



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE AWARD OF REQUEST FOR PROPOSALS RFP #2025-09 "SWIM TEAM MANAGEMENT SERVICES" TO AB SWIM LLC; AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND ENTER INTO AN AGREEMENT WITH AB SWIM LLC FOR THE DEVELOPMENT, ADMINISTRATION, AND EXECUTION OF A YEAR-ROUND COMPETITIVE SWIM TEAM PROGRAM AT THE DORAL CENTRAL PARK AQUATIC CENTER; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; PROVIDING FOR THE EXPENDITURE OF BUDGETED FUNDS; AND PROVIDING FOR AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

The Parks and Recreation Department, respectfully requests approval from the Mayor and City Council to authorize the City Manager to execute an agreement with AB Swim LLC for Swim Team Management Services at the Doral Central Park Aquatic Center. Pursuant to Section 2-323(5) of the City's Code of Ordinances, "training, academic programs, lectures, education services or seminars, specialized services, and recreational instructors" are exempt from the City's competitive bidding procedure, however, the City proceeded with a formal procurement process to ensure transparency and competitiveness.

On June 4, 2025, the Procurement and Asset Management Department issued RFP No. 2025-09, seeking proposals from qualified organizations or individuals to provide Swim Team Management Services. The intent of this RFP was to establish a year-round competitive swim team program aligned with USA Swimming and Florida Gold Coast Swimming standards, branded as the City of Doral Swim Team. The notice of solicitation was published on the City's website, Vendor Registry, and DemandStar.com.

By the submission deadline of July 11, 2025, the City received five (5) proposals from: AB Swim, LLC; Eagle Aquatics; Hurricane Aquatics; Olympus Swimming Club LLC; and Tri2One, Inc. All were deemed responsive and moved forward for committee review. On July 22, 2025, the Evaluation Committee met to review and rank the proposals. Based on the scoring criteria, three (3) firms were shortlisted: AB Swim LLC, Eagle Aquatics, and Hurricane Aquatics.

On August 5, 2025, shortlisted proposers were invited to interviews and presentations. Eagle Aquatics declined to participate, leaving only AB Swim LLC and Hurricane Aquatics to be scored.

Upon conclusion of the evaluation process, the Committee ranked AB Swim LLC first, followed by Hurricane Aquatics. The Evaluation Committee formally recommended AB Swim LLC as the most qualified proposer to manage the program. The City Manager concurs with this recommendation and seeks Council approval to move forward with the execution of an agreement.

The contracted provider will accept registrations and pay the city a revenue share of collected registration fees. The revenue percentage will be finalized during negotiations with the awarded provider. The proposed program will run year-round and provide swimmers of all ages and skill levels with a structured pathway for athletic development, while also prioritizing community engagement, safe sport practices, and alignment with the City's long-term aquatic development goals.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.	Percentage Revenue Share		Revenue
2.	\$0		
Total:	\$0		
Fiscal Impact Statement: The proposed item has a fiscal impact on revenues of approximately \$100,000.00 annually from swim team membership fees. The provider will pay the City.			

STRATEGIC PLAN ALIGNMENT:

This program supports the City's Parks and Recreation Strategic Plan by promoting adult and youth health and wellness, expanding program diversity, ensuring community access and strengthening Doral's placemaking through the City branded swim team.

ATTACHMENT(S):

- A. Draft Resolution