



## BID RECOMMENDATION FORM

**TITLE:**

**DATE OF RECOMMENDATION:**

RFP 23/24-068, Paddleboard & Kayak Rental Stations

5/3/2024

**BIDDERS**

**BID TOTAL**

PADL, LLC.

TBD

Whenever Water Sports, LLC.

No Bid

**FUNDING SOURCE:** Revenue

**RECOMMENDATION:**

Approval to accept staff's evaluation of the Proposer, PADL, LLC., for RFP No. 23/24-068, Paddleboard & Kayak Rental Stations.

**If only one Bid is received, state reason why accepted and not rebidding:**

Upon review of PADL, LLC.'s proposal, it is in the County's best interest to accept their proposal and not re-bid. PADL, LLC. meets all the requirements listed in the Request for Proposal. PADL, LLC is the current vendor for paddleboard & kayak rental stations.

**Staff Assigned to Tabulate Bids and Make Recommendations:**

**NAME/TITLE:**

Justin Pierce, Director of Parks and Recreation

**SIGNATURE:**

Justin Pierce

Digitally signed by Justin Pierce  
Date: 2024.05.06 14:07:14 -04'00'

# BID TABULATION FORM

RFP: 23/24-068

Date:

April 23, 2024

Proj: **Paddleboard & Kayak Rental Stations**

Time Open:

9:03 AM

Ad: Clay Today, April 4, 2024

Time Close:

9:04 AM

This is a generic Bid Tabulation Form; all required bid documents will be verified prior to bid recommendation.

## Bids to be evaluated based on evaluation criteria established in bid document

	Bidder	Addendum	Total
1	PADL, LLC	N/A	TBD
2	Whenever Water Sports, LLC.	N/A	No Bid
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			



Clay County  
**Purchasing / Administrative and Contractual Services**

477 Houston Street, Green Cove Springs, FL 32043

**EVALUATION TABULATION**

RFP No. 23/24-068

Paddleboard & Kayak Rental Stations

RESPONSE DEADLINE: April 22, 2024 at 4:00 pm

**CONSENSUS SCORECARD SUMMARY**

Vendor	Experience and Past Performance (25 points) Points Based 25 Points	Proposed Approach to the Project (30 points) Points Based 30 Points	Safety/Emergency Plan (10 points) Points Based 10 Points	Financial Ability (20 points) Points Based 20 Points	Revenue Share Fee (15 points) Points Based 15 Points	Total Score (Max Score 100)
PADL LLC	23.33	23.67	9.67	15.33	14	<b>86</b>

**EVALUATORS**

Name	Title
Randy Ferris	Natural Resources Superintendent
Kimberly Morgan	Director of Tourism & Film Development
Tony Stimac	Program Manager

**AGGREGATE SCORES SUMMARY**

Vendor	Randy Ferris	Kimberly Morgan	Tony Stimac	Total Score (Max Score 100)
PADL LLC - Miami, FL	90	81	87	<b>86</b>

EVALUATION TABULATION

RFP No. 23/24-068

Paddleboard & Kayak Rental Stations

**EVALUATION CRITERIA**

Criteria	Scoring Method	Weight (Points)
Experience and Past Performance (25 points)	Points Based	25

Description:

Describe the Proposer’s past performance, experience in providing stations and its knowledge of business operations and legal requirements associated with this type of operation. State the number of years that the Proposer has been in existence, the current number of employees, and the primary markets served. Provide a detailed description of comparable contracts (similar in scope of services to those requested herein) which the Proposer has either ongoing or completed within the past three (3) years. Where possible, list and describe those projects performed for government clients or similar size private entities. The description should identify for each project:

- 1) Client Name with contact person, phone number and email
- 2) Description of work
- 3) Total dollar value of the contract
- 4) Dates covering the term of the contract
- 5) Results of the project

Criteria	Scoring Method	Weight (Points)
Proposed Approach to the Project (30 points)	Points Based	30

Description:

- A. Describe the types of rentals planned.
- B. Describe the structure of the rental stations.
- C. Attach aerial photos and descriptions of the proposed sites for the paddleboard/kayak station locations at each service location listed in the scope of work.
- D. Describe understanding, experience and methods used in enforcing the restrictions placed to deal with such matters as:
  - 1) Customers following strict safety guidelines;
  - 2) Customers obtaining proper training prior to engaging in rentals;
  - 3) Limitations on the number of customers participating at one time;
  - 4) Requirement of customers maintaining distances and being considerate of other patrons of the Park.
- E. Provide information concerning all necessary licenses and certifications.

EVALUATION TABULATION

RFP No. 23/24-068

Paddleboard & Kayak Rental Stations

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- F. Provide sample of waiver/release of responsibility. Describe how Proposer will address this requirement with patrons for utilization of equipment.
- G. Describe policies and procedures for ensuring a safe and well-maintained operation, including Local, State, and Federal requirements and required safety equipment;
- H. Describe daily rental procedures and meeting requirement for having patrons sign waivers;
- I. Describe standards for providing excellent customer service and prompt complaint resolution;
- J. Describe employee hiring practices (if applicable);
- K. Describe the program for safety and maintenance of equipment and proper storage;
- L. Describe approvals and installation of signage;
- M. Describe management and maintenance of the rental stations and surrounding area;
- N. Provide detailed proposed fees or charges;
- O. Describe Proposer’s plan to prepare rental stations for operation and planned start date following County Notice to Proceed;
- P. Description of handling paying of expenses and proper handling of sales and providing reports as required;
- Q. Describe Proposer’s marketing plan for the offerings and provisions of rental services.

Criteria	Scoring Method	Weight (Points)
Safety/Emergency Plan (10 points)	Points Based	10

Description:

Provide a description of how the safety of the public will be protected during operations with equipment, procedures, training, etc. Outline hurricane/tropical storm protocols, pandemic protocols, loss of paddleboard/kayak, lost contact with renter, etc.

EVALUATION TABULATION

RFP No. 23/24-068

Paddleboard & Kayak Rental Stations

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Criteria	Scoring Method	Weight (Points)
Financial Ability (20 points)	Points Based	20

Description:

- A. Provide a breakdown of the estimated up-front costs for starting the rental stations including costs for the proposed equipment.
- B. Describe in detail Proposer’s ability to access and/or provide all the necessary funding for startup costs and to maintain operations.
- C. Provide list of current assets and equipment utilized in existing operations.

Criteria	Scoring Method	Weight (Points)
Revenue Share Fee (15 points)	Points Based	15

Description:

The successful Proposer shall pay to the County a percentage of total monthly gross revenue net sales tax.

Please indicate the Revenue Share Fee Percentage for each location proposed, by uploading your own pricing and percentage document.

- \_\_\_\_\_ percent - Camp Chowenwaw - 1517 Ball Rd, Green Cove Springs, FL 32043
- \_\_\_\_\_ percent - Doctors Lake Park & Boat Ramp - 3108 Hwy 17, Orange Park, FL 32003
- \_\_\_\_\_ percent - Governor's Creek Boat Ramp - 1973 Hwy 17, Green Cove Springs, FL 32043
- \_\_\_\_\_ percent - Lake Brooklyn Boat Ramp - 7165 King St, Keystone Heights, FL 32656
- \_\_\_\_\_ percent - Lake Geneva Park & Boat Ramp - 6360 5th Street Keystone Heights, FL 32656
- \_\_\_\_\_ percent - Lakeshore Boat Ramp - 4300 Lakeshore Drive, Fleming Island, FL 32003
- \_\_\_\_\_ percent - Main Street Boat Ramp/Middleburg Boat Ramp - 3788 Main St, Middleburg, FL 32068
- \_\_\_\_\_ percent - Old Ferry Boat Ramp - 2231 Old Ferry Rd, Green Cove Springs, FL 32043

### 3. Scope of Work

#### 3.1. Purpose

Clay County Board of County Commissioners is seeking qualified Proposer(s) to operate a paddleboard and/or kayak rental services at various parks/boat ramps that provide waterway access throughout Clay County, Florida. The County aims to establish a high-quality, safe, and environmentally conscious paddleboard and kayak rental service that enhances outdoor recreational opportunities, supports tourism, and contributes to the economic and social vitality of Clay County.

The County reserves the right to award to multiple Proposers. The sale of food and beverages is strictly forbidden and must not be included in any proposal pertaining to this RFP. Above all, the design and appearance of each proposed station must be aesthetically pleasing and complimentary to the surrounding park lands.

#### 3.2. Scope

The Proposer may offer manned stations and/or automated rental stations. The Proposer shall be responsible for verifying any and all information and to familiarize themselves with the site location and work required, prior to submitting a proposal. Proposers are expected to examine the property and identify its suitability for this rental operation. The County makes no guaranty or warranty, either expressed or implied, with respect to the property.

The successful Proposer must provide:

- A. **Furnishings and Equipment:** The successful Proposer must provide all necessary items for a paddleboard and/or kayak rental station, including kayaks, paddleboards, safety equipment, and other related supplies. The Proposer shall provide a complete list of rental equipment that will be provided to include:
  - Type and brand of paddleboards and/or kayaks to be rented.
  - Types of personal flotation devices to be used.
  - Types of paddles and any other standard rental equipment.
- B. There must be a minimum of four (4) paddleboards and/or kayaks per location. Based on the demand for rentals and available space, the County shall have the option to confer with the successful Proposer and approve an increase in the number of vessels stored on site.
- C. **Compliance with Regulations:** Be responsible for reviewing and complying with all applicable Local, State, and Federal rules, regulations, statutes, ordinances, including but not limited to laws governing operation of paddleboard and/or kayak rentals and any requirements of governmental entities applicable to Proposer's use of property location(s).
- D. **Equipment Storage:** Paddleboards and/or kayaks may be brought into the park on storage trailers/stands and the successful Proposer may operate from such.

- E. **Inspection of Property:** Locations considered for rental stations are available for independent inspection during normal park hours.
- F. **Property Condition:** Acknowledge the rental properties are offered "AS IS." Installation of temporary improvements or structures requires the County's express written approval.
- G. **Installation of Racks and Tents:** May be authorized to erect an agreed upon amount of racks capable of storing equipment. These improvements may also include a temporary tent with roll down sides. The successful Proposer must abide by any environmental rules governing site improvements, temporary structures or related items, as well as any permitting requirements.
- H. **Utility Availability:** Electricity and water may not be available on the rental site, depending on location.
- I. **Equipment Acquisition:** All desired equipment must be purchased by the successful Proposer at their own expense.
- J. **Technology Integration:** Each location must be connected via mobile devices to facilitate reservations, payments, and tracking.
- K. **Automated Locks:** May use automated locks with the equipment.
- L. **Clear Policies:** Provide transparent policies regarding reservations, cancellations, and refunds.
- M. **Public Rights and Dignity:** The public's right shall not be infringed upon by any activity of the successful Proposer or any of its personnel. The activities of the successful Proposer shall be to render service to the public in a dignified manner. The successful Proposer shall use no undue pressure, coercion or persuasion in an attempt to influence the public to use the services or products of the successful Proposer.
- N. **Safety and Convenience:** Ensure that rental of all paddleboards and/or kayaks shall be done in accordance with all applicable regulations and in compliance with all applicable regulations and recommendations to the basic safety regulations. The successful Proposer will adhere to the program as approved by the County for all rentals under the Contract. The successful Proposer shall post an emergency number and email where the public can report any incidents. Operation in a manner ensuring public safety and convenience. If offering training or lessons, staff must possess the necessary skills for safe and effective instruction.
- O. **Customer Service:** Provide efficient customer service to answer questions and provide information concerning, among other things: rental process, pricing, locations, billing, and handling of incidents and complaints.
- P. **Competitive Pricing and Quality:** Offering of quality equipment and services at prices consistent with similar local facilities.
- Q. **Visibility of Pricing:** All pricing for all goods and services must be posted and visible for all customers.



- R. **Maintenance of Facilities and Equipment:** Maintenance of all facilities and equipment in a clean and sanitary condition. Equipment shall be kept and maintained in a safe and seaworthy condition.
- S. **Security and Storage:** Security and storage of necessary equipment will be the responsibility of the successful Proposer. The successful Proposer may be authorized to store equipment at the property location(s), in an area designated by the County and Parks Manager.
- T. **Environmental Preservation:** Commitment to preserving natural resources and minimizing negative impacts on park and waterway areas.
- U. **Operation Responsibility:** Sole responsibility for the operations and maintenance of all equipment.
- V. **Operational Deadline:** Expectation is to have operations fully functional by no later than June 30, 2024.

### **Service Locations**

The following are waterfront locations considered for rental stations. Proposers do not have to provide services at all locations to be considered for award.

- Camp Chowenwaw - 1517 Ball Rd, Green Cove Springs, FL 32043
- Doctors Lake Park & Boat Ramp - 3108 Hwy 17, Orange Park, FL 32003
- Governor's Creek Boat Ramp - 1973 Hwy 17, Green Cove Springs, FL 32043
- Lake Brooklyn Boat Ramp - 7165 King St, Keystone Heights, FL 32656
- Lake Geneva Park & Boat Ramp - 6360 5th Street Keystone Heights, FL 32656
- Lakeshore Boat Ramp - 4300 Lakeshore Drive, Fleming Island, FL 32003
- Main Street Boat Ramp/Middleburg Boat Ramp - 3788 Main St, Middleburg, FL 32068
- Old Ferry Boat Ramp - 2231 Old Ferry Rd, Green Cove Springs, FL 32043

### **Hours of Operation**

Minimum operating hours shall be 8:00 a.m. to sunset, seven (7) days a week, including holidays. The County may authorize a change in hours of operation, if such a change is desirable in providing the best service to the public.

### **Marketing/Tourism**

The successful Proposer shall maximize all opportunities through sponsor partnerships and build continuing relationships within the County, Municipalities, mission sponsors, industry partners and local vendors in order to continue to expand and grow this project. The successful Proposer shall work closely and consistently with the Clay County Tourism Department and the County's Tourism Related Businesses to meet all goals regarding marketing, visitor research and other programs that will

be mutually beneficial for both the County and the successful Proposer. The successful Proposer shall operate a mutually beneficial website and/or social media.

### **Reporting**

The successful Proposer shall supply monthly reports including, but not limited to, the following:

- Number of rentals, including repeat rentals
- Route usage
- Zip code of renter

The successful Proposer is encouraged to provide reporting from website and/or social media analytics to support Marketing/Tourism efforts.

### **3.3. Qualifications**

Proposers must demonstrate the ability to provide safe, consistent and reliable services that will:

- Provide recreational outdoor options to residents and visitors of Clay County.
- Maximize the public's use and enjoyment through healthy activities.
- Foster an awareness and appreciation of the natural environment.
- Encourage tourism.
- Provide an accurate and verifiable system to account for all revenue collected.
- Provide an accurate and verifiable system to determine the dates and times of operation.
- Adequately compensate the County.
- Provide patrons with safe, high quality paddleboards and/or kayaks for rental at reasonable prices.
- Provide adequate safety equipment including approved floatation devices and distress whistles for each patron.
- Provide adequate communication equipment to manage the operation.

### **3.4. Personnel (if applicable, for manned stations)**

- A. All persons involved in rental operations are required to undergo a background check and drug test at the successful Proposer's expense. In addition, it is the successful Proposer's responsibility to ensure all new hires, officers, and agents, are communicated to the County after completion of the background checks and drug testing.
- B. The County reserves the right to request random drug testing of all of the successful Proposer's personnel at the Proposer's cost.

- C. All personnel of the successful Proposer shall be neatly attired in uniform/T-shirts that identify them as personnel of the successful Proposer.
- D. The design of such uniforms shall be subject to the prior approval of the County. All uniforms worn shall be maintained in a neat and clean manner.
- E. All personnel of the successful Proposer shall wear identification badges that will be furnished by and at the expense of the successful Proposer. No individual shall be permitted to work without identification.

### 3.5. Independent Contractor

The successful Proposer will operate as an independent contractor and are not considered to be County personnel. The Proposer must obtain all County and/or City licenses as applicable.

### 3.6. Signs

The successful Proposer shall not place any sign or advertisement upon any property of the County without written approval by County.

### 3.7. Permit & Fees

The Proposer shall comply with all applicable State and local laws, ordinances, codes, and regulations. This project is not exempt from permit fees and permit fees must be paid to the County Building Department and/or Municipality by the Proposer. For questions about permitting please contact:

#### **Clay County Building Department**

Phone: (904)269-6307

Email: [permits@claycountygov.com](mailto:permits@claycountygov.com)

Website: <https://www.claycountygov.com/government/building>

All applicable permits, fees, licenses, and final County and municipality inspections are the responsibility of and will be paid for by the Proposer as specified in the plans.

All other permits, assessments, fees, bonds, and other charges as necessary to perform and complete the work of the awarded Contract, including any related inspection fees.

Utility service connection fees and required utility service fees, if any, will be paid for and coordinated by the Proposer.

### 3.8. Compensation

In consideration for the right and privilege to conduct operations, the successful Proposer must compensate the County with a Revenue Share Fee. This fee shall be inclusive of gross receipts less the net sales tax. The County reserves the right to audit any financial documentation at any time.

### 3.9. Term

The award will result in a one (1) Year Agreement with the County reserving the right and option to extend the Agreement for an additional two (2) periods of twelve (12) months each upon written approval.

All Proposers must be licensed to do business in the State of Florida at the time of submission.

### 3.10. Performance Evaluation

A work performance evaluation will be conducted periodically to ensure compliance with the contract.

### 3.11. Selection Criteria / Evaluation Committee

The Professional Services Evaluation Committee shall determine qualifications, interest and availability by reviewing all Bids received that express an interest in performing these services, and when deemed necessary, by conducting formal interviews of selected Bidders that are determined to be best qualified based upon the evaluation of the Bids.

Bidders are advised that lengthy or overly verbose or redundant submissions are not necessary. Compliance with all requirements will be solely the responsibility of the Bidder. Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the Bid as non-responsive. The response to each of the criteria will be evaluated relative to the other responses received and the RFP shall be awarded to the most qualified Bidder that meets all requirements of the RFP. Bidders are encouraged to arrange their Bids in a format that will offer ready review and evaluation of each criterion. The Board of County Commissioners reserves the right to request oral presentations from one or more selected Bidders.

### 3.12. Damage to Public or Private Property

If property (public or private) is damaged while Proposer is performing the service specified or is removed for the convenience of the work, it shall be repaired or replaced at the expense of the Proposer in a manner acceptable to the County prior to the final acceptance of the work. Proposer will be responsible for applying and securing any permits that may be required to complete such repairs. Such property shall include but not be limited to existing facilities and all of its components, site amenities, concrete and/or asphalt surfaces, vehicles, structures, sidewalks, curbs and gutters, driveways, utilities, bulkheads, etc.

Proposer must provide protection necessary to prevent damage to property being repaired or replaced.

If the work site has any pre-existing damage, the Proposer shall notify the County Project Manager or designee in writing. Failure to do so shall obligate the Proposer to make repairs per the above section. Any damage to the roads, facilities, services, utilities, irrigation systems, park or street furniture, tree stakes or straps, vegetation, etc., caused by the action of the Proposer shall be repaired or replaced at the expense of the Proposer to the satisfaction of the County. Failure to restore said property within five (5) working days following notification will result in an invoice due to the County.

Should the County have any expenses incurred due to the Proposer not restoring the property/damage within said time, any appropriate labor, material, and/or equipment use or rental to restore damaged property to its original condition will be deducted from the final Invoice prior to a payment being made.

### **3.13. Compliance with Occupation Safety and Health Act**

The Proposer warrants that the product, products, or services supplied to Clay County shall conform in all respects to the standards set forth in the Occupational Safety and Health Act (OSHA) of 1970 as amended and the failure to comply will be considered a breach of contract. Clay County shall be held harmless against any unsafe conditions and Proposer employee incidents.

Proposer certifies that all material, equipment, services, etc., furnished in this bid meets all OSHA requirements for the applicable Sectors. Proposer further certifies that, if he is the successful Proposer, and the material, equipment, service, etc., delivered or provided is subsequently found to be deficient in any OSHA requirement in effect on date of delivery or service fulfillment date, all costs necessary to bring the material, equipment, service, etc., into compliance with the aforementioned requirements shall be borne by the bidder. All Personal Protective Equipment used by the Proposer and their employees shall be ANSI certified and meet OSHA standards.

### **3.14. Cancellation of Contract**

If the awarded Proposer fails to maintain acceptable product quality or to perform adequately in accordance with the terms, conditions and scope established in this Request for Bid, the County reserves the right to cancel the contract upon thirty (30) days written notice to the Proposer.

### **3.15. Additional Services**

If the County and/or awarded Proposer identifies any additional services to be provided by Proposer that are not covered under the Agreement but are beneficial to the County, such additional services shall be mutually negotiated between the County and the Proposer.



Clay County  
Purchasing / Administrative and Contractual Services

477 Houston Street, Green Cove Springs, FL 32043

[WHENEVER WATER SPORTS LLC] RESPONSE DOCUMENT REPORT

RFP No. 23/24-068

Paddleboard & Kayak Rental Stations

RESPONSE DEADLINE: April 22, 2024 at 4:00 pm

Whenever Water Sports LLC Response

CONTACT INFORMATION

**Company:**

Whenever Water Sports LLC

**Email:**

wheneverwatersports@gmail.com

**Contact:**

Michael Ulitsch

**Address:**

1381 North Street  
Suffield, CT 06078

**Phone:**

N/A

**Website:**

[wheneverwatersports.com](http://wheneverwatersports.com)

**Submission Date:**

"No Bid" submitted on Apr 22, 2024 8:31 AM for the following reason:

*We don't believe these particular locations would perform well enough to make sense for us without subsidization.*



Clay County  
Purchasing / Administrative and Contractual Services  
477 Houston Street, Green Cove Springs, FL 32043

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**[PADL LLC] RESPONSE DOCUMENT REPORT**

RFP No. 23/24-068

Paddleboard & Kayak Rental Stations

RESPONSE DEADLINE: April 22, 2024 at 4:00 pm

**PADL LLC Response**

**CONTACT INFORMATION**

**Company:**

PADL LLC

**Email:**

andres@padl.co

**Contact:**

Andres Avello

**Address:**

951 Crandon Blvd

491346

Key Biscayne, FL 33149

**Phone:**

(786) 749-6730

**Website:**

<https://www.padl.co>

**Submission Date:**

Apr 17, 2024 4:59 PM

Project View Count

318



Vendor Funnel

Followers	8
Downloaders	14
Applicants	3
No Bids	1
Submissions	1

Vendors

Vendor	Followed	Downloaded	Applied	No Bid	Submitted
C1000 LLC <i>cheya@cheyathousand.com</i>	✓	✓			
Castle Bay Design Studio - Landscape Architecture  No Reviews <i>jonathan@castlebaydesignstudio.com</i>		✓			
FTS Telecom <i>daniel@ftstelecom.com</i>		✓			
Florida Surety Bonds, Inc.  No Reviews <i>sarah@floridasuretybonds.com</i>	✓				
Gulfstream Contracting Group, LLC  No Reviews <i>gulfstreamcontractinggroup@gmail.com</i>	✓		✓		
More Than Ink  No Reviews <i>team@morethanink.com</i>		✓			
None <i>martin.larinas@gmail.com</i>		✓			
PADL LLC  No Reviews <i>andres@padl.co</i>	✓	✓	✓		✓
PWXPress  No Reviews <i>bids@pwxpress.com</i>		✓			
PublicQuest Solutions LLC  No Reviews <i>jonis@publicquestsolutions.com</i>	✓				
SIGNS EXPERTS		✓			



<i>info@signsexperts.com</i>					
Source Management  No Reviews <i>sourcemanagement@deltek.com</i>	✓	✓			
THWilson Bonds <i>thwbonds@outlook.com</i>		✓			
The MKT Store LLC <i>santos.lucas.lcs@gmail.com</i>	✓	✓			
VendorLink, LLC <i>bids@evendorlink.com</i>		✓			
Whenever Water Sports LLC  No Reviews <i>wheneverwatersports@gmail.com</i>	✓	✓	✓	✓	
bidnet <i>gbs@bidnet.com</i>		✓			