

Purchasing Department

Sam J. Aiello, C.P.M.
Purchasing Agent



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To: Public Safety & Licensing Committee Members

From: Sam J. Aiello
Purchasing Agent

Date: September 9, 2011

Subject: Official Notice #12, Concession Services for North Beach Bath House

In early July the Parks, Recreation, and Cultural Services director informed me that the contract for the concession services at the North Beach Bath House would expire at the end of this year and that we needed to put out an RFP for these services.

The Request for Proposals technique is frequently used by the City when bidding for services as opposed to bidding for goods.

The evaluation criteria for this RFP and their respective weights were; Lease payment and other financial commitments, 45%, Experience and Qualifications, 30%, Financial Responsibility, 15%, and Overall responsiveness and compliance to RFP requirements regarding proposed business operations, 10%.

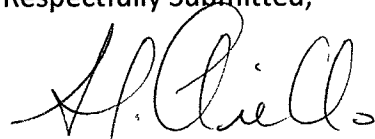
We received proposals from the incumbent, Paul Curtin, GS Avarice, LLC (current operators of Michigan Pub), and Top Dog Hot Dogs.

The evaluation committee for this RFP was comprised of City Administrator Tom Friedel, Finance Director David Brown, Parks, Recreation, and Cultural Services Director Donnie Snow, and Recreation Manager Tom Molbeck. The Purchasing Agent attended all meetings and acted as a moderator and facilitator. The Purchasing Agent was not a voting member. I have attached a copy of the evaluation matrix that was used to score the proposals.

After evaluation of the proposals it was decided to invite North Beach Oasis (Paul Curtin) and GS Avarice (Greg Allan and Scott and Cindy Jensen) in to give a ten minute presentation followed by 20 minutes of Question and Answer from the Evaluation Committee.

The evaluation committee recommended that a contract for Concession Services at the North Beach Bath House be awarded to GS Avarice, LLC for a five (5) year term from May 1, 2012 through December 31, 2016 with an option to extend for three (3) additional one (1) year terms if mutually agreed to in writing by both the Concessionaire and the City.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "S. Aiello". The signature is fluid and cursive, with a large initial "S" and a long, sweeping tail.

Sam J. Aiello
Purchasing Agent

cc: Tom Friedel
Dave Brown
Donnie Snow
Tom Molbeck
Janice Johnson-Martin

City of Racine

LEASE MANAGEMENT SERVICES FOR NORTH BEACH BATHHOUSE CONCESSION

Evaluation Matrix

AUGUST 16, 2011, 2 P.M.

	N. BEACH	TOP DOG	GS
	<u>OASIS</u>	<u>HOT DOGS</u>	<u>AVARICE</u>
<u>1. Lease Payment %</u>			
#1 D.Brown	35	30	40
#2 D. Snow	35	25	45
#3 T. Friedel	35	30	40
#4 T. Molbeck	25	25	30
<i>Total Points</i>	130	<u>110</u>	<u>155</u>
Average	32.50	27.50	38.75
<u>2. Experience & Qualifications</u>			
#1 D.Brown	25	15	25
#2 D. Snow	30	25	25
#3 T. Friedel	25	20	25
#4 T. Molbeck	25	20	25
<i>Total Points</i>	105	80	100
Average	26.25	20.00	<u>25</u>
<u>3. Financial Responsibility</u>			
#1 D.Brown	15	5	15
#2 D. Snow	15	8	10
#3 T. Friedel	15	10	15
#4 T. Molbeck	12	10	12
<i>Total Points</i>	57	33	52
Average	14.25	8.3	13
<u>4. Responsiveness to RFP</u>			
#1 D.Brown	10	10	10
#2 D. Snow	8	8	10
#3 T. Friedel	10	10	10
#4 T. Molbeck	8	8	8
<i>Total Points</i>	<u>36</u>	<u>36</u>	38
Average	9.00	9.00	<u>9.5</u>
Total Points	82	64.75	86.25