

MANATEE COUNTY GOVERNMENT

INTENT TO NEGOTIATE

SUBJECT	Concession Services at Jigg's Landing.	DATE POSTED	MC <u>7/23/15</u> DS <u>38</u> CC
PURCHASING REPRESENTATIVE	Christine Pearson, 3037	DATE CONTRACT SHALL BE AWARDED	August 15, 2015 or later
DEPARTMENT	Parks and Natural Resources	CONSEQUENCES IF DEFERRED	None
SOLICITATION	RFP #15-1630CP	AUTHORIZED BY DATE	<u>Melissa M. Wendel</u> for Melissa M. Wendel, CPPO July 20, 2015

NOTICE OF INTENT TO NEGOTIATE

Notice of Intent to Negotiate with TDKS Enterprises, LLC to provide Concession Services at Jigg's Landing.

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

BACKGROUND/DISCUSSION

PROJECT BACKGROUND:

The intent of this Request for Proposal and resulting contract is to obtain a firm to operate, manage and supervise cabin rentals and to vend, clean and secure facilities and equipment at Jigg's Landing, a Manatee County park, while maintaining the parking area, grounds and buildings at the park.

SOLICITATIONS:

The RFP was advertised on the Manatee County website, DemandStar, and was also provided to the Manatee County Chamber of Commerce for release to its members. Two (2) proposals were received.

Manatee County Firms that were directly solicited:

None

Manatee County Firms that submitted proposals:

TDKS Enterprises, LLC Bradenton, FL

Local firms that submitted proposals include:

Suncoast Sports Club, Inc. Sarasota, FL

Other (non-local) firms that submitted proposals include:

None

ATTACHMENTS	FUNDING SOURCE (Acct Number & Name)	N/A <input type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds
COST	AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement)	Revenue Generating N/A

EVALUATION COMMITTEE (VOTING) MEMBERS:

Damon Moore, Parks and Natural Resources Department
Maggie Daniell, Property Management Department
Christine Pearson, Financial Management Department, Purchasing Division

Non-Voting Staff Attending:

Michelle Richardson, Parks and Natural Resources Department

EVALUATION RESULTS:

The Evaluation Committee (the "Committee") convened on July 15, 2015 to review evaluation committee responsibilities, discuss member's availability for future meetings, and the Florida Sunshine Law as applicable to public meetings. The Evaluation Committee then proceeded to review each of the two (2) proposals for their responsiveness to the requirements of the RFP. As a result of the discussion, the Committee unanimously voted to recommend TDKS Enterprises, LLC. For an Intent to Negotiate award to the County Administrator.

TDKS Enterprises, LLC (TDKS) demonstrated exceptional qualifications and experience in their proposal. The diverse resumes of the key personnel included eco-tourism, food service, restaurant management, hospitality operations and watersports experience. The proposal appeared to be most closely aligned with the mission of Parks and Natural Resources. One of the key members of TDKS currently provides outdoor adventure vacation packages which include lodging, vehicles and guided canoe/kayak tours. The remaining key members are experienced in eco-tourism, restaurant and hospitality operations. The Committee felt the combination of experience covered every aspect of what is to be offered at the park. TDKS proposed a phased approach, beginning with eight kayaks and canoes and adding more as the market demands. They are also starting with pre-packaged food in the beginning and later plan to phase into onsite prepared food as the demand grows. There was an emphasis on local involvement and sustainability practices. TDKS plans to recruit for employment from Manatee County high schools as a way to introduce the youth of the County to the business world. They plan to procure as much food inventory from local growers and stores as possible and TDKS has also pledged to donate 10% of net profits to Manatee County charities.

While impressive, the proposal submitted by Suncoast Sports Club, Inc. contained a less detailed project approach. The qualifications of the key personnel were not as strong as TDKS's qualifications in relation to the offerings detailed in this RFP. The real estate and marketing experience was a valuable asset for the cabin rentals, the key members lacked the experience in food service, hospitality and eco-tourism. The Committee felt the smaller fishing tournaments proposed were an excellent use of the park but felt the heavy reliance on larger type events for revenue were not as conducive to the park and surrounding area based on the limited parking and proximity to a residential neighborhood. The proposal did not clearly outline what would be offered initially and what would be phased in at a later date.

ESTIMATED COST OF SERVICES: Revenue Generating

FUNDING: N/A

The above justifications are a generalized summary of major observations intended only to provide a sufficiently detailed overview of the main observations of a majority of Committee Members. Each Committee Member may have considered one or more facts or factors more or less important than the other Committee Members when voting, and this summary of the Evaluation Committee's decision is not an attempt to exhaustively describe each of the relevant factors which motivated each of the Committee Members to select the rankings described.

The Evaluation Committee voted 3-0 to proceed with TDKS Enterprises, LLC.

The resulting agreement will be managed by the Parks and Natural Resources Department.