City of Madeira Beach RFQ Recommendation Form

PROJECT:	Beach Equipment Concessions
TITLE OF RFQ/RFP:	Request for Qualifications
BIDS RECEIVED:	Beach Service West, Inc and Saltwater Destination were the two bids received
BUDGET COMMENTS:	Revenue is budgeted. Successful negotiations with the top rated submitter will be contingent upon meeting budget.

STAFF RECOMMENDATION: An evaluation team was formed to evaluate the submittals. It was a 3-person committee made up of a representative from the Recreation Department, a representative from Public Works, and the City Manager. Staff unanimously decided that the submittal from Saltwater Destination outweighed the other submittal in a number of areas. They included handicap wheelchairs and assistance for handicapped people. They included picking up trash, maintaining volleyball courts and hammocks at Archibald park, and did not eliminate any request of service at certain beach walkovers and Johns Pass Park which the other submittal did eliminate those locations. Also, Beach Service West, Inc., submitted the number of chairs at Archibald Park that Rec staff and DPW staff felt was inadequate and the City Manager agreed.

Saltwater Destination also made it a point to market Madeira Beach by using a number of different marketing techniques including social media and direct mailings. They made it a point to attract their existing clientele (15,000 people) to Madeira Beach and offered to conduct "games, events, music and more".

In the RFQ, it was stated the City was looking for a family fun and friendly "vibe" and it was unanimously decided that Saltwater Destination submitted a response that offered more to the City than the other submittal.

ATTACHMENT(S): Both RFQ proposals are included for your review

City of Madeira Beach
Request for Qualifications
Beach Equipment Concessions

City of Madeira Beach
City Manager's Office
300 Municipal Drive
Madeira Beach, FL 33708

Dear Mr. Crawford:

We are Beach Service West, Inc., and our web address is www.beachservicewest.com, hereafter referred to as BSW.

In reviewing the request for qualifications, we feel we are ultimately qualified to be considered to provide the beach equipment concessions that the City of Madeira Beach is looking for.

BSW has been catering to beach goers in Madeira Beach for almost forty years. We have many repeat customers and their children have become customers as well. We have been successful at creating a "family friendly" environment along with a great beach "vibe". Our employees are all driven to provide the best customer service possible, many of our customers have become friends, with whom we keep in touch with throughout the years.

We take great pride in the condition of our equipment which consists of double chaise lounges, three (3) inch blue cushions, blue umbrellas, attachable blue cabana hoods and steamer chairs with mesh fabric and a foot rest.

Our equipment is generally placed in a straight line, parallel to the shoreline with enough spacing between the row of equipment and the water line, for all to enjoy the beach.

Our inventory philosophy is simple, never to have more on the beach, other than what is needed to cater to the rental demand.

Over the forty years, we feel we have acquired the knowledge of what works in Madeira Beach to provide guests and day visitors the best possible beach going experience.

BSW offers hourly rates through seasonal rates for all of our equipment with the current payment method being personal check or cash. We are exploring the possibility of accepting debit and credit cards.

On five separate occasions, BSW has submitted bids for beach equipment service in Madeira Beach and was never the successful bidder. The city was motivated to accept the high bidder and to the best of our knowledge, all failed or renewals not granted. On one occasion, BSW was the high bidder, but the city elected to stay with the current provider at that time.

We are encouraged to see that the city is open to other considerations other than revenues.

Regarding Archibald Park:

We propose a row of 15 double lounges with a second row of five to ten double lounges eastward of the front row, to be utilized on weekends or seasonal demand. During spring months through summer, a row of eight to ten umbrellas and two steamer chair sets to be placed westward of the front lounge row.

We estimate that city sponsored events, result in approximately twenty days out of the year that rental activity would not be possible. Most of these days would be considered prime rental days. We applaud the city's efforts to bring special events to Archibald Park and will work with the city, but the potential loss of revenue is substantial.

We recognize the many improvements made to Archibald Park to welcome and invite beach goers.

We anticipate the annual rental revenue to be approximately $70,000.00 and offer the city the payment of $10,500.00 for the first year, upon award.

We suggest a review after the first year, to determine future payments to the city.

Regarding the Beach Walkovers:

We propose to place three double lounges at 135th St Walkover, five sets at 131st, and 10 to 15 sets at 133rd Street. We strongly feel that the 134th, 132nd, and 131st Streets do not offer adequate parking or availability of lodging units to warrant placing any rental equipment. The benefit to both parties would be less beach clutter and lessen exposure to storm conditions, etc.

We feel that the beach at South Beach Park is not suitable for the placement of beach equipment. The beach is narrow and often frequented by people fishing and most importantly, the hazardous swimming signs posted due to the John's Pass tidal currents. We also provide the equipment rentals at 12901 Gulf Lane, which is adjacent South Beach Park.

In our bid for the beach walkovers three years ago, we offered the city the annual sum of $5,000.00. We propose to offer the city the same amount even though we choose to eliminate four of the locations. If awarded, we will pay the city $5,000.00 in advance for the first year of operation at the beach walkovers.

Sincerely,

Nick Simons
Vice President
Beach Service West, Inc.
P.O. Box 86731
Madeira Beach, FL 33738

CERTIFICATION OF INFORMATION PROVIDED

I certify that the information and responses provided on this submittal are true, accurate and complete. The Owner of the Project or its representatives may contact any entity or reference listed in this Questionnaire. Each entity or reference may may make any information concerning the Contractor available to the Owner.

Dated

1 Sept, 2016

Contractor:

BEACH SERVICE WATER INC
(Contractor Name)

(Signature)

By: JAMES N. SIMONS JR
(Typed Name)

Its: V.P.
(Title)

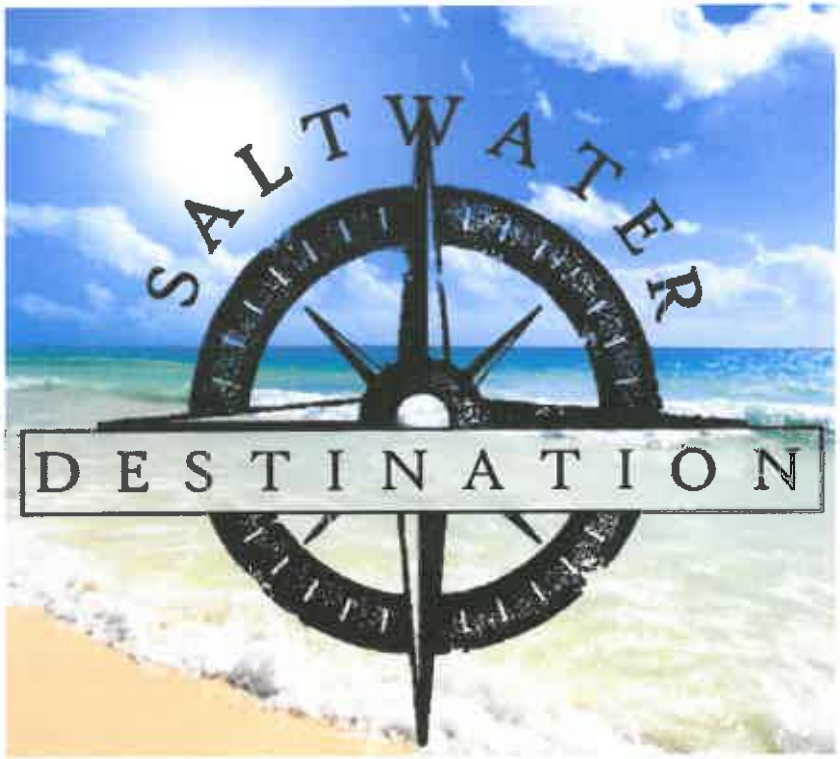
Sworn to and subscribed before me

this 1 day of September, 2016.

Melissa Clarke
(Notary Public)

October 26, 2019
(My Commission Expires)

MELISSA CLARKE
Notary Public - State of Florida
Commission # FF 93[illegible]855
My Comm. Expires Oct 26, 2019
Bonded through National Notary Assn.



You have arrived.

2178 28th Ave N
St. Petersburg FL 33713
p. 727.612.3090
Park.tm226@gmail.com
www.saltwaterdestination.com

Executive Summary

Welcome, we are Saltwater Destination. We are a beach concessions service with over 20 combined years of experience and operation.

Thank you for the opportunity to review our submittal for the beach equipment concessions RFQ for the City of Madeira Beach. Below we have described in detail why we believe we are qualified to operate at the proposed locations.

Objectives

- Our first and main objective is to create a safe, fun and welcoming atmosphere for families on and off the sand.
- We will bring our existing clientele of over 15,000 and counting to experience the city of Madeira Beach using media outlets such as Facebook, Twitter, company website, and direct phone contact.
- We will use all marketing channels at our disposal to promote local business and direct tourism to Madeira Beach.
- To institute a percentage based bonus structure that financially benefits the City of Madeira Beach along with an annual base negotiated upon reward of RFQ.

Mission Statement

It is the mission of Saltwater Destination to continue to provide a safe family friendly beach going experience for all patrons, local and visiting. With our experience in concessions and customer service, we intend to further grow our company, and in turn bring new business to the City of Madeira Beach.

Description of Business

We are an equipment rental service specializing in, but not limited to; lounge chairs, umbrellas, canopies and non-motorized watersports. We also provide entertainment such as: games, events, music and more. Safety is a top priority within our company, not only for the customers but the environment and wildlife as well. As an environmentally friendly company, our operation currently uses no motorized vehicles for any function of the business. With our plan to increase customer volume, we may acquire low impact vehicles to assist during the opening and closing hours of operations. Low impact vehicles defined as state approved, FWC approved means of transporting units along the beach. Whatever means are the safest for the environment. All equipment is always stored in a neat orderly fashion above the coastal construction line to avoid any damage or interruption to the natural habitat.

Company Ownership/Legal Entity

Saltwater Destination, LLC has three founding and active owner/members.

- Eric Spain- Owner/member
- Tyler Wells- Owner/member
- Tyler Morris- Owner/member

Proposed Locations Regarding RFQ

- Archibald Park Madeira Beach Florida
- South Beach Park Madeira Beach Florida
- Madeira Beach Florida access ways located at the following-
    1. 130th street
    2. 131st street
    3. 132nd street
    4. 133rd street
    5. 134th street
    6. 135th street

In addition, if there are any other beach accesses that were not listed in the RFQ, we would like the opportunity to have equipment available for the people visiting the City of Madeira Beach at those locations.

Hours of Operation

Saltwater Destination proposes the following hours of operation: 7 days a week beginning at 9 o'clock a.m. and closing no later than sunset. Hours of operation are subject to change based upon inclement weather and change of season.

Products and Services

Saltwater Destination offers a selection of commercial beach equipment.

- Lounge chairs – several hundred commercial chaise lounges
- Adirondack chairs- dozens of "kick-back & relax" seats
- Arm chairs- dozens of taller straight back chairs that are easier for elderly guests to get in and out of
- Hammocks- collapsible portable two person hammocks
- Umbrellas- hundreds of umbrellas in various sizes
- Canopy tents- multiple canopy tents for larger parties and special events
- End tables- hundreds of smaller tables for guest comfort and belongings
- Paddle boards and kayaks- multiple units available for rental
- Beach wheel chairs- designed to easily transport guests through the sand
- Kiddie pools, toys, games and floats

All of the above are available for rent to enhance any beach going experience. We offer opportunities to reserve and book ahead for parties, special occasions and events. We would also like to note that we want to participate in the events that the city itself is willing to organize and be of help in any way we can. Today, more than ever, there is a large demand for convenience and our business is structured to cater to this demand directly.

Our competitive edge is our consistency in customer satisfaction and the overall "vibe" our staff brings to the beach. As well as the basic outline we have illustrated above we would also like to define some specifics that will set us apart from the norm:

- We will make our presence known to the clientele with directional signs and a stand out structure where they know to approach us for assistance. Also our staff will have an identifiable attire.
- Our company prides itself on effective removal of litter during business hours to assist the city in cleanliness of the beach.
- All of our storage, structures, and equipment are temporary and can be moved at any time
- Unlike most beach concession services, we offer accommodations for larger parties such as birthdays, graduations, weddings which can be booked via phone or web.
- We want to have beach wheelchairs available at Archibald and South Beach
- We will assist in transporting handicap guests and guests with a lot of gear from the parking lots to the beach
- We plan to play family friendly reggae and island music to create a fun experience for the beach goers of Madeira Beach
- We offer to maintain the volleyball nets and hammocks at Archibald Park
- We would like the opportunity to organize a volleyball league
- We want to have active involvement in all possible community events on your beaches.
- With our years of experience, we have been through various types of weather and racing against the elements, from flooding to tropical storms to hurricanes. Our ability to react and adjust to these conditions is next to none. Safety is our number one, hands down.

Marketing

Advertising and Promotion

Our company will be using multiple channels to reach potential clientele. These channels include but are not limited to-

- Direct mail marketing
- Flyers/business cards with promotional offerings
- Television advertisement (Bright house)
- Social media marketing/advertising via Facebook, Twitter, Instagram etc.
- Our company website which will offer simplified booking options to the client and exposure for advertising from outside businesses. Imagine how you select seating when booking a flight. Our site will allow local and visiting customers to view Madeira Beach on a grid like map to conveniently book their rentals. This map will also have direct advertising for surrounding businesses and their location. We will reach out to tourist hubs such as Orlando and offer opportunities for mutual advertising, which in return will bring new exposure for the City of Madeira Beach.

Pricing

Our experience in this business and knowledge of the local area market dictates that our rates are very competitive. Pricing is to be negotiated with the city upon award of RFQ.

We will offer a 20% discount for residents of Madeira Beach and all active and retired military personnel. (proof of residency/service will be necessary)

Statement: Referring back to objective 4 on page 1, the base monthly payment (plus percentage) to be negotiated upon the award of RFQ.

Experience and Qualifications

Our company consists of three owners and we all bring a certain level of experience and expertise in this particular business. Eric Spain, a former Madeira Beach resident, started the beach concessions behind Caddy's in Treasure Island, Florida approximately 15 years ago. Tyler Wells has been at the same location operating the concessions alongside Eric for over 5 years and is currently a new resident of Madeira Beach. Tyler Morris joined our organization July 2015, and has several years of experience in business development, sales and management. We have one employee who is a veteran of the U.S.M.C. whose discipline and work ethic has proven to be a great asset. We will continue to hire as needed to meet the needs of our growing business. We have advanced and grown each year and have become more educated about how to be successful in this industry. We have a team stronger than we've ever had and we come with a powerful force. We take great pride in our approach to beach operations, and we're hands on in every aspect of our company. We are confident we have what it takes to successfully operate within the City of Madeira Beach. Most notably our actions speak louder than words.

Any other suggestions or requests from the city are more than welcome in order to benefit the beach community. Thank you again for taking the time to review this information, we look forward to becoming a part of your team and your city.

BEACH ATTENDANTS

CERTIFICATION OF INFORMATION PROVIDED

I certify that the information and responses provided on this submittal are true, accurate and complete. The Owner of the Project or its representatives may contact any entity or reference listed in this Questionnaire. Each entity or reference may make any information concerning the Contractor available to the Owner.

Dated

8·25·16, 2016

Contractor:

Saltwater Destination, LLC
(Contractor Name)

(Signature)

By: Tyler D Wells
(Typed Name)

Its: Owner/Member
(Title)

Sworn to and subscribed before me

this 25 day of August, 2016.

Rachael Pifer
(Notary Public)

January 26, 2019
(My Commission Expires)

RACHAEL PIFER
Notary Public - State of Florida
Commission # FF 192694
My Comm. Expires Jan 26, 2019
Bonded through National Notary Assn.