

Request For Proposal

RFP No. 21-22-206 JG

Sunset Lounge

CRA Workshop

Date: July 25th, 2022

Time: 3:00PM

Facilitator: Paul A. Bassar, Procurement Official

Genia Baker, HNW Project Manager



WEST PALM BEACH



Sunset Lounge

Agenda:

Presentation of options for determination of how to proceed



Received (2) Proposals:

- **Mad Room Hospitality**
- **Vita, LLC**



- **Factor 1: Qualifications, Experience & Reference**
- **Factor 2: Marketing Strategies, Operations and Programing Plans**
- **Factor 3: Funding**
- **Factor 4: Community Benefits**
- **Factor 5: Capacity**
- **Factor 6: Small and Minority Business Participation**



**HISTORIC
NORTHWEST**

The Heart and Soul of West Palm Beach

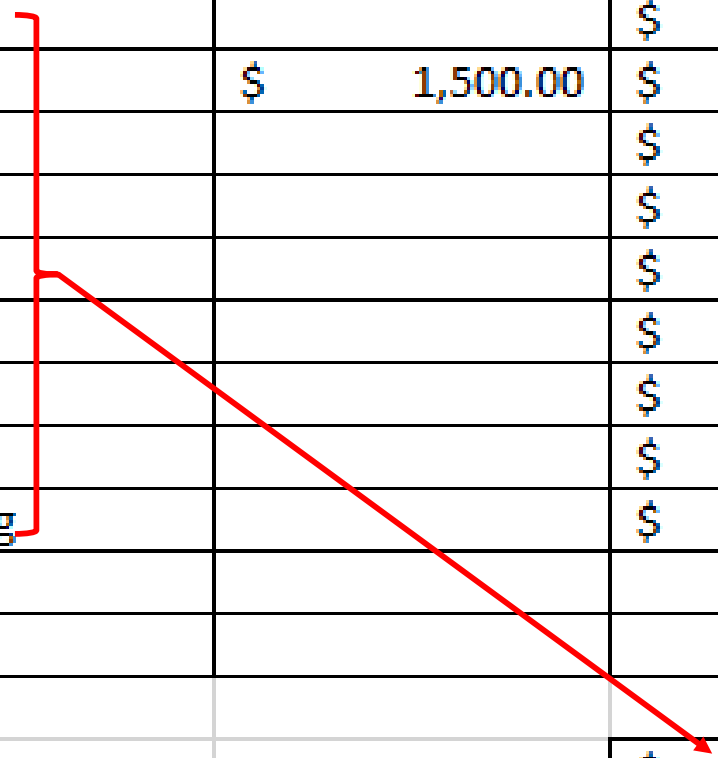


- **Vita, LLC Selected – June 27th, 2022**
- **Disqualified: Violation Cone of Silence.**

Current Estimated Cost



Sunset Lounge estimate cost associated with the operations			
	Deposit	Monthly	Yearly
Landscape /Irrigation		\$ 1,300.00	\$ 15,600.00
Gas services	\$ 1,500.00	\$ 300.00	\$ 3,600.00
Water		\$ 600.00	\$ 7,200.00
FPL		\$ 1,600.00	\$ 19,200.00
Comcast		\$ 675.00	\$ 8,088.00
Insurances		\$ 12,083.00	\$ 145,000.00
Security		\$ 7,892.00	\$ 94,700.00
Cleaning		\$ 2,200.00	\$ 26,400.00
Fire Alarm monitoring		\$ 60.00	\$ 720.00
		\$ 26,710.00	\$ 320,508.00



Negotiate with 2nd firm – Mad Room Hospitality

Estimated Aggressive Timeline:

- Present Agreement for CRA Board Approval – October 2022
- September 2022 – Procure remaining FF&E, Finalize Design, Direct Bill Agency
- October 2022 – Any required Permitting for FF& E
- November 2022-January 2023 – Construction of FF&E and Hiring and Training Staff
- January/February 2023 (to be verified with Mad Room) – Soft Opening/Grand Opening
- **Open to Public: Early 2023**

Estimated Cost



- With Operator
- Insurance
- Landscape Maintenance
-
-

\$13,327.00

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Option 2: Re-issue solicitation for Operator

- **Estimated Aggressive Timeline:**
- **60 Day Marketing Campaign – TV, Print, Social Media and National and Local Promotions**
- **August 1-September 30 – Marketing Campaign**
- **October 1, 2022 – Release Invitation to Negotiate – 30 days**
- **November 1, 2022 – Receipt of Qualifications**
- **November 15- 18 2022- Technical Review Committee**
- **February 2023 - Present Agreement for CRA Board approval**
- **February – April 2023 – Finalize FF& E; Hire/Train Employees**
- **May- July 2023 – Soft Opening/Grand Opening**
- **Open to Public : July 2023**



OPTION 2

- Will Require Contract Amendments for CMA or Procure New CMA/Contractor – Scope & Cost TBD
- Will Require Contract Extension for Owner’s Representative- Cost TBD
- Carrying Cost for Approximately 6 Months \$160,260.

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- **RFP: Request for Proposals** (Sec. 66-63 of procurement code)
 - Negotiate with one proposer at a time.
 - Negotiate with selected proposer and only negotiate with second ranked proposer if negotiations
- **ITN: Invitation to Negotiate** (Sec. 66-65 of procurement code)
 - Negotiate separately with short-listed proposers concurrently
 - Bring back negotiated terms to CRA Board for final selection
 - Often used for real estate transactions

- Determination from CRA Board on how to proceed

Downtown/City Center CRA

District 3 Commissioner Christy Fox

Genia Baker, CRA Project Manager

