

**EVALUATION COMMITTEE MEETING
RFP-4547-17-RL**

BEACH CONCESSIONS

JULY 5, 2017 - HOLLYWOOD CITY HALL, ROOM 303 – 3:00 P.M.

The City of Hollywood, FL invites proposals from qualified firms, partnerships and/or individuals, to enter into a License Agreement for the operation of beach equipment concessions on Hollywood Beach.

Evaluation Committee: David Vazquez – PRCA
Karen Arndt – Public Works
Hilde Johnson - Finance

Proposers: Boucher Brothers Management, Inc - Miami Beach, FL

The Evaluation Committee consisting of three (3) City employees met to review and discuss the one (1) responsive proposal received. The scoring criteria as outlined in the RFP is as follows:

1. 5 Points – Letter of Transmittal
 2. 10 Points – Profile of Proposer
 3. 15 Points – Summary of Proposer’s Qualifications
 4. 20 Points – Project Understanding, Proposed Approach & Methodology
 5. 50 Points – Pricing
- 100 Point Maximum Total**

The RFP document stated that “The scope of services consists of furnishing all labor, supplies, equipment, tools, services, and supervision necessary to perform and maintain a first class, neat, safe sanitary and professional operation and in accordance with and subject to the terms and conditions of the final executed License Agreement and all applicable laws.”

The RFP document stated that the term of this contract shall be for a period of five (5) years. The City, may renew the agreement for one (1) additional three (3) year period subject to concessionaire’s performance and acceptance and determination that renewing is in the best interest of the City

The proposals were evaluated and the scores were compiled to arrive at the following rankings:

1. Boucher Brothers Management, Inc – 292 points

The evaluation committee agreed that the RFP submittal received from Boucher Brothers Management, Inc would best meet the City’s operational needs based on the professional RFP response, the pricing offered to the City and prior experience performing similar services.

The evaluation committee requested that Procurement Services move forward with the RFP award process based upon their recommendation to award a contract to the highest ranked firm. The PRCA Department and the Procurement Services Division will prepare a resolution requesting City Commission approval.

The estimated annual amount to be paid to the City of Hollywood is \$130,000.00 and will increase each year as follows:

**EVALUATION COMMITTEE MEETING
RFP-4547-17-RL**

BEACH CONCESSIONS

JULY 5, 2017 - HOLLYWOOD CITY HALL, ROOM 303 – 3:00 P.M.

Contract Year	Minimum Annual Guarantee	Increase From Previous Year
Year 1	\$130,000.00	N/A
Year 2	\$136,500.00	5%
Year 3	\$143,325.00	5%
Year 4	\$150,491.25	5%
Year 5	\$158,015.81	5%
Subtotal	\$718,332.06 Total Paid to the City Years 1-5	
Year 6	\$173,817.39	10%
Year 7	\$182,508.26	5%
Year 8	\$191,633.68	5%
TOTAL	\$1,092,474.00 Total Paid to the City Years 1-8	

The meeting was facilitated by Rob Lowery a Procurement Contracts Officer from Procurement Services.