



Joe Lauro, CPPO/CPPB
Director

INTEROFFICE MEMO

To: Joseph Lauro, Director of Purchasing
From: Agustin Gonzalez, Purchasing Operations Manager *AG*
Subject: Final Negotiated Contract – Food & Beverage Concession Services,
St. Petersburg-Clearwater International Airport Terminal.

Contract No. 067-0660-RFP (GG)

Date: August 25, 2008

RECOMMENDATION: I RECOMMEND THE DIRECTOR OF PURCHASING REJECT JERRY'S CATERING PROPOSAL AS A NON-RESPONSIBLE ON THE BASES OF THE FINANCIAL ISSUES WITH THE PREVIOUS AIRPORT FOOD & BEVERAGE CONCESSION SERVICES CONTRACT.

IT IS FURTHER RECOMMENDED THAT THE DIRECTOR OF PURCHASING APPROVE THE FINAL NEGOTIATED CONTRACT FOR FOOD & BEVERAGE CONCESSION SERVICES WITH FIRST CLASS CONCESSIONS, INC., SAN DIEGO, CA.

IT IS ALSO RECOMMENDED THAT THE DIRECTOR OF PURCHASING SIGN THE CONCESSION AGREEMENT FOR FOOD AND BEVERAGES AT THE ST. PETERSBURG-CLEARWATER INTERNATIONAL AIRPORT.

ESTIMATED ANNUAL REVENUE: \$47,000.00

DISCUSSION: On August 31, 2007, the Purchasing Department on behalf of the Airport let a Request for Proposal (RFP) for Food & Beverage Concession Services. The purpose is to provide food and beverage concession services at three (3) locations within the Airport Terminal Building.

On October 30, 2007, an evaluation committee consisting of three (3) representatives from the Airport, one from Convention Visitors Bureau, and one from Economic Development, along with a representative from the Purchasing Department acting in an advisory capacity, met, scored and ranked the proposals received.

Proposals were received from three (3) firms. First Class Concession, Inc. ranked a total average of 866.00 points, MSE Branded Foods a total average of 561.50 points AND Jerry's Catering proposal was declared non-responsible. It was decided, after reviewing the proposals that it would be in the County's best interest to negotiate with First Class Concessions, Inc.

The firms were evaluated according the following criteria:

- 1) Proposed Concessionaire Information (100 points)
- 2) Plans of Proposed Improvements to the Food and Beverage Concession Space (100 points)

- 3) Dollar Value of Proposed Investment in Concession Space (150 points)
- 4) Percentage Rental and Alternative Payment Terms (200 points)
- 5) Management and Operating Program (150 points)
- 6) Airline Catering (100 points)
- 7) Proposed Menu and Pricing (100 points)
- 8) Proposed Marketing Plan (100 points)

On December 11, 2007, staff was successful in negotiating on the following areas:

- 1) Transition plan & timing of transfer.
- 2) Level of investment.
- 3) Cleaning, janitorial and other maintenance services.
- 4) Review the marketing plan and menu.
- 5) Current staff team members.

The duration of this contract the period of ten (10) years from the date of execution of the agreement.

APPROVED: Candy Mancuso
JOSEPH LAURO, CPPO/CPPB
Director of Purchasing *for JL*

Date of Approval: 8/25/08

Attachments:

1. Concession Agreement For Food and Beverages
2. Contract Review
3. Final Scored Tabulation