operating budget in the account listed below.

Funds available as of December 11, 2022					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
10-001-6002-572-362-000-PKR341	Beach Contracts	Rents and Royalties/ Beach Cabana Rental	\$850,000	\$80,172	\$353,333
TOTAL AMOUNT ►					\$353,333

Strategic Connections

This item is a 2022 *Top Commission Priority*, advancing the Parks and Public Places initiative.

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community.
- Objective: Improve access to and enjoyment of our beach, waterways, parks, and

open spaces for everyone

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here*

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation and Open Space Element
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City.

Attachments

Exhibit 1 - Solicitation

Exhibit 2 - Evaluation Committee Tabulation

Exhibit 3 - Boucher Brothers Beach Management Fort Lauderdale, LLC Proposal

Exhibit 4 - Boucher Brothers Beach Management Fort Lauderdale, LLC Agreement

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