



# City of Hollywood

Hollywood City Hall  
2600 Hollywood Blvd  
Hollywood, FL 33020  
<http://www.hollywoodfl.org>

## Legislation Text

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**File #:** R-2017-236, **Version:** 1

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A Resolution Of The City Commission Of The City Of Hollywood, Florida, Ranking The Proposers For Beach Concessions; And Further Authorizing The Appropriate City Officials To Negotiate And Execute An Agreement Between The Highest Ranked Firm And The City Of Hollywood.

Staff Recommends: The Approval Of The Attached Resolution

### Explanation:

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

On May 11, 2017, Request for Proposals Number RFP-4547-17-RL was electronically advertised via bidsync in accordance with the City's Purchasing Ordinance, Section 38.42(A).

WHEREAS, RFP-4547-17-RL was opened at 3:00 p.m. On June 8, 2017, and resulted in one (1) response:

Boucher Brothers Management, Inc  
Miami Beach, FL

Bidsync successfully electronically invited 3,610 potential vendors.

On May 11, 2017 Procurement Services sent invitation emails to fifteen (15) prospective vendors notifying them of the bid.

As of the RFP due date, sixty-six (66) potential vendors viewed the solicitation on bidsync.

On July 5, 2017, the proposal was evaluated by a three (3) member committee representing the Department of Parks, Recreation & Cultural Arts, the Department of Public Works and the Department of Finance.

The scoring criteria the evaluation committee used to score the proposals included the Letter of Transmittal, Profile of Proposer, Summary of Proposer's Qualifications, Project Understanding, Proposed Approach & Methodology and Pricing.

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

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.

The evaluation committee stated that the Boucher Brothers Management, Inc submittal was professional, offered competitive pricing and exceeded prior experience requirements.

The initial term of this agreement shall be for a period of five (5) years beginning upon date of award.

The City may renew this agreement for one (1) additional three (3) period subject to concessionaire's performance and acceptance and determination that renewing is in the best interest of the City.

The total estimated annual amount to be paid to the City of Hollywood is \$130,000.00 for Year 1, and will increase each year as follows:

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

Award is subject to the City's receipt and approval of all insurance certificates required by the City's Risk Manager, and indemnity to the City.

Recommended for inclusion on the agenda by:

Dr. Wazir A. Ismael, City Manager

Gus Zambrano, ACM, Sustainable Development

George R. Keller, Jr., ACM/Interim Director, Finance & Administration

Chuck Ellis, Director, Parks, Recreation and Cultural Arts  
Paul Bassar, Director of Procurement & Contract Compliance