

# MANATEE COUNTY GOVERNMENT SOURCE SELECTION

<b>SUBJECT</b>	Concession Services for Manatee Beach Park	<b>DATE POSTED</b>	April 9, 2010 Date posted on Mymanatee.org _____
<b>PURCHASING REPRESENTATIVE</b>	Rob Cuthert, 749-3014	<b>DATE CONTRACT SHALL BE AWARDED</b>	Negotiations to begin. April 19, 2010
<b>DEPARTMENT</b>	Financial Management Dept./Purchasing Div.	<b>CONSEQUENCES IF DEFERRED</b>	N/A
<b>SOURCE RECOMMENDATION</b>	United Park Services, Tampa, FL	<b>AUTHORIZED BY DATE</b>	Rob Cuthert April 9, 2010

### ACTION DESIRED

Authorization to enter into negotiations with United Park Services, Tampa, FL for the purpose of providing Concession services for Manatee Beach Park.

### ENABLING/REGULATING AUTHORITY

Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.)

Manatee County Code of Laws, Chapter 2-26 Manatee County Purchasing Ordinance, Section 2-26-40 and the Standards and Procedures approved by the County Administrator.

### BACKGROUND/DISCUSSION

- On June 23, 2009, the Board of County Commissioners directed staff to competitively solicit proposals for operation of the Concessions at County Facilities on Manatee Beach. The Parks and Recreation Department developed the scope of services for this Request For Proposals #10-3347-MA, Concessions at County Facilities on Manatee Beach.
- This Request For Proposals was advertised in the local papers, notices sent via the Manatee Chamber of Commerce, and the document was posted on our Manatee County website for download at no cost and on the national website DemandStar.com. The document was issued on December 17, 2009 and proposals were opened on January 29, 2010.
- Eighteen (18) Manatee County companies were directly provided copies of the proposal.

PS Beach Associates, Inc., Bradenton, FL  
 Café on the Beach, LLC, Homes Beach, FL  
 Chiles Restaurant Group, Anna Maria, FL  
 Banana Cabana, Anna Maria, FL  
 Blue Parrot Catering, Bradenton, FL  
 DA Giorgio Ristorante, Holmes Beach, FL

See Page 2

<b>SUMMARY</b>	Recommend negotiations with United Park Services, Tampa, FL		
<b>ATTACHMENTS:</b> (List in order as attached)	<b>INSTRUCTIONS TO BOARD RECORDS:</b>		
1. Approval Email Ed Hunzeker	N/A		
<b>COST</b>	To be negotiated	<b>SOURCE (ACCT# &amp; NAME)</b>	Department to advise
<b>COMMENTS</b>	N/A	<b>AMT./FREQ. OF RECURRING COSTS (ATTACH FISCAL IMPACT STATEMENT)</b>	N/A

Lakewood Ranch Golf & Country Club, Bradenton, FL  
Ma's Catering, Bradenton, FL  
Midtown Café, Palmetto, FL  
Noreen's Deli, Bradenton, FL  
Orange Blossom Catering, Bradenton, FL  
Premiere Catering, Bradenton, FL  
River Club Restaurant, Bradenton, FL  
Riverhouse @ Regatta Pointe, Palmetto, FL  
Smitty's Catering, Bradenton, FL  
The Riverhouse Reef & Grill, Palmetto, FL  
Volume Services, Bradenton, FL  
Wild Monkey Gourmet, Inc., Bradenton, FL

- Only one (1) Manatee County Firm, Café on the Beach, that was directly contacted, offered a proposal. A new Manatee based company, Dogology, Inc., was discovered through this process and they also presented a proposal.
- In addition, eleven (11) nearby firms were directly solicited:

Alexandra of Clearwater Beach, Clearwater, FL  
Bo Jos Concessions, Gibsonton, FL  
Cabana Man, Indian Rocks Beach, FL  
Catering by Lundy's, St Petersburg, FL  
Sunset/Sunrise Concessions, Nokomis, FL  
Dogs & Suds, Largo, FL  
I Scream Ice Cream, St. Petersburg, FL  
Personal Touch, St. Petersburg, FL  
Sharon's Fast Food Restaurant, St Petersburg, FL  
SKC Foods, Sarasota, FL  
United Park Services, Tampa, FL

- Proposals were received from the following four (4) firms:

Blue Wave – a division of Sunset/Sunrise Concessions, Nokomis, Florida  
Café on the Beach, LLC, Holmes Beach, Florida  
Dogology, Inc. (Loggerheads LLC), Bradenton, Florida  
United Park Services, Inc., Tampa, Florida

- The Selection Committee: Cindy Turner, Director of Parks and Recreation; Elliott Falcione, Executive Manager, Convention and Visitors Bureau, and Melissa Assha, Contract and Buyer Manager, Purchasing Division, Financial Management Department.
- On April 7, 2010 the Selection Committee met to rank the firms. In consideration of the presentations by all proposers and investigation of the proposals, the Committee unanimously concluded that it is in the best interest of the County to enter into negotiations with the top ranked firm, United Park Services, Inc. of Tampa, Florida.
- **United Park Services, Inc.**, the top ranked firm, proposed the highest compensation plan to the County including profit sharing in tiers and thoughtful ideas for capital investment. Their capital investment offer includes aspects such as significant revisions to the exterior and interior to provide a fresh, pleasing upgrade in appearance of the building, development of an ice cream and coffee café and renovations in the existing retail area. United's beach front concession experience includes Fort DeSoto Park in St Petersburg, Florida. United provided exceptional responses in all areas: food and beverage quality, operational vision, beach oriented essence, customer service programs, community involvement and participation, environmental consideration, and marketing/advertising strategies. United affirmed their strong commitment to the success of a Manatee Beach concession through a commitment to relocating the residence of their key operator's to Manatee County. Lastly, United demonstrated tested and sound measures will be initiated to assure proper accounting and provide a system of checks of balances.
- **Café on the Beach, LLC**, ranked second. The roles of the incumbent operator, PS Beach & Associates led by Dee Percifield and Gene Schaffer, shifted to only the operation of the gift shop as proposed subcontractors. The current subcontractors, Tommy Vayias and John Menihtas of Café on the Beach submitted as the principal operators of the concession. The proposed compensation offer was less than the top ranked firm and had no profit sharing during the term of the agreement. Overall this proposal lacked creativity and vision, particularly it contains limited Capital Investment, relying on minor cosmetic changes. The Selection Committee recognized the past efforts of these partners

to run the Manatee Beach concessions and that it maintains a stable local customer base. This proposal did not demonstrate efforts to stimulate our local economy by encouraging new patrons to visit our beaches who in turn could consume other services offered by local businesses, shop at our stores, book stays at our local hotels and more.

- **Dogology, Inc. (Loggerhead's, LLC)**, the third ranked firm shows enthusiasm and vision, however the Selection Committee perceived that this firm lacked the experience that the Committee felt was important and necessary to achieve these proposed goals and provision of services concurrently with sustaining their business. This was evidenced in that some elements of their proposal were unclear in terms of how they planned to carry out activities that directly impacted proposed revenues. Loggerhead's did present a well thought out marketing plan and offered a competitive compensation package, but overall did not represent themselves as having the business experience to achieve what was proposed.
- **Blue Wave, (a division of Sunset/Sunrise)**, the fourth ranked firm represented themselves as a very capable concessionaire that is dependable, reliable and able to handle a busy beach concession. The proposal was not as detailed as some of the proposers on the Capital Investment side and lagged behind on the compensation plan in comparison to other proposals.
- This project will be managed by the Parks and Recreation Department.