



# CITY OF PORT ARANSAS, TEXAS

## Request for Proposal – Beach Concession

### NOTICE TO BIDDERS

### AMENDED - Request for Proposal (RFP) Beach Concession

**Republished due to date error**

The City of Port Aransas is soliciting proposals from Concessionaires to sell City Beach Parking Permits and have the exclusive right to maintain and rent for hire Boogie Boards, Surfboards, Tubes, Floats, Beach Chairs, Beach Umbrellas, Cabanas and Beach games such as volleyball and horseshoes, and like beach items/equipment at the Beach. Sealed proposals will be received at the office of the City Secretary, City of Port Aransas, 710 W. Avenue A, Port Aransas, Texas 78373-4128 until 4:00 pm CST on Tuesday, November 29, 2016. The City seeks unique, safe, high-quality vending opportunities from persons with business experience to complement the institutional mission to promote Port Aransas tourism and beaches, and to positively impact on the visitor experiences and park visitation rates. The City reserves the right to reject any or all bids.

Request for Proposal (RFP) is available on-line at [www.cityofportaransas.com](http://www.cityofportaransas.com) or at City Hall, 710 W. Avenue A, Port Aransas, Texas 78373-4128. Please contact Finance Director Darla Honea at [dhonea@cityofportaransas.org](mailto:dhonea@cityofportaransas.org) or via telephone at (361) 749-4111 for inquiries regarding submission of proposal. Staff will review proposals and make recommendations to the City Council who will make the final selection. Late, incomplete documentation, facsimile or email bids will not be considered. It is anticipated that proposals will be reviewed by Friday, December 2, 2016 and presented to the City Council for awarding at the Thursday, December 15, 2016 Regular City Council Meeting. Firms submitting proposals must be present and available at the December 15, 2016 Council Meeting for either an oral presentation or to address the City Councils' questions as part of the evaluation process.

**AMENDED POSTING** this 4<sup>th</sup> day of **NOVEMBER, 2016** at the Port Aransas City Hall, 710 W. Avenue A, Port Aransas, TX and on the City's webpage at [www.cityofportaransas.com](http://www.cityofportaransas.com). **RE-PUBLISHED** in the *Port Aransas South Jetty* in the Thursday, November 10 & 17, 2016 Editions. **TIME: 5:00 PM**

**CITY OF PORT ARANSAS, TEXAS**

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Irma G. Parker, City Secretary



## CITY OF PORT ARANSAS, TEXAS

### Request for Proposal – Beach Concession

The City of Port Aransas (hereinafter referred to as ‘City’) is soliciting proposals from Concessionaires (hereinafter referred to as ‘Concessionaires’) to sell City Beach Parking Permits and have the exclusive right to maintain and rent for hire Boogie Boards, Surfboards, Tubes, Floats, Beach Chairs, Beach Umbrellas, Cabanas and Beach games such as volleyball and horseshoes, and like beach items/equipment at the Public Beach on Mustang Island. The City seeks unique, safe, high-quality vending opportunities from persons with business experience to complement the institutional mission to promote Port Aransas tourism and beaches, and to positively impact the visitor experiences and park visitation rates.

**Proposal Submission Date:** The City will accept proposals until 4:00 pm CST on Tuesday, November 29, 2016. The City reserves the right to reject any or all proposals submitted. Firms submitting may be asked to make an oral presentation as part of the evaluation process. Staff will review proposals and make a recommendation to the City Council who will make the final selection. Late, incomplete documentation, facsimile or email bids will not be considered. It is anticipated that proposals will be reviewed by Friday, December 2, 2016 and presented to the City Council for awarding at the Thursday, December 15, 2016 Regular City Council Meeting.

**Contact Information:** Sealed proposals should be addressed to Irma G. Parker, City Secretary, and hand-delivered or mailed to: 710 W. Avenue A, Port Aransas, Texas 78373-4128. Please direct inquiries about submission to Finance Director Darla Honea at [dhonea@cityofportaransas.org](mailto:dhonea@cityofportaransas.org) or via telephone at (361) 749-4111.

**Minimum Criteria for Participation:** Successful bidder will be expected to obtain a tax ID number and to provide liability insurance (if selected). Concessionaire will pay to the City a minimum of ten (10%) percent of all rental income, exclusive of Beach Parking Permits. Proposals may provide for a greater percent of payment to the City. Additional requirements (sample contract agreement) for vendors can be found in the “Concessionaire Information Packet” on the City’s website at [www.cityofportaransas.org](http://www.cityofportaransas.org). The City is an Equal Opportunity Employer and encourages the participation by local, underutilized and minority business.

**City of Port Aransas:** The City is responsible for the management and maintenance of Mustang Island Beach. There are eighteen miles of uninterrupted and unique public shoreline, open for street legal vehicles. In addition, the City works with the Port Aransas Chamber of Commerce and Tourist Bureau ([www.portaransas.org](http://www.portaransas.org)) for promoting Mustang Island Beach as a destination for visitors to enjoy. As such, the City seeks events that will have a positive impact on beach park visitation and hotel occupancy, while enhancing Port Aransas’s image as a unique tourist destination.

**Venue Overview:** Mustang Island Beach is open year around. Hours of operation for Concessionaire shall be from 8 am to sunset, weather conditions permitting from May 1 through August 31 and during Spring Break of each year. Concessionaire shall have the right to operate

during other months if he so desires. Several large-scale events including the Texas Sand Fest and several sporting events are hosted on the Beach throughout the year.

The City requires a \$12.00 permit (which price may periodically be changed by the City Council) to park along the beaches and a \$40.00 camping permit. This includes the area from Marker (0) to Marker (62) except in the free parking area. Free Parking areas include between the Jetties and Horace Caldwell Pier and between Markers 52-58. The following represents historical economic indicators for the City. These numbers do not reflect a total number of visitors as the Beach Parking Permit charges on a per-car, as opposed to a per-person, basis.

Thru September	2015	2014	2013	2012
Hotel Occupancy Tax Collections	\$4,237,183.23	\$4,031,278.63	\$3,558,230.12	\$3,159,991.37
Sales Tax	\$1,338,823.59	\$1,264,620.79	\$1,209,532.82	\$1,058,752.27
Beach Parking Permits Sold City-Wide	97,657	96,237	89,075	71,679
Beach Camping Permits Sold		n/a	n/a	n/a

A total of four (4) rental sites are authorized, but a minimum of two (2) must be in operation at all times during the term of Agreement. Those four (4) authorized locations are: (1) Access Road 1; (2) Access Road 1A; (3) on the Beach across from the Sandcastle Condominiums; (4) on the Beach at Avenue G or any other site as proposed. Map is attached hereto.

**Vendors Proposal Requirements:** Vendor proposals must contain the following information:

1. Name of Business/Entity Submitting Bid;
2. Name of Business Owner;
3. Mailing Address/Physical Address;
4. Telephone/Cell Phone Number;
5. Email Address;
6. Rental Rate Schedule that Bid is Being Submitted For said Concessionaire Agreement; and
7. Offer/Bid Rental Income – minimum of 10% of all rental income, exclusive of Beach Parking Permits. Proposal may provide for a greater percent of payment and include additional items that concessionaire may feel will make their proposal more competitive.
8. Offer/Bid Beach Parking Permits Income - As compensation for actively selling Beach Parking Permits, Concessionaire may be entitled to retain a maximum of \$1.00 of the cost of the existing retail price (which price may be periodically be changed by the City Council) for Beach Parking Permits sold from the allowable four designated business locations. Concessionaire may be entitled to retain a maximum of \$2.00 of the cost of the existing retail price (which price may be periodically be changed by the City Council) for Beach Parking Permits sold from a mobile unit.
9. Offer/Bid Beach Camping Permits Income - As compensation for actively selling Beach Camping Permits, Concessionaire may be entitled to retain a maximum of \$5.00 of the cost of the existing retail price (which price may be periodically be changed by the City Council) for Beach Camping Permits sold from the allowable four designated business locations and sold from a mobile unit.

**Requirements for Submission:** Please include a completed vendor bid form. Late, incomplete documentation, facsimile or email bids will not be considered.

**Evaluation Criteria:** Concessionaire Agreements will be awarded according to the bidder whose proposal has the best potential to fulfill the City's desire to increase park visitation and/or hotel occupancy. Additional criteria will include: annual rate, desirability of target demographic, concessionaire's level of experience, aesthetics, references, image compatibility and other requirements.

**Final Selection:** The City Council is expected to select a Concessionaire(s) based on the recommendation of staff. It is anticipated that a firm will be selected and notified by February 1, 2016.

**Right to Reject Proposals:** Submission of a proposal indicates acceptance by the firm of the conditions contained in this Request for Proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the firm selected. The City reserves the right without prejudice to reject any or all proposals.

## Vendor Proposal Requirements

The City of Port Aransas does not discriminate on the basis of race, color, national origin, sex, religion, age, mental or physical disabilities, veteran/reserve/national guard or any other similarly protected status in employment or the provision of services. We comply with all applicable laws governing employment practices and do not discriminate on the basis of any unlawful criteria.

# 11/2016 REQUEST FOR PROPOSAL BEACH CONCESSIONAIRE

## Vendor Bid Form

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Name of Business/Entity Submitting Bid

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Name of Business Owner(s)

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Name of Business Owner(s)

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Business Mailing Address

City/State/Zip Code

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Business Physical Address

City/State/Zip Code

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Business Telephone No.

Business Cell No.

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Business Email Address

Business Website Address

# Vendor Bid Form

## Rental Rate Schedule

Business Name: \_\_\_\_\_

Equipment Description	Deposit Required	Hourly Rate	3-Hour Rate	Daily Rate	Minimum Quantity	Number Provided
Boogie Boards						
Surfboards					40	
Tubes						
Floats					100	
Beach Chairs					150	
Beach Umbrellas					50	
Cabanas						
Beach Games					10	
Volleyball						
Horseshoes						
Other						
Other						

### Offer/Bid

1. As consideration for the rights and privileges granted, Concessionaire shall pay to the City, 10% or \_\_\_\_\_ of the entire, gross monetary receipts of the business, exclusive of sales taxes required to be collected and exclusive of proceeds collected for the sale of Beach Parking Stickers. Proposal may provide for a greater percent of payment and include additional items that Concessionaire may feel will make their proposal more competitive.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. As compensation for actively selling Beach Parking Permits, Concessionaire agrees to retain a maximum of \$1.00 or \_\_\_\_\_ of the cost of the existing retail price sold from the allowable four designated business locations and a maximum of \$2.00 or \_\_\_\_\_ of the cost of the existing retail price for Beach Parking Permits sold from a mobile unit. Proposal may provide for a lesser dollar amount retained by Concessionaire and include additional items

that Concessionaire may feel will make their proposal more competitive. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. As compensation for actively selling Beach Camping Permits, Concessionaire agrees to retain a maximum of \$5.00 or \_\_\_\_\_ of the cost of the existing retail price sold from the allowable four designated business locations and from a mobile unit. Proposal may provide for a lesser dollar amount retained by Concessionaire and include additional items that Concessionaire may feel will make their proposal more competitive. \_\_\_\_\_  
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4. OTHER CONSIDERATIONS (Please add additional pages as needed): \_\_\_\_\_  
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Signed: \_\_\_\_\_ Date: \_\_\_\_\_

