



**CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
REGULAR MEETING**

**#24-0474**

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

**FROM:** Susan Grant, Acting City Manager

**DATE:** June 4, 2024

**TITLE:** Motion Approving a Revenue-Generating Agreement for Gymnastics Program Instruction at Holiday Park - Fort Lauderdale Stars, Inc. - Minimum Annual Guaranteed Revenue Amount and 10% Minimum Percentage of Gross Product Concession Receipts (net of sales tax) - \$504,000-  
**(Commission District 2)**

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**Recommendation**

Staff recommends the City Commission approve a Revenue-Generating Agreement, in substantially the form attached, consisting of a minimum annual guaranteed (MAG) revenue amount of \$168,000 and 10% minimum percentage of gross product concession receipts (net of sales tax) for Gymnastics Program Instruction at Holiday Park with Fort Lauderdale Stars, Inc., for an initial three-year contract term minimum amount of \$504,000; and authorize the City Manager to approve two (2) additional one (1) year renewal options in the minimum annual revenue amount of \$168,000, for a potential total contract minimum revenue amount of \$840,000.

**Background**

Parks and Recreation has a proud history of demonstrating a commitment towards delivering or facilitating services that meet community interest. Specialized programming such as gymnastics has long been recognized as a noticeable demand that enhances our mission to play a significant role in the positive growth and development of children and adolescents. Gymnastics growth and popularity has captured participation exceeding 5,000 participants annually, not including major competitions that involve highly skilled regional, state, and national competitors. Gymnastics provides residents with another option for leisure that is an excellent form of physical activity which contributes to the overall quality of life. In offering a variety of inclusive, affordable, and age-appropriate programs, gymnastics fosters engagement which yields a sense of community and belonging.

On February 13, 2024, the Procurement Services Division issued Request for Proposals (RFP) Event No. 216-1 for Gymnastics Program Instruction at Holiday Park. The solicitation was extended to allow for additional responses and opened on March 18, 2024, with a total of one (1) response.

On April 30, 2024, the Evaluation Committee (Committee) met and determined the sole proposer, Fort Lauderdale Stars, Inc. to be a responsive and responsible firm and proceeded with a recommendation of award. The firm was ranked based on the evaluation criteria shown in the table below:

| Evaluation Criteria  | Weight (%)  |
|--|-------------|
| Understanding of the overall needs of the City for such services, as presented in the narrative proposal                   | 25%         |
| Experience, qualifications and past performance of the proposing firm, including persons proposed to instruct the programs | 45%         |
| Estimated revenue to the City - Annual Rental Fee  | 30%         |
| <b>TOTAL PERCENT AVAILABLE:</b>  | <b>100%</b> |

**Resource Impact**

There is a positive current year fiscal impact in the estimated amount of \$56,400. Revenue related to this agreement is included in the FY 2024 operating budget in the account listed below.

| <b>Funds available as of May 7, 2024</b> |                                     |   |                            |                             |                 |
|--|-------------------------------------|---|----------------------------|-----------------------------|-----------------|
| ACCOUNT NUMBER                           | COST CENTER NAME (Program)          | CHARACTER/ ACCOUNT NAME   | AMENDED BUDGET (Character) | AMOUNT RECEIVED (Character) | AMOUNT          |
| 10-001-6023-572-347-200-PKR105           | Youth Programs, Afterschool & Camps | Service Charge - Parks and Recreation / Gymnastics - Program Fees | \$153,011                  | \$51,004                    | \$56,400        |
| <b>TOTAL AMOUNT ►</b>                    |                                     |   |                            |                             | <b>\$56,400</b> |

**Strategic Connections**

This is a *2024 Commission Priority*, advancing the Public Places initiative.

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Places Focus Area
- Goal 5: Build a beautiful and welcoming community.

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 - Fort Lauderdale Stars, Inc. Proposal

Exhibit 4 - Fort Lauderdale Stars, Inc. Revenue-Generating Agreement

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Prepared by:

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