



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#22-0121

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: May 3, 2022

TITLE: Motion Approving Agreement for Watersports Activities Rental Concession (Motorized & Non-Motorized) - Blue Moon Outdoor Center LLC - 25% of Monthly Gross Concession Receipts and Capital Improvements Up To \$75,000 - (**Commission District 1**)

Recommendation

Staff recommends the City Commission approve a five-year agreement, in substantially the form attached, for watersports activities with Blue Moon Outdoor Center LLC, with an annual revenue amount of 25% of monthly gross concession receipts net of sales tax and capital improvements to the concession area of up to \$75,000; and authorize the City Manager to exercise two (2) options to renew for an additional one-year period.

Background

On October 13, 2021, the Procurement Services Division issued Request for Proposal (RFP) No. 12592-525 for Watersports Activities Rental Concession (Motorized & Non-Motorized) to be located at the George English Park. On November 16, 2021, the solicitation ended with a total of five (5) firms submitting proposals in response to the RFP.

On February 3, 2022, the RFP Evaluation Committee met to evaluate and rank the proposals. The firms were ranked based on the evaluation criteria shown in the table below. The Evaluation Committee determined that Blue Moon Outdoor Center, LLC met all requirements of the RFP and deemed the highest rank most responsive and responsible bidder.

Understands overall needs of the City as presented in the proposed plan, including but not limited to proposed equipment, concession area site plan and maintenance of area, marketing plan, etc	15%
Experience, qualifications and references of the proposing firm and personnel assigned, proposed plan for management, staffing and operation of concession under this contract.	30%
Quality of daily/overnight storage plan and hurricane preparedness plan	10%
Safety Plan/Rescue Procedures including, but not limited to, preride rental instructions, person flotation device instructions and rescue protocols	10%
Annual Guaranteed minimum concession fees proposed	35%
Total Percentage Available	100%

Resource Impact

Estimated revenue related to this agreement for the remainder of the fiscal year is included in the FY 2022 Operating Budget in the account listed below:

<i>Funds available as of April 7, 2022</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
001-PKR033201-K153	Youth Programs Afterschool & Camps	Charges for Service / Recreation Center Rentals	\$645,620	\$233,146	\$17,000
				TOTAL AMOUNT ►	\$17,000

Strategic Connections

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

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

- The Public Places Area
- Goal 3: Build a health and engaging community.
- Improve access to and enjoyment of our beach, waterways, parks, and open spaces for everyone

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

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically

advancing:

- The Public Places Area
- The Parks, Recreation and Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Attachments

Exhibit 1 – Solicitation

Exhibit 2 – Evaluation Committee Tabulation

Exhibit 3 – Blue Moon Outdoor Center LLC Proposal

Exhibit 4 – 305 Jet Ski Rentals Proposal

Exhibit 5 – Jet Ski Fort Lauderdale LLC Proposal

Exhibit 6 – Sunny Seg Inc. Proposal

Exhibit 7 – Sunrise Paddleboards LLC Proposal

Exhibit 8 – Blue Moon Outdoor Center LLC Agreement

Prepared by: Jonathan Luscomb, Marine Facilities Supervisor
Heather Rose, Senior Procurement Specialist, Finance
Friseta Davis, Sr. Admin Assistant, Finance

Department Director: Phil Thornburg, Director of Parks and Recreation
Susan Grant, Director, Finance