

# MANATEE COUNTY GOVERNMENT SOURCE SELECTION

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|----------------------------------|--|---------------------------------------|---|
| <b>SUBJECT</b>                   | Concession Services for Coquina Beach Park | <b>DATE POSTED</b>                    | April 9, 2010<br>Date posted on Mymanatee.org _____ |
| <b>PURCHASING REPRESENTATIVE</b> | Rob Cuthbert, 749-3014                     | <b>DATE CONTRACT SHALL BE AWARDED</b> | Negotiations to begin.<br>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 Cuthbert<br>April 9, 2010                       |

## ACTION DESIRED

Authorization to enter into negotiations with United Park Services, Tampa, FL for the purpose of providing Concession services for Conquina 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 #10-0620-MA, Concessions at County Facilities on Coquina 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

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| <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<br>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, Dogology, Inc., presented a proposal.
- The incumbent concessionaire, Café on the Beach, declined to make an offer for this operation.
- 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 three (3) firms:

Blue Wave – a division of Sunset/Sunrise Concessions, Nokomis, 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 interior build out with inclusion of retail space, exterior signage, addition of upscale outdoor furnishings, and the provision of a roaming beach cart for the convenience of beach patrons. United has excellent beachfront concession experience including 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 Park Services found it important to put forth a lasting first impression and presented sound strategies for making the most of this location.
- **Dogology, Inc. (Loggerhead's, LLC)**, the second ranked firm showed 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. The proposal and presentation showed strength in creativity of its offer and brings good ideas that may enhance the presence and potentially draw beach patrons. The proposal was artistically presented, however the Selection Committee was

concerned about the lack of supportive details and some deficiencies in the business plan. This deficiency 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.

- **Blue Wave, (a division of Sunset/Sunrise)**, the third 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 in comparison to other proposals.
- This project will be managed by the Parks and Recreation Department.