



AGENDA REPORT
SAN CLEMENTE CITY COUNCIL MEETING
 Meeting Date: April 16, 2013

Agenda Item 6-I
Approvals:
 City Manager [Signature]
 Dept. Head [Signature]
 Attorney [Signature]
 Finance [Signature]

Department: Finance & Administrative Services
Prepared By: Thomas Rendina, Business Services Officer

Subject: *APPROVAL OF THE SELECTION OF THE T-STREET BEACH CONCESSIONAIRE.*

Summary: The current T-Street Beach Concession agreement expires on April 20, 2013. The existing concessionaire, Edith Wilson, has operated the concession since 1991, when the Wilson's assumed the concession agreement from Richard and Ann Cropley. Four extensions were approved since the original lease with the Wilson's was executed in 1991, exhausting all extensions provided for under that lease. Staff consulted with the City Attorney, who recommended that a new agreement be developed.

Based on City Attorney recommendations, staff published a Request For Proposals (RFP) in March to solicit interest from the public. Several interested parties contacted the City during the past year regarding the T-Street concession, including Edith Wilson, who communicated her interest in continuing to operate the concession. Staff distributed the RFP to each of those parties and published the RFP twice in the local newspaper. A walkthrough was hosted by staff on March 22, 2013 to allow potential bidders to examine the facility and pose questions to staff about operations, access, and maintenance issues.

Four RFP's were received by the City and reviewed by a committee consisting of staff representatives from Beaches & Parks Maintenance, Marine Safety, and Business Services. Each proposal was reviewed and graded based on twelve criteria defined within the RFP. The proposal from Edith Wilson received the highest scoring and was selected by unanimous decision of the committee. The committee ranked the bidders as follows:

Bidder	Rank
Edith Wilson	1 st
Brian McGraw	2 nd
Eminent Business Group	3 rd
Randy Raneses	4 th

The concession building partially sits on Orange County Transit Authority (OCTA) railroad property, and is subject to a lease agreement between the City and OCTA. Thus, the agreement between the City and the concessionaire is a sub-lease agreement and subject to OCTA approval. A Consent Agreement is being prepared and will be submitted to the OCTA for approval based on Council's approval of the selection of Edith Wilson as the T-Street Concessionaire.

The committee recommends the selection of Edith Wilson for a new five year T-Street Beach concession Lease Agreement with one five-year renewal option at the discretion the lessee. The concession rent will equal 13% of revenues, consistent with other Beach concessions.

Recommended

Action:

STAFF RECOMMENDS THAT the City Council;

1. Approve the selection of Edith Wilson as the T-Street Beach Concessionaire,
2. Direct staff to prepare a Consent Agreement, to be drafted by the City Attorney, to the OCTA to allow the City to sublease the T-Street Concession building to Edith Wilson, and
3. Approve and authorize the Mayor to execute a sublease agreement between the City and Edith Wilson to operate the T-Street Beach Concession.

Fiscal Impact:

Revenue to the City's General Fund of approximately \$40,000 for the five year lease period.

Attachments:

RFP Grading Schedule

Notification:

None

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T-Street Concession
RFP Grading Schedule

	<u>Point Scale</u>
Business Plan	
Proposed menu	0-5
Staffing & Management Plan	0-2
Customer Service Philosophy	0-2
Marketing and Advertising Plan	0-3
Detailed schedule of maintenance of Equipment	0-2
Premises	0-2
Qualifications	
Experience in food industry	0-5
Background and qualifications of key personnel	0-2
Identify available capital and resource requirements	0-5
References	0-1
Equipment Listing	0-5
Pro Forma	0-5
Maximum points	39

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