



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#17-0501

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

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: April 19, 2017

TITLE: Motion to Approve Contract for Beach Equipment Rental Concession –
Boucher Brothers Beach Management Fort Lauderdale, LLC - \$2,450,000
(revenue)

Recommendation

It is recommended that the City Commission approve a five-year contract, in substantially the form attached, for Beach Equipment Rental Concession (Request for Proposals No. 375-11842) with Boucher Brothers Beach Management Fort Lauderdale, LLC (Boucher Bros.) in the estimated revenue amount of \$2,450,000 over the five-year period.

Background

The beach equipment rental concession provides beach lounge chairs, umbrellas, windbreakers/clamshells, and beverage services for visitors of the public beach.

The timeline of the solicitation process is as follows:

- Solicitation 375-11842 was released on January 13, 2017 and closed on March 3, 2017 with a total of two firms submitting proposals by the due date and time:

Oceanside Beach Service (Oceanside)
Boucher Bros.

A late proposal was also received and unopened from the firm Jet Boat Miami LLC with no explanation as to why the proposal was submitted late.

- March 17, 2017 – The Evaluation Committee (Committee), consisting of Laura Voet - Aquatic Complex Manager; Dan Barnett – Business Improvement District Manager; Debby Eisinger – Parks, Recreation and Beaches Board member; and William McDonough – Parks Supervisor, met with James Hemphill, Senior Procurement Specialist, to evaluate and rank the proposals.
- The firms were ranked based on the evaluation criteria shown in the table below.

Evaluation Criteria	Weight (%)
Total Revenue above minimum annual franchise fees	35
Understanding the scope of the project	20
Proposed plan for management, staffing and operation of concession. (quality of plan, number of staff available to provide services, etc.)	10
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	10
Availability, diversity and quality of service offered and additional amenities proposed for the public and hotel guests.	10
TOTAL	100

The final ranking from this first meeting was as follows:

VENDOR	RANK
Boucher Bros.	1
Oceanside	2

The committee decided at this meeting to receive presentations from both vendors for further evaluation.

- March 31, 2017 – The committee heard presentations from the two firms and decided to secure best and final offers pursuant to Section 2-194(g) Code of Ordinances from both firms. The best and final request was to provide an equipment replacement schedule outlining the new equipment they are proposing to provide under the contract, and their best and final revenue offer.
- April 6, 2017 – The Committee met to receive the best and final offer (only Boucher submitted) and rank the presentations and best and final. The Committee carefully reviewed all submissions and presentations from each vendor, and ranked them as follows:

VENDOR	RANK
Boucher Bros.	1
Oceanside	2

Comments from the committee for Boucher Bros. included: “more comprehensive hurricane preparedness,” “more detailed sustainability plan,” “very professional, prepared and understood entire scope of project,” “large staff available in emergency,” and “...will deliver a quality service to our beach.”

Staff requests approval to award contract to the 1st ranked proposer, Boucher Bros. Additionally, staff is requesting approval to reject the late proposal by Jet Boat Miami.

Resource Impact

There is a positive current year fiscal impact in the estimated amount of \$187,500. Revenue related to this agreement is included in the FY 2017 operating budget in the account listed below.

<i>Funds available as of April 6, 2017</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
001-PKR011201-N341	Beach Contracts	Charges for Service/ Beach Cabana Rental	\$530,000	\$273,912	\$187,500
TOTAL AMOUNT ►					\$187,500

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Neighborhood Enhancement Cylinder of Excellence, specifically advancing:

- Goal 3: Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks.
- Objective 1: Improve access to and enjoyment of our beach, Riverwalk, waterways, parks, and open spaces for everyone.

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

Attachments

Exhibit 1 – Contract
 Exhibit 2 – Committee Final Tabulation
 Exhibit 3 – Proposal Cost Tabulation
 Exhibit 4A – Boucher Bros. Proposal – Part 1 of 2
 Exhibit 4B - Boucher Bros. Proposal – Part 2 of 2
 Exhibit 5 - Oceanside Proposal
 Exhibit 6 - Solicitation

Prepared by: Carolyn Bean, Parks & Recreation
 James Hemphill, Finance
 Linda Blanco, Finance

Department Directors: Phil Thornburg, Parks & Recreation
 Kirk Buffington, Finance