



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

**#21-0759**

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** October 21, 2021

**TITLE:** Motion Rejecting Single Proposal for Concession Services (Food & Beverage), Holiday Park – Ultimate Bakery & Pastry Inc. - **(Commission District 2)**

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**Recommendation**

Staff recommends the City Commission reject the single proposal for Concession Services (Food & Beverage), Holiday Park from Ultimate Bakery & Pastry Inc. (Ultimate).

**Background**

On June 16, 2021, the Procurement Services Division issued Request for Proposal (RFP) No. 12564-515 for Concession Services (Food & Beverage), Holiday Park. When staff opened submitted solicitations, staff deemed that only one proposal was received. A second response was determined as a No-Bid and a third response was a duplicate proposal submitted by Ultimate in error.

As part of the RFP, the prospective proposer and one of the Memorandum of Understanding (MOU) groups, the youth football group, needed to reach consensus on how they would either co-exist or come to an arrangement that was suitable for both parties. Unfortunately, an arrangement was not met. As a result, staff recommends rejecting the single proposal, which still allows the MOU-listed youth football group to continue their fund-raising efforts to support the youth football program.

**Resource Impact**

There is no fiscal impact to the City associated with this action.

**Strategic Connections**

This item is a *2021 Top Commission Priority*, advancing the Parks and Public Places initiative.

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

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community.

- Objective: Improve access and enjoyment of our beach, waterways, parks, and open spaces for everyone

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

This item supports the *Advance Fort Lauderdale 2024 Comprehensive plan*, specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces 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 – Ultimate Proposal

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Prepared by: Carolyn Bean, Assistant to the Director, Parks and Recreation  
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