

Miami Shores Village
Letters of Interest
Aquatic Center “Snack Shack”

I. Notice to Prospective Respondent

Information provided as a result of this LOI is subject to the State of Florida public records law. This LOI does not obligate the Village to take any action whatsoever.

Nothing within the LOI should be interpreted as a contract with, or obligation of the Village.

Introduction/ Information

The purpose of this Request for Letters of Interest is to solicit formal interest and feedback from private entities interested in providing services to all aspects of operating a Food Concession operation at the Miami Shores Village Aquatic Center Snack Shack located at 10200 Biscayne Boulevard. The services include but are not limited to the following:

- Providing food and beverage service to patrons of the swimming pool and walk in customers that meet the needs of the pool patrons and Village residents.
- Determining appropriate menu and food purchases.
- Remodeling existing facility if required, including purchasing and maintaining any existing or required equipment.
- Daily set up and cleanup.

This LOI does not constitute a Request for Proposal (RFP) or an invitation to bid (ITB) or any promise to issue an RFP or ITB. This LOI does not commit Miami Shores Village to contract for any service or services contemplated. Failure to respond to the LOI in whole or in part does not preclude the ability to respond to any future ITB and /or RFP opportunities. Responders are advised that Miami Shores Village will not pay any cost incurred in responding to this LOI and any such costs are the sole responsibility of the Responder.

Additional Background Information

Miami Shores Village currently operates a Municipal Aquatics Facility that consists of a shallow water activity pool with interactive slides and various water toys named (Shipwreck Cove). In addition, there is a competition pool 25 yards by 25 meters in size with an additional shallow area to teach swim lessons. Shipwreck Cove pool capacity is a maximum of 300 guests and the competition pool accommodates 100 guests. The busiest times of the year for the facility are the summer months when children are out of school mid-June through mid-August. The approximate attendance during summer months is 30,945. In the offseason the attendance is approximately 6,798. During the summer months Shipwreck Cove is open Monday – Saturday 10:00AM to 6:00PM, and Sunday 11:00AM to 6:00PM. Shipwreck Cove closes mid-September and reopens the Saturday before Easter. The competition pool is open 6:00AM to 8:00PM Monday through Friday, Saturday 10:00AM to 6:00PM, and Sunday 11:00 Am to 6:00PM year round. And although its primary operating hours are during the day, Shipwreck Cove is equipped with lighting for night time operations.

II. Proposal Format

Interested firms are to submit hardcopy (paper) responses. The proposal must address all points outlined in the LOI. The proposal should be prepared simply and economically, providing straightforward, concise description of the proposer’s capability to satisfy the requirements of the LOI and provide feedback that may help shape future solicitations by the Village for the project.

1. Title Page

Provide the LOI title, the firm’s name, the name, address, telephone number and the email of the contact person, and the date of the LOI. The Village will only contact one (1) person for this LOI. Therefore, if your firm is providing a response which is made up of more than one (1) firm the contact person provided must be able to answer all questions/ clarifications requested from the Village.

2. Table of Contents

Include clear identification of the material by section and by page number.

3. Transmittal Letter

A letter of transmittal, signed by an authorized officer of your company, briefly stating the proposers understanding of the LOI.

Provide the names of the person who will be authorized to make representation for the Proposer, their title, addresses, and telephone numbers.

Provide an explanation and/or relevant information necessary for the Village to proceed with the implementation of a successful Snack Shack food service operation.

4. Firm's Experience

Provide a summary of the firm's background and experience in providing the same services as requested in the LOI.

5. Technical Approach

Provide a brief description of the Proposer's approach to the project tasks listed below:

- a) Provide a suggested food and beverage menu for a pool environment and menu for non-swimming patrons including menu pricing.
- b) Explain proposed seating requirements and how eating areas could be separated from the remaining pool deck and pool patrons.
- c) Describe cooking and refrigeration equipment that will be needed and floor plan drawing as to where equipment will be located within the building and pool deck. Include discussion on how this equipment will be maintained and who will pay for the proposed maintenance.
- d) Explain possible opening and closing procedures to ensure the Aquatic Facility is secured after closing in the event the Snack Shack remains open after pool closing hours.

- e) Provide the proposed hours of daily operation, include the days of the week and months of the year your proposal includes.
- f) Explain options for rent/revenue sharing with the Village for the exclusive use of the Snack Shack facility.
- g) Are any improvements to the facility required to facilitate operations?
- h) Would you prefer that the Village provide those basic improvements and build the cost into your rent, or would you prefer to manage the construction/permitting yourself in exchange for a lower rental rate?
- i) What is the approximate investment necessary to facilitate the improvements required to support your proposed operations?
- j) Describe any signage requirements you would have, including size and placement.
- k) Discuss the minimum lease term required to make this opportunity viable.

III Site Visit

Site visits are available upon request. Please call Angela Dorney at 305-758-8103 or email dorneya@msvfl.gov to arrange a site visit.

Additionally, questions regarding the facility can be addressed to Angela Dorney. All questions and answers will be published as addendums to the LOI.

IV Submittal Due Date

Responses are due: **September 14, 2017 by 5:00PM**

Responses must be submitted in sealed envelopes and must be mailed or hand delivered to and labeled as follows:

**Miami Shores Village
Your Firm's Name
Village Managers Office
10050 NE 2nd Avenue, Miami Shores Fl. 33138
Aquatic Center Snack Shack Operation**