

# City of Palm Coast, Florida Agenda Item

Agenda Date : October 11, 2022

<b>Department</b> CITY ADMINISTRATION <b>Division</b>	<b>Amount</b> \$113,870 <b>Account #</b> 10012103-049000
<b>Subject</b> RESOLUTION 2022-XX APPROVING A MASTER SERVICES AGREEMENT WITH SPORTS FACILITIES COMPANIES FOR THE SPORTS COMPLEX FEASABILITY STUDY	
<b>Presenter : Lauren Johnston, Assistant City Manager</b>	
<b>Background :</b>  Through the Strategic Action Plan, City Council identified a priority for the westward expansion.  A5. The westward expansion is guided by master planning for smart, managed, growth. Economic development is driven by Town Center regional destination initiatives. Economic growth and community marketing are supported by competitive youth sport activity centers catering to young athletes, families, and fans from regional and distant locations.  The Sports Complex feasibility study will determine the market demand and feasibility of developing a sports complex. The City suspects there may be a growing need for high quality venues to host regional, state-wide and even national sporting events and at the same time providing excellent facilities for resident use. The City presently has facilities that accomplish some of these same purposes and wishes to understand the impacts of a new complex on enhanced opportunities to produce economic development through visitor spending.  In accordance with the City's Purchasing Policy, City staff advertised for a request for qualifications. The City received seven (7) responses. The evaluation team ranked the qualifications and selected Sports Facilities Companies to conduct the study.  The agreement amount for these services is \$113,870.	
<b>Recommended Action :</b> <b>ADOPT RESOLUTION 2022-XX APPROVING A MASTER SERVICES AGREEMENT WITH SPORTS FACILITIES COMPANIES FOR THE SPORTS COMPLEX FEASABILITY STUDY</b>	



# **Council Priority Update – A5**

Lauren Johnston, Assistant City  
Manager

Jason DeLorenzo, Chief of Staff

October 11, 2022



## STRONG RESILIENT ECONOMY

The westward expansion is guided by master planning for smart, managed, growth. Economic development is driven by Town Center regional destination initiatives. Economic growth and community marketing are supported by competitive youth sport activity centers catering to young athletes, families, and fans from regional and distant locations.

Project Manager	<b>Economic Development</b>
Projected Budget	<b>\$75,000</b>
Funding Source	<b>Economic Development</b>
Est. Staff Hours	<b>160</b>
Completion Year	<b>Ongoing</b>

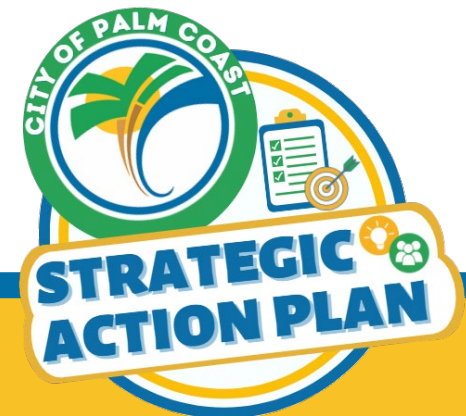
## PROGRESS TO DATE

- **New Priority for FY 23**
- **Staff pursued appropriations for Phase 1 of Matanzas Woods extension**

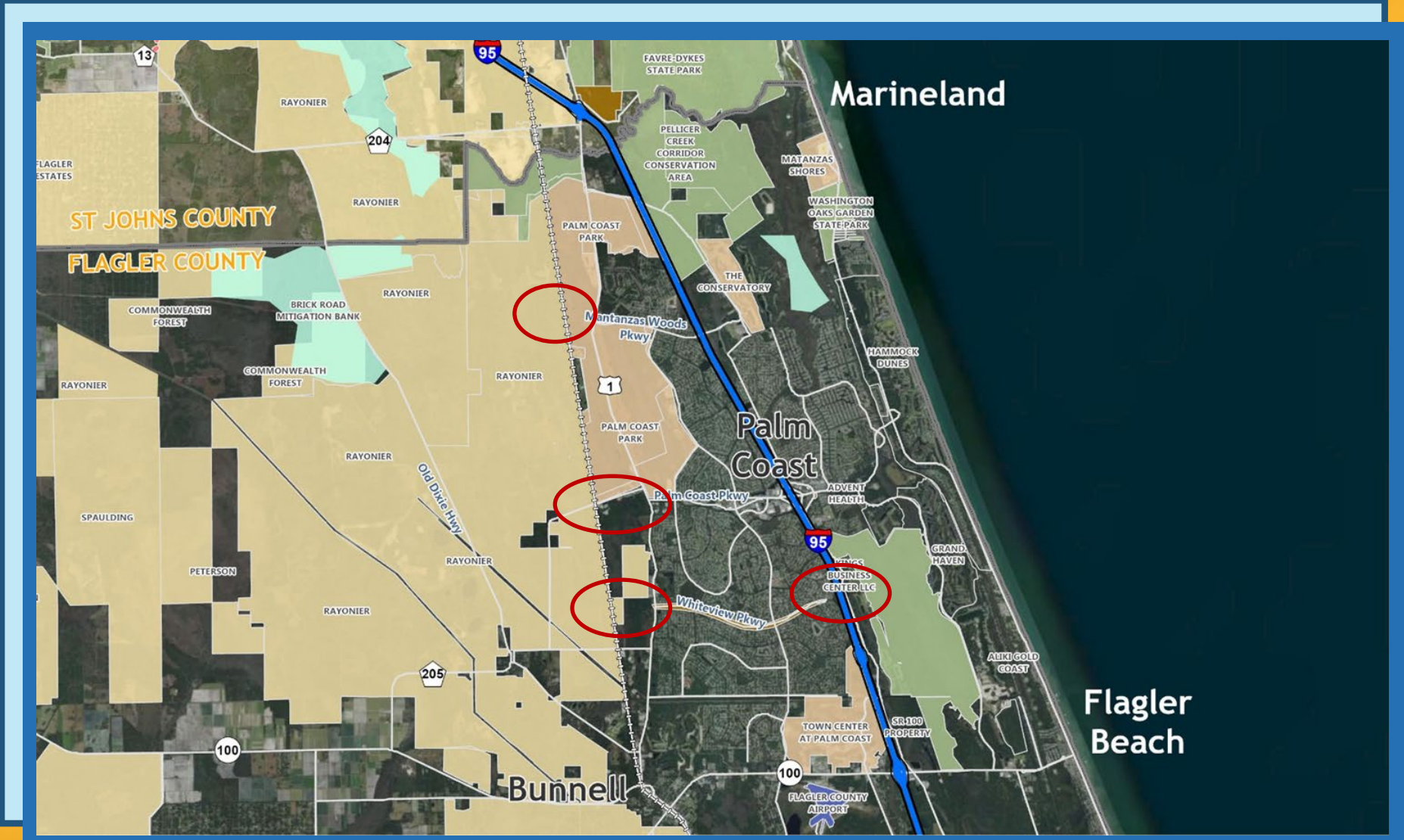


## PROJECTED OUTCOMES

- **Conceptual Master Plan of Matanzas Woods Flyover Area**
- **Secure funding and commence construction**
- **Deliver youth sports activity center feasibility study**
- **In collaboration of Council Priority C2, staff will work in conjunction on local recreation needs and regional impacts.**

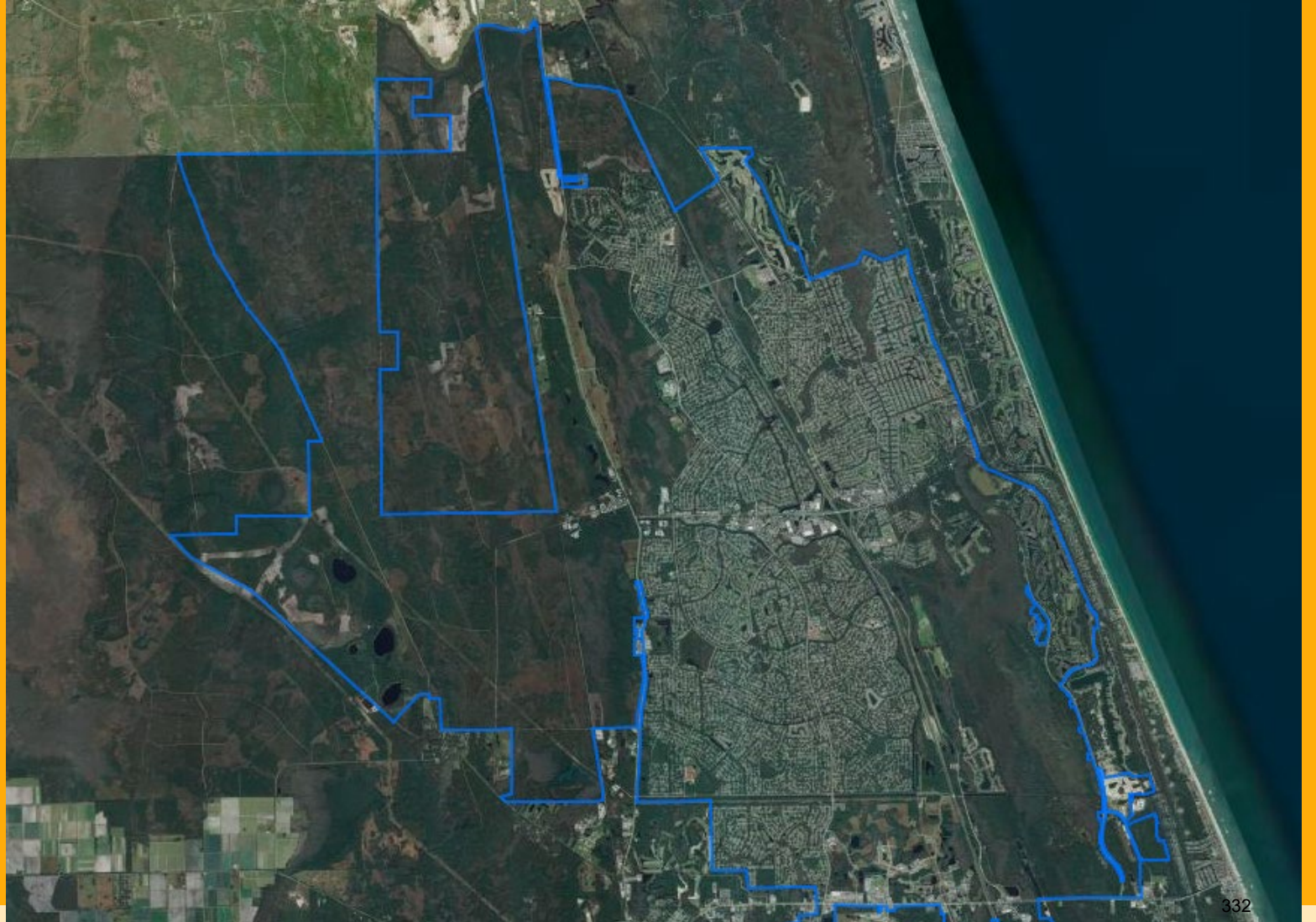


# Westward Expansion for Palm Coast



# Opportunities for Regional Impact

- Conservation
- Wildlife habitat corridors
- Secure water sources
- Economic growth planning
- Economic catalysts at a regional level
- Jobs
- Brightline Railway
- Commercial
- Industrial
- Variety of residential uses including attainable housing



# Matanzas Woods Extension Project



## Steps to Execute

- City Approval
- Secure Right-of-Way
- Planning, Design & Engineering Work
- Funding
- Construction

# Construction Plan

- Target Start Date - December 2022
- Target Complete Date - December 2024



# Council Consideration & Approval

## Scope of Work & Schedule

### Task 1 – Market and Competitive Analysis

- Schedule 1-12 weeks

### Task 2- Development Plan, Financial Analysis and Economic Benefit Projection

- Schedule 12-20 weeks\* per approval  
of completion of Task 1

**Total Fee \$113,370**





# Sports Facilities Companies

- 19 years of experience
- 2,000 + Communities served
- Corporate offices Clearwater, FL
- Strategic Planning of more that \$15 billion of sports and recreation assets
- Partnered with Haliff Associates, full service engineering and architecture firm



# Panama City Beach Sports Complex

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- 13 tournament quality fields
- 9 Astroturf with Z-Cap cooling technology fields
- 10 220-ft softball fields/youth baseball fields
- 5 collegiate-size baseball fields
- 2 Championship fields with seating for up to 1,500 spectators
- 7 batting cages





## Paradise Coast Sports Complex

- 180 Acre multi- event facility.
- 20 fields (9 multipurpose, 6 baseball, 5 softball)
- Stadium
- Welcome Center
- Great Lawn

**Questions?**



**RESOLUTION 2022- \_\_\_\_\_**  
**MASTER SERVICES AGREEMENT**  
**SPORTS COMPLEX FEASIBILITY STUDY**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM COAST, FLORIDA, APPROVING A MASTER SERVICES AGREEMENT FOR THE SPORTS COMPLEX FEASIBILITY STUDY WITH SPORTS FACILITIES COMPANIES; AUTHORIZING THE CITY MANAGER, OR DESIGNEE, TO EXECUTE THE AGREEMENT; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; PROVIDING FOR IMPLEMENTING ACTIONS AND PROVIDING FOR AN EFFECTIVE DATE**

WHEREAS, Sports Facilities Companies desires to provide a feasibility study for the Sports Complex for the City of Palm Coast; and

WHEREAS, the City Council of the City of Palm Coast desires Sports Facilities Companies to provide the feasibility study for the Sports Complex to the City of Palm Coast.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PALM COAST, FLORIDA AS FOLLOWS:**

**SECTION 1. APPROVAL OF AGREEMENT.** The City Council of the City of Palm Coast hereby approves the terms and conditions of the master services agreement relating to the Sports Complex Feasibility Study from Sports Facilities Companies, which is attached hereto and incorporated herein by reference as Exhibit "A."

**SECTION 2. AUTHORIZATION TO EXECUTE.** The City Manager, or designee, is hereby authorized to execute the necessary documents.

**SECTION 3. SEVERABILITY.** If any section or portion of a section of this Resolution proves to be invalid, unlawful, or unconstitutional, it shall not be held to invalidate or impair the validity, force, or effect of any other section or part of this Resolution.

**SECTION 4. CONFLICTS.** All resolutions or parts of resolutions in conflict with any of the provisions of this Resolution are hereby repealed.

**SECTION 5. IMPLEMENTING ACTIONS.** The City Manager is hereby authorized to take any actions necessary to implement the action taken in this Resolution.

**SECTION 6. EFFECTIVE DATE.** This Resolution shall take effect immediately upon adoption by the City Council.

**DULY PASSED AND ADOPTED** by the City Council of the City of Palm Coast, Florida, on this 18<sup>th</sup> day of October 2022.

*ATTEST:*

**CITY OF PALM COAST**

\_\_\_\_\_  
VIRGINIA A. SMITH, CITY CLERK

\_\_\_\_\_  
DAVID ALFIN, MAYOR

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_  
NEYSA BORKERT, CITY ATTORNEY

Attachment: Exhibit A – Master Service Agreement-Sports Facilities Companies



# RFSQ-ED-22-56 - SPORTS COMPLEX FEASIBILITY STUDY

## Project Overview

<b>Project Details</b>	
<b>Reference ID</b>	RFSQ-ED-22-56
<b>Project Name</b>	SPORTS COMPLEX FEASIBILITY STUDY
<b>Project Owner</b>	Shannon Nolan
<b>Project Type</b>	RFSQ
<b>Department</b>	Procurement
<b>Budget</b>	\$0.00 - \$0.00
<b>Project Description</b>	The City desires a sports complex feasibility study to determine the market demand and feasibility of developing a sports complex. The City suspects there may be a growing need for high quality venues to host regional, state-wide and even national sporting events and at the same time providing excellent facilities for resident use. The City presently has facilities that accomplish some of these same purposes and wishes to understand the impacts of a new complex on enhanced opportunities to produce economic development through visitor spending.
<b>Open Date</b>	Jul 20, 2022 8:00 AM EDT
<b>Intent to Bid Due</b>	Aug 17, 2022 2:00 PM EDT
<b>Close Date</b>	Aug 18, 2022 2:00 PM EDT

Highest Scoring Supplier	Score
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<b>Sports Facilities Companies</b>	<b>87.8 pts</b>
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## Seal status

Requested Information	Unsealed on	Unsealed by
Proposal	Aug 18, 2022 2:06 PM EDT	Shannon Nolan
Required Forms 1-5	Aug 18, 2022 2:06 PM EDT	Shannon Nolan
References	Aug 18, 2022 2:06 PM EDT	Shannon Nolan

## Conflict of Interest

# Declaration of Conflict of Interest You have been chosen as a Committee member for this Evaluation. Please read the following information on conflict of interest to see if you have any problem or potential problem in serving on this committee. ## Code of Conduct All information related to submissions received from Suppliers or Service Providers must be kept confidential by Committee members. ## Conflict of Interest No member of a Committee shall participate in the evaluation if that Committee member or any member of his or her immediate family: \* has direct or indirect financial interest in the award of the contract to any proponent; \* is currently employed by, or is a consultant to or under contract to a proponent; \* is negotiating or has an arrangement concerning future employment or contracting with any proponent; or, \* has an ownership interest in, or is an officer or director of, any proponent. Please sign below acknowledging that you have received and read this information. If you have a conflict or potential conflict, please indicate your conflict on this acknowledgment form with information regarding the conflict. I have read and understood the provisions related to the conflict of interest when serving on the Evaluation Committee. If any such conflict of interest arises during the Committee's review of this project, I will immediately report it to the Purchasing Director.

Name	Date Signed	Has a Conflict of Interest?
Carl Cote	Aug 22, 2022 4:39 PM EDT	No
Jose Papa	Aug 22, 2022 3:54 PM EDT	No





James Hirst	Aug 21, 2022 5:13 PM EDT	No
Lauren Johnston	Aug 18, 2022 2:23 PM EDT	No
Jason DeLorenzo	Aug 23, 2022 4:54 PM EDT	No
Shannon Nolan	Aug 18, 2022 2:07 PM EDT	No



## Project Criteria

Criteria	Points	Description
Project Understanding and Proposal	20 pts	<p>This section shall establish that the Proposer understands the City’s objectives and work requirements and Proposer’s ability to satisfy those objectives and requirements. Succinctly describe the proposed approach for addressing the required services and the Proposer’s ability to meet the City’s schedule for providing the work, service, outlining the approach that would be undertaken in providing the requested services. Unacceptable – No Response Provided or Information Does not Meet or Comply with Criteria 0 Poor – Partial submit or very limited info meets requirements 1 Below Standard – Mostly does not meet requirements 2 Marginal – Partially Meets Criteria 3 Average – Barely Meets Requirements 4 Above Average – Meets Requirements 5 Good – Slightly above Requirements 6 Very Good – Meets Requirements with partial that exceed 7 Well above average – Meets Requirements with majority that exceed 8 Excellent – Exceeds Requirements 9 Outstanding – Far Exceeds Requirements 10 This section shall establish that the Proposer understands the City’s objectives and work requirements and Proposer’s ability to satisfy those objectives and requirements. Succinctly describe the proposed approach for addressing the required services and the Proposer’s ability to meet the City’s schedule for providing the work, service, outlining the approach that would be undertaken in providing the requested services.</p>
Experience with Similar Projects, Technical Capability, and Qualifications	50 pts	Provide a listing of similar projects, maximum of three, by a team member who is specifically part of the team proposed in the response. Identify specific project details, including but not limited to, location, description of the funding entity,



		<p>project budget, project description, length, and outcomes. Unacceptable – No Response Provided or Information Does not Meet or Comply with Criteria 0 Poor – Partial submit or very limited info meets requirements 1 Below Standard – Mostly does not meet requirements 2 Marginal – Partially Meets Criteria 3 Average – Barely Meets Requirements 4 Above Average – Meets Requirements 5 Good – Slightly above Requirements 6 Very Good – Meets Requirements with partial that exceed 7 Well above average – Meets Requirements with majority that exceed 8 Excellent – Exceeds Requirements 9 Outstanding – Far Exceeds Requirements 10 Provide a listing of similar projects, maximum of three, by a team member who is specifically part of the team proposed in the response. Identify specific project details, including but not limited to, location, description of the funding entity, project budget, project description, length, and outcomes. Provide the contact information for the entities where work has been done for reference purposes. If this project is subject to FEMA or other Federal Funds reimbursement, please indicate whether the Proposer is a certified minority business entity.</p>
Project Innovation	10 pts	<p>In this section, discuss any ideas, innovative approaches, or specific new concepts included in the proposal that would benefit the City. The Proposer may suggest technical or procedural innovations that have been used successfully on other engagements. Unacceptable – No Response Provided or Information Does not Meet or Comply with Criteria 0 Poor – Partial submit or very limited info meets requirements 1 Below Standard – Mostly does not meet requirements 2 Marginal – Partially Meets Criteria 3 Average – Barely Meets Requirements 4 Above Average – Meets Requirements 5 Good – Slightly above Requirements 6 Very Good – Meets Requirements with partial that exceed 7 Well above average – Meets Requirements with majority that exceed 8 Excellent – Exceeds Requirements 9 Outstanding – Far Exceeds Requirements 10 In this section, discuss any ideas, innovative approaches, or specific new concepts included in</p>



		<p>the proposal that would benefit the City. The Proposer may suggest technical or procedural innovations that have been used successfully on other engagements.</p>
<p>Project Team</p>	<p>20 pts</p>	<p>Provide an organization chart showing a staffing plan, which clearly illustrates the key elements of the organizational structure of the entire project team with specific proposed functions for each individual listed. Identify the project team members, including major and minor sub-consultants, and provide their contact information and technical resumes. Project management and key personnel within each area of required services shall be identified and past experience of each, as it relates to this project, shall be discussed. Unacceptable – No Response Provided or Information Does not Meet or Comply with Criteria 0 Poor – Partial submit or very limited info meets requirements 1 Below Standard – Mostly does not meet requirements 2 Marginal – Partially Meets Criteria 3 Average – Barely Meets Requirements 4 Above Average – Meets Requirements 5 Good – Slightly above Requirements 6 Very Good – Meets Requirements with partial that exceed 7 Well above average – Meets Requirements with majority that exceed 8 Excellent – Exceeds Requirements 9 Outstanding – Far Exceeds Requirements 10 Provide an organization chart showing a staffing plan, which clearly illustrates the key elements of the organizational structure of the entire project team with specific proposed functions for each individual listed. Identify the project team members, including major and minor sub-consultants, and provide their contact information and technical resumes. Project management and key personnel within each area of required services shall be identified and past experience of each, as it relates to this project, shall be discussed. The City must approve any changes to the Project Management &amp; Key Personnel. This section should include information only on the individuals who will perform work on this project. Provide detail that identifies anticipated major milestones and their associated phasing as well as the allocation of</p>



		existing resources. The information provided under this section should be limited to a maximum of ten (10) pages.
Admin Review	Pass/Fail	Documents submitted and completed as requested and required.
<b>Total</b>	<b>100 pts</b>	



# Scoring Summary

## Active Submissions

	<b>Total</b>	<b>Project Understanding and Proposal</b>	<b>Experience with Similar Projects, Technical Capability, and Qualifications</b>	<b>Project Innovation</b>	<b>Project Team</b>
<b>Supplier</b>	<b>/ 100 pts</b>	<b>/ 20 pts</b>	<b>/ 50 pts</b>	<b>/ 10 pts</b>	<b>/ 20 pts</b>
Sports Facilities Companies	87.8 pts	17.6 pts	44.2 pts	8.8 pts	17.2 pts
Hunden Strategic Partners	86.2 pts	17.6 pts	44.4 pts	8 pts	16.2 pts
C.H. Johnson Consulting, Inc.	84.6 pts	17.8 pts	43.8 pts	6 pts	17 pts
Victus Advisors	84.4 pts	17 pts	43 pts	7.2 pts	17.2 pts
BerryDunn	79.6 pts	14.6 pts	42.6 pts	4.6 pts	17.8 pts



	<b>Total</b>	<b>Project Understanding and Proposal</b>	<b>Experience with Similar Projects, Technical Capability, and Qualifications</b>	<b>Project Innovation</b>	<b>Project Team</b>
<b>Supplier</b>	<b>/ 100 pts</b>	<b>/ 20 pts</b>	<b>/ 50 pts</b>	<b>/ 10 pts</b>	<b>/ 20 pts</b>
Eastern Sports Management	69.6 pts	14.2 pts	35 pts	5.6 pts	14.8 pts
The Research Associates	43.4 pts	8.6 pts	22 pts	4.2 pts	8.6 pts

	<b>Admin Review</b>
<b>Supplier</b>	<b>Pass/Fail</b>
Sports Facilities Companies	Pass
Hunden Strategic Partners	Pass



	<b>Admin Review</b>
<b>Supplier</b>	<b>Pass/Fail</b>
C.H. Johnson Consulting, Inc.	Pass
Victus Advisors	Pass
BerryDunn	Pass
Eastern Sports Management	Pass
The Research Associates	Pass