



Community Center Project

Commission Meeting Update & Discussion 4/26/2021

Agenda

- I. Status Update
- II. Prospective Business Partner Overview
- III. Prospective Business Partner Scoring
- IV. Proposed Contract Overview
- V. Critical Success Factors
- VI. Recommended Next Steps

I. Status Update

- I. April 2020 Commission Meeting Presentation
 - a. Identify, Select, & Partner with a professional event planner
 - b. Maintain full community access & usage of the Community Center
 - c. Next Steps – identify candidates, prepare Request for Proposal, present to Commission
- II. Sept 2020 Commission Meeting Presentation
 - a. Six viable business candidates identified, interviewed, and prequalified
 - b. Commission approved Blackout Date strategy which maintains all civic group activities
 - c. Approval to move forward with Request for Proposal
- III. Dec 2020 Commission Meeting Presentation
 - a. Reviewed progress to date
 - b. Addressed & resolved the parking question

I. Status Update continued

IV. January 2021 Commission Meeting Presentation

- a. RFP reviewed and signed-off by Wendy Wells & Keith Davis
- b. Town Commissioners approved the RFP for release to the prospective business partners

V. April 2021 Commission Meeting Presentation

- a. Released the RFP to 5 prospective business partners
- b. One declined to respond & one stated they did not wish to pursue the opportunity
- c. Received 3 rounds of significant Questions (50+/- questions & answers)
- d. All answers were reviewed by Wendy Wells & Keith Davis
- e. Review Team was formed (Frank Zizzamia, Janet Kortenhuis, Laura Ahern, Brian Tyler)
- f. Received the Proposals & met twice in person to discuss & preliminary score
- g. All agreed that Business Partner in-person 1 hour interviews were required to make final decision
- h. In-person interviews were conducted on March 29th at the Community Center
- i. Review Team then met in-person for final discussion and final scoring

II. Prospective Business Partner Overview

- I. Prospective Business Partner: Royal Palm Events
 - a) Local caterer who manages two well known venues
 - b) Very successful establishment & impressive team
 - c) Low cost & high volume business model which is not what we are looking for (50+ events/year)
- II. Prospective Business Partner: Marina Luri Events
 - a) National high-end event planner
 - b) Superb credentials and track record
 - c) Lacked a local presence & would require ramp-up time
- III. Prospective Business Partner: Special Event Resource and Design Group
 - a. Local event planner who manages a similar upscale venue (located in Palm Beach County)
 - b. Superb team with a dedicated location manager
 - c. Our expectation is for a rapid start-up

III. Prospective Business Partner Scoring

I. Scoring Process

- a) Multiple in-person group discussions
- b) Delphi Method – discussion, blind scoring, discussion, final scoring
- c) Unanimous decision

RFP Evaluation Criteria and Point Assignment	Royal	Luri	Special
A. 25 points: Minimize the impact on the Town residents	10	25	23
B. 25 points: Deliver high quality and upscale events	8	25	24
C. 25 points: Meet the financial objectives in a reasonable and timely manner	13	14	25
D. 15 points: Effectively manage the day-to-day operation of the Community Center	14	11	15
E. 10 points: Evaluation teams' overall assessment of the Business Partner proposal and ability to meet the Town's stated objective	4	8	9
	49	83	95

IV. Proposed Contract Overview (Special Event Resource)

- I. Initial one year contract term
- II. Revenue – per event basis
 - a. In-season & off-season rates
 - b. Rates vary by day of the week
 - c. In-season Saturday = \$2,600 + 5% event cost (excl. labor & transportation)
 - d. Typical in-season Saturday \$50K event = \$2,600 + \$2,000 = \$4,600
 - e. Large events (over \$XX,000) will have an additional negotiated percentage
- III. Other considerations
 - a. Sunday Church events will be fully honored with rare exceptions
 - b. All civic group events are untouchable
 - c. Resident events are on a first-come first-served basis and at existing fee level
 - d. Business Partner will manage all bookings
 - e. Business Partner will work closely with DPW

V. Critical Success Factors

- I. Community Center Improvements
 - a) Work with Business Partner on the specific details
 - b) Try and get key items going asap (painting, Wi-Fi, & dishwasher)

paint the exterior of the building & railings

downstairs landscaping to soften the area

upgrade the downstairs bathrooms

replace the flooring and remove the dance floor

replace the main floor lighting

wifi to support 100 streaming devices

dress-up the elevator interior

industrial dishwasher

artificial movable hedges

clean & seal upstairs tile

powerwash and maintain downstairs

other incidentals (e.g., additional upstairs outside electric outlets)
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V. Critical Success Factors continued

- II. Do we need a Community Center Liaison person?
 - a. Run interference between Business Partner & Town Hall personnel
 - b. Help to get this successfully up and running (first impressions!)
 - c. Currently in Prospective Business Partner S's contract with local venue
 - d. Wendy & Frank both think this is a good idea
 - e. Full time PBS resident
 - 1. Good communication skills
 - 2. Problem Solver
 - 3. Well respected individual

VI. Recommended Next Steps

- I. Initiate Contracting ASAP
 - a) To include key terms of the RFP, e.g., parking, blackout dates
 - b) To include key terms of the Q&A, e.g., responsibilities of Business Partner vs. DPW
 - c) Frank Z. to work with Keith Davis and Alan Welch as required
- II. Identify and assign the Community Center Liaison (Frank Z. to get the person up-to-speed)
- III. Start the Community Center Improvements “punch list”
- IV. Meet & Greet Events with the Business Partner, to include:
 - a) Event 1: Mayor, Commissioners, Wendy Wells, Alan Welch, and other Town Hall personnel as appropriate, POA Board of Directors, Seaside's Executive Board
 - b) Event 2: Entire Town

The End