



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

**#25-0624**

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

**FROM:** Rickelle Williams, City Manager

**DATE:** August 19, 2025

**TITLE:** Motion Rejecting the Single Bid for Motorized Watercraft Rental Concession  
- Invitation to Bid (ITB) Event No 436-5 - **(Commission District 2)**

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**Recommendation**

Staff recommends the City Commission reject the single bid received in response to Invitation to Bid (ITB) Event No. 436-5 for Motorized Watercraft Rental Concession.

**Background**

The City invited bidders to submit bids for the provision of beachfront concession; specifically renting motorized watercraft recreational equipment. Motorized watercraft equipment refers to mechanically powered watercraft including, but not limited to, wave runners and banana boats. The designated concession area is a fifty (50) foot wide section of Fort Lauderdale Beach, located east of the beach access stairway at Alhambra Street.

On February 12, 2025, the City, via the Procurement Services Division, issued Invitation to Bid (ITB) Event No. 436-5 for Motorized Watercraft Rental Concession. The solicitation was viewed by 60 suppliers. The City received a single bid from Ride A Tide LLC ("sole bidder") in response to the solicitation, which was opened on April 2, 2025.

The sole bidder failed to meet the ITB requirements and was deemed non-responsive for:

- Conditioning its bid contingent on ability to sell beverages and offer rentals of non-motorized watercraft products such as umbrellas;
- Not submitting an equipment location site plan, equipment storage plan, work plan, hurricane evacuation plan, and safety procedures; and
- Insufficient references provided and not demonstrating the necessary experience in operating motorized watercraft concession services.

Therefore, staff recommends rejecting the sole bid and exploring alternative means and options for the designated area to revise the solicitation in an effort to attract future potential bidders.

### **Resource Impact**

There is no fiscal impact associated with this action.

### **Strategic Connections**

This item is a FY 2025 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 Place Focus Area
- The Parks, Recreation & 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 - Bid Tabulation

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