

REQUEST FOR PROPOSAL

Jacksonville Beach Pier Operation and Management
Bid # ESC-0497-15
For
City of Jacksonville, Florida

8678-01
RFP

SECTION 1

(Specific Information Regarding this RFP)

1.1 Introduction

The City of Jacksonville ("Buyer") intends to hire an individual or firm ("Contractor") to provide the services described in Section 1.2 of this Request for Proposal ("RFP"). Persons interested in submitting a response to this RFP (a "Response") should carefully review this RFP for instructions on how to respond and for the applicable contractual terms. This RFP is divided into the following sections:

Section 1	Specific Information Regarding This RFP
Section 2	General Instructions
Section 3	General Terms and Conditions of Agreement
Section 4	Description of Services (if referenced in Section 1.2 below)
Attachment A	Response Format
Attachment B	Evaluation Matrix
Attachment C	Equal Business Opportunity Program Requirements
Attachment D	Sample Contract
Attachment E	Protest Procedures
Attachment F	Performance Bond (include form)
Attachment G	Interlocal Agreement
Attachment H	Project/Contract past Five (5) Years
Form 1 -	Bid Proposal Form
Form 2 -	Conflict of Interest

In the event of conflicting provisions, the following sections of this RFP will have priority in the order listed: Section 1, Section 4, Forms, Required Attachments, Section 2 and Section 3.

1.2 Scope of Services.

The primary goal of this Request for Proposals (RFP) is to select a qualified firm to enter into a management agreement to collect admission fees from the public for Pier access, operate a retail shop on the Pier, and provide daily maintenance/janitorial and security services on the entire Pier under a management agreement with the City of Jacksonville in general accordance with the following:

- A. The City desires the Pier to be a symbol of civic pride for the entire First Coast by providing a fun, safe, friendly and clean environment conducive to families, fishermen, strollers and sightseers.
- B. The City desires the Pier to be attractive to all citizens of and visitors to, the First Coast, regardless of age, race, gender, ethnic group or physical ability.
- C. The City desires the Pier to be an attraction and shall provide as a minimum, a retail concession including bait and tackle shop, Jacksonville Beach souvenirs and fishing license applications, regular educational programming to include at a minimum quarterly fishing clinics and accommodate special events. Additional amenities, programs and special events are encouraged to further attract visitors to the Pier.

- D. The City envisions entering into a management agreement with the Pier Operator, whereby the Pier Operator pays the City a monthly fee for the use of the Pier. The City expects the Pier Operator to generate revenues and maximize profits.
- E. The agreement will be for an initial term of five (5) years, with one additional two (2) year renewal option. The Pier Operator shall provide start-up funding for the retail concession facility and shall supply and manage all necessary inventory.
- F. The Pier must be operated in strict accordance with the provisions of the attached Interlocal Agreement (Attachment "G").

1.3 Term of Agreement.

The initial term of agreement will commence upon execution of the Contract and will continue until 31 December 2021. Operator will have the option to renew such agreement for one (1) additional two (2) year period upon satisfactory performance by Contractor. The Contract is subject to early termination as set forth elsewhere in this RFP.

1.4 Minimum Requirements for Contractors.

Contractor must satisfy the following mandatory minimum requirements in order to have their Responses evaluated. By submitting, a Contractor warrants and represents that it satisfies these requirements. Failure to meet these requirements will result in the Response not being evaluated and being rejected as non-responsive.

Responses to each requirement should be clearly and succinctly presented in the order given below, separated by tab-pages to facilitate the evaluation of each submittal.

- Contractor shall have a minimum of five (5) years' experience managing and maintaining a high-volume customer service based facility. Prior management of a public recreation facility is preferred.
- Contractor shall provide three (3) industry references and three (3) credit references.
- The form of staff organization, including background, education and experience of key personnel to be assigned and committed to the Jacksonville Beach Pier operation.
- Letter of Transmittal which includes the Bidder's current name, address, telephone and facsimile numbers, primary contact person, and listing the Bidder's officers and/or partners. If the Bidder is a limited liability partnership, submit the company name, a copy of the articles of organization, and all amendments thereto, the name(s) and business addresses of the managing-manager or managing-member(s), and the principal business office, if different from the manager(s) business address. If the Bidder previously conducted business under another name or if the Bidder was or is currently affiliated with another business entity; provide detailed explanation including pertinent dates and locations. Provide a brief history of the Contractor's Company and a description of the Bidder's line(s) of business. Subcontractor arrangements are not prohibited, however the Bidder shall clearly indicate in the submittal the full details of such arrangements and they shall become a part of any resulting contract.
- A brief narrative description of the staff and equipment resources that will be committed to the operation as well as the Bidder's approach to financial and administrative system and procedures (specifically to include collection and accountability of fares) .
- A statement that the Bidder is not prohibited from contracting with the City pursuant to §126.104, Ordinance Code. Additionally, the Bidder shall state whether any officer, partner, manager, principal or employee has been convicted of any felony or misdemeanor.