

CITY OF DELRAY BEACH
SCORING SUMMARY

LICENSE AGREEMENT FOR USE OF CITY DOCK
RFP No. 2018-031

Eval Criteria 1	Cino	Fuentes	Hanson	Skeberis	Score	Experience and Capacity Years in Business, Brief Description of Proposer's team, Proposer's years of experience in excursion/cruise boat and/or floating restaurant business services, Proposer's experience in excursion/cruise boat and/or floating restaurant business services for public or private entities that demonstrate Proposer's depth of experience in providing the services required in this RFP, key personnel proposed for the Operations to include the restaurant chef and the boat captain, Provide information on any lawsuits pending or any judgments, in the last five (5) years, which are concerned directly with the firm, the staff, or any part of the Proposer's organization, which are proposed to perform on this contract, I. Provide a minimum of (5) five client references for projects with similar scope	
						Strengths	Weaknesses
Delray Intracoastal Cruises, LLC d/b/a Delray Yacht Cruises						Proposer answered all questions presenting detailed information. Licenses and certifications meet the minimum qualifications and standards requested in solicitation. Proposers staff has been with the firm for several years. Proposer outlined strategy for repairs during the off season. The owners are also key personnel who play key roles in the daily operations of the vessel. Proposer has a well established firm with little turnover for the team with over 10 years of experience. The Proposers Captian has over 33 years of experience The firm received perfect scores for safety inspections recognized by the Florida Governor	Slight repetition in information.
	30.0	30.0	30.0	28.0	29.5		
	30.0	30.0	30.0	28.0	29.5		

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Eval Criteria 2	Cino	Fuentes	Hanson	Skeberis	Score	Proposed Operation Proposer's ideas and concepts for the Operation, business plan that supports the proposed ideas and concepts for the Operation that includes, but is not limited to the following: i. Market research data ii. Description of services and/or products proposed iii. Capital investment plan to include start-up costs and working capital	
						Strengths	Weaknesses
Delray Intracoastal Cruises, LLC d/b/a Delray Yacht Cruises	18.0	18.0	20.0	20.0	19.0	The Proposer provided the number of passengers from previous year (42,509) Proposer provided a business plan and session plan including the plan during the construction adjacent to the dock. Proposer listed price increase over years in service verses to date price. The Proposer presented information which provides the City great profits despite the anticipated construction and possible loss of revenue. Good photos of venue and variety of styling options for private charters. Proposer has plan in regards to the parking needs for passengers. Proposer will offer student interships	Proposer did not provide market research data Proposer provided a contingency plan which seemed hopeful however no vision on how this would be successful.
	0.0				0.0		
	18.0	18.0	20.0	20.0	19.0		

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Eval Criteria 3	Cino	Fuentes	Hanson	Skeberis	Score	<p>Marketing and Operation Plans A. Include a marketing plan to include the following: i. Primary and secondary target markets, ii. Marketing strategies for reaching target market groups, iii. Marketing methods (e.g., newspaper, flyers, website, social media) iv. Marketing plan during the first three months of operation, first year and for successive years, v. Budget amounts to implement the marketing plan during the first three months of operation, first year, and for successive years B. Include an operation plan to include the following: i. Details of the proposed days and hours of operation, ii. Description of the proposed restaurant food and beverage menu, iii. Description of the ticket sales aspect of Operations to include the methods to be used for sales (e.g., on-site ticket booth, on-line sales), iv. Pricing structure for both the boating and restaurant components of the Operation, v. Environmental sustainability aspects, vi. Overview of how Proposer will track performance of the Operations and the tools to be utilized for monitoring and measuring effectiveness, vii. Plan for maintenance, cleaning and repairs of the Vessel and equipment, viii. Customer service philosophy and process for handling complaints or issues, ix. Number of current employees, both full-time and part-time and their positions within Proposer's organization, x. Methodology for recruiting, screening and hiring staff</p>	
						Strengths	Weaknesses
Delray Intracoastal Cruises, LLC d/b/a Delray Yacht Cruises	18.0	19.0	20.0	19.0	19.0	<p>Proposer provided multi options for restaurant and venue. Proposer provide plan for maintenance using environmentally sensitive paint on the vessels The Proposer has a large market for private and public tours along with charters. Proposer will use a variety of ads for marketing. Proposer has over 15 years of historical success with current advertising buget. Proposer offers an extensive menu including alchol that helps the profits. Proposer used SWAT analysis for marketing plan. Proposer has a zero tolerance for drugs use from employees and passengers Proposer will offer military and senior discounts to passengers</p>	<p>Proposer should have provided more details on 10% projected increase, no explanation was provided on how they would achieve this. Several of things presented by Proposer the firm currently already does to promote business.</p>
	0.0				0.0		
	18.0	19.0	20.0	19.0	19.0		

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Eval Criteria 4	Cino	Fuentes	Hanson	Skeberis	Score	Improvements to Dock Proposed improvements to the premises including, but not limited to the following: i. Signage, ii. Storage, iii. Landscaping, iv. Lighting NOTE: Signage must be in compliance with City Code.	
						Strengths	Weaknesses
Delray Intracoastal Cruises, LLC d/b/a Delray Yacht Cruises	9.0	10.0	10.0	10.0	9.8	Proposer willing to improve signs and flags if the City sees fit, along with maintaining some areas of the Park on there own. Proposer is willing to partner with Police Dept. regarding any vandalism near the City dock. Proposer mentioned keeping the area clean and not cluttering the area along with making vast improvements to the lighting in the park. Recognized the need to maintain landscaping and being good stewards to the dock area. Proposer currently participates in the Adopt a Park	
	0.0				0.0		
	9.0	10.0	10.0	10.0	9.8		

Eval Criteria 5	Cino	Fuentes	Hanson	Skeberis	Score	Proposed Revenues include information regarding the estimated annual gross sales (excluding sales tax) Proposer anticipates along with documentation that substantiates the feasibility of attainment of those revenue goals on a consistent basis. Proposed revenues to the City will include the monthly base rental fee plus supplemental fee from revenue that is generated.	
						Strengths	Weaknesses
Delray Intracoastal Cruises, LLC d/b/a Delray Yacht Cruises	13.0	13.0	15.0	15.0	14.0	Proposer provided infooamtion that showed consistant sales growth	
	0.0				0.0		
	13.0	13.0	15.0	15.0	14.0		

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Ranking	Initial Ranking Total	Final Ranking Total
Delray Intracoastal Cruises, LLC dba Delray Yacht Cruises	67.5	67.5