



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#13-0947

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

FROM: Lee Feldman, ICMA-CM, City Manager

DATE: July 2, 2013

TITLE: Motion to approve a three-year contract for concession and catering
services at War Memorial Auditorium – Request for Proposal (RFP) 535-
11208 - \$208,627.50 (three year revenue)

Recommendation

It is recommended that the City Commission award a three-year contract for concession and catering services at War Memorial Auditorium to single proposer, Professional Concessions, Inc. (PCI), for the estimated annual revenue amount of \$69,542.50 (three year estimated revenue amount of \$208,627.50) and authorize the City Manager to approve two, one-year renewal options.

Background

PCI is the current provider of services for War Memorial Auditorium and has operated concession services in Mills Pond Park, Fort Lauderdale Stadium and at numerous other City special events. PCI is a Fort Lauderdale based company in their twenty-third year of operating food, beverage and merchandising accounts in Broward, Palm Beach and Dade counties. They are an owner-operated firm and have a clear understanding of the types of events, which are booked into this facility. PCI has obtained a Series 11-PA full liquor license, which will increase the potential revenue at several events held at War Memorial and will be used as a marketing tool for new bookings.

PCI presented an operational plan, including internal control procedures for cash sales. Copies of all applicable food and beverage licenses were included in the proposal; employee customer service training and alcohol awareness training programs were outlined; and a proposed concession menu with pricing was presented along with catering menus and pricing.

RFP 535-11208 was issued on April 18, 2013. With only one response received at the scheduled bid-opening day, the RFP was extended in an attempt to obtain additional competitive proposals; however, no other proposals were received. PCI has met all requirements and has been deemed the single responsive and responsible proposer.

Resource Impact

There will be a positive fiscal impact to the City for FY 2014 in the amount of \$69,542.50.

FUNDS AVAILABILTY LOCATION:

FY	FUND	SUB FUND	FUND NAME	INDEX #	INDEX NAME	SUB OBJ #	SUBOBJECT NAME	AMOUNT
14	01	001	General Fund	PKR033601	War Memorial Auditorium	K126	Auditorium Concessions	69,542.50
TOTAL								\$69,542.50

Attachment

Exhibit 1 – Bid Tabulation 535-11208

Prepared by: AnnDebra Diaz, Procurement Specialist II
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Department Director: Phil Thornburg, Parks and Recreation Department