



**City of Pompano Beach, Purchasing Division
1190 N.E. 3rd Avenue, Building C
Pompano Beach, Florida, 33060**

February 29, 2016

ADDENDUM #4, RFP L-13-16 – BEACH EQUIPMENT CONCESSION

To Whom It May Concern,

Please review the following questions submitted by potential bidders, and answers from the City.

Q1: Through due diligence, we have noted that your current vendor has a membership program they offer and sell to beach customers. We didn't notice any mention of memberships in the RFP. Regarding membership programs:

- a) Does the City want a membership program included with the proposal?
- b) How many memberships have been sold over the last 3 years of the program?
- c) How many different types of membership programs were offered by the current vendor and what were the prices charged for same?

Response: The City is not requiring a membership program be included in the proposal. Proposals may include information on a proposed membership program. A membership program is not part of the current contract, therefore the City has not tracked the number of memberships sold over the last 3 years.

Q2: We didn't notice a number in the RFP as it pertains to the number of allowed beach equipment we are allowed to rent.

- a) How many pieces of equipment does the current vendor rent?
- b) How many pieces of equipment are allowed in the current RFP?

Response: The current vendor is allowed 100 setups. The current RFP allows for 100 setups.

Q3: Through due diligence, we have ascertained that your current vendor currently pays the City \$24,000 per year in revenue. We noted in the RFP that there is a minimum revenue guarantee starting in year one of \$50,000 or 15% of gross sales, whichever is greater, in essence doubling (at a minimum) the revenue the City currently receives. In reviewing the current contract in place for beach concessions, on page 8 of the contract, Section 20, it states "The CONCESSIONAIRE shall submit to the CITY an annual statement of gross revenues and expenses, along with supporting documentation, prepared by an independent certified public accountant and in form consistent accepted accounting principles within ninety (90) calendar days of the end of each annual agreement period" and on page 4 of the 2011 RFP H-40-11 (incorporated into the RFP in section 31 of the approved 2012 contract), Section 2.1#12, "The

concessionaire will be required to submit monthly statements of gross receipts in a format approved by Parks and Recreation”.

- a) Please furnish us with the monthly and annual revenues reported to the City by the current vendor over the past 3 years.
- b) In as that the minimum revenue being requested by the City has more than doubled from the current contract in place, did the revenue and expense numbers provided by the current vendor factor into and influence the higher proposed fee due the City?
- c) What other factors/circumstances did the City consider in determining the minimum revenue guarantee or 15% of gross sales payment, that may not be evident/explained in the RFP?

Response: The monthly and annual revenues of the current vendor for the past 3 years have been included in this addendum. The revenue and expense numbers provided by the current vendor were a factor in determining the minimum annual guarantee amounts in the RFP. Other factors/circumstances considered by the City in determining the minimum annual guarantee amounts or 15% of gross sales included beach improvements over the past 5 years including streetscape, concession stands, great lawn, water feature and improved parking and current and future improvements with the addition of a parking garage, restaurants, retail shops and the construction of a new fishing pier.

Q4: Regarding the City’s evaluation/selection criteria, on page 17 of the RFP, in Section H, #1. Prior experience with projects of similar size (worth 0-15 points), (b) Prior Experience with the City of Pompano Beach, is an identified evaluation factor. In addition, 1.a) Number of similar projects and 1)c. Three references, are the other two evaluation factors in this particular Criteria section.

- a) Is the current vendor the only vendor that has provided beach concessionaire services to the City and if not, how many other vendors have contracted with the City to provide Beach Concessionaire services and over what time period?
- b) How much does prior experience with Pompano weigh into the 15 point evaluation criteria? For example, is it worth up to 5 points, in as that it is one of three delineated evaluation criteria that can total up to 15 points in this scoring criteria section? Or is scored/factored in, in a different fashion?

Response: The current Vendor has been the only vendor at the public beach over the past 3 years. Before that there was no vendor for more than 7 years. Items a, b and c for scoring criteria item #1 with an available 0 – 15 points are not individually weighted. Each Selection/Evaluation Committee member can award a minimum of 0 and a maximum of 15 points for Prior experience with projects of similar size. This experience is not limited to prior experience only with the City of Pompano Beach.

Q5: Also, we would like to know if the City will conduct interviews (as eluded to on Section H, page 17, next to last paragraph) with the shortlisted firms or may not

conduct interviews (a seeming possibility eluded to the same section and page, last paragraph).

Response: The Committee may choose to score the proposals and recommend a selection, or score the proposals and request presentations from a short list, or defer scoring until after presentations by all firms that submitted proposals.

The deadline for questions has passed and no further questions will be accepted.

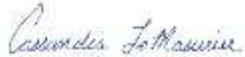
Addendum #4 is posted on the City's website: www.pompanobeachfl.gov.

Acknowledge receipt of this Addendum in the area provided on page 24 of the RFP.

The deadline for acceptance of proposals in the Purchasing Office, 1190 N.E. 3rd Avenue, Bldg. C, Pompano Beach, 33060, is **2:00 p.m. (local), March 8, 2016.**

The remainder of the solicitation is unchanged at this time.

Sincerely,



Cassandra LeMasurier, Purchasing Supervisor

cc: website
file

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Total
10/2012 - 9/2013	13,908.29	9,500.82	11,195.10	11,069.45	13,260.50	10,558.94	9,776.14	13,091.51	17,819.90	21,061.73	18,584.00	8,271.55	158,097.93
10/2013 - 9/2014	8,710.80	12,705.70	9,859.85	16,844.10	14,515.48	17,030.86	16,690.80	19,115.04	16,780.89	15,789.69	16,263.80	10,654.35	174,961.36
10/2014 - 9/2015	13,347.10	10,372.26	15,509.35	15,761.29	12,108.06	26,445.16	22,692.00	24,426.45	14,403.86	20,126.46	15,077.70	11,210.48	201,480.17