



Memorandum

Date: March 12, 2025

To: Honorable Mayor and Councilmembers

From: Zeida Sardinas
City Manager

Department: Erin Sullivan
Parks & Recreation Director

Subject: **Request to Enter into Agreements for Recreation & Fitness Programs**

Introduction

The Parks & Recreation Department respectfully requests approval from the Mayor and City Councilmembers to authorize the City Manager to negotiate and enter into an agreement with Greisy's Total Training, Pilafit, Feel Well Train Better, Ms. Sara Music for Babies, Regina de Los Santos Salsa & Bachata, Pinecrest Dance, Ady & Company, Inc., & Level Up Mobile Gym for the provision of providing recreation and fitness programming services for the City of Doral Parks & Recreation Department.

Background

On November 12, 2024, the City issued RFP #2024-21 "Recreation and Fitness Programs" seeking qualified and experienced firms to provide recreation and fitness programs for youth, adults, and senior citizens at City parks and facilities, including, but not limited to Doral Central Park. Notices were advertised on the City's website, Vendor Registry, and social media. Through our advertising on social media new vendors reached out to the Parks and recreation department to offer their fitness and recreational programming after the bid process had been completed. The fitness programs are essential to the operations of the Doral Central Park fitness class programming as they would provide programming that was not received during the initial bid process. Expanding our programs to include these vendors would enhance the variety and accessibility of fitness and wellness programs available to the community and are essential to the success of Doral Central Parks Community & Fitness Center.

The City of Doral and the recreational program providers will split the revenue generated from the recreational program's registration between a range of 70/30% - 75/25% with the city being entitled to 25-30%. The revenue share percentage will be determined during the contract negotiation phase. Senior and special needs programming will be paid an hourly/per class rate, instead of a revenue share.

Certain fitness classes for the Community Center at Doral Central Park will be included in the facility membership, therefore these instructors will be paid by the City on a per class rate determined during the negotiation phase. Fitness classes outside of the included membership rate will split the revenue generated from the fitness' program's registration. Registration will be collected either by the provider or the City and will also be determined during the negotiation phase. All revenue collected will be deposited into Revenue Account 001.9000.347405 (Recreation – Community Center). Any program expenses will be paid from account 001.90005.500340 (Contractual Services) and will not exceed budgeted funds.

The recommended providers are new providers who can offer a wide variety of new programs. The providers will offer programs including fitness dance classes, High Intensity interval training, bootcamp fitness, Pilates, Aqua fitness, Acro, Flamenco, music classes and entrepreneurship classes tailored to different age groups, abilities and community needs. With the addition of Doral Central Park's Community and Fitness Center, there is a growing need to add additional programming, especially fitness-based classes. The Department will continue to solicit program providers to offer a diverse array of program offerings that meet the community's needs.

Providers that will be included in the fitness center membership will be: Pilafit, Regina de los Santos salsa and bachata, Greisy's Total Training, and Feel Well Train Better. There will also be other provider classes offered that were awarded in the previous recreation programs bid (Res. No. 25-08) and other existing programs the City currently offers.

The recommendation is to enter into agreements with the following providers as follows:

Greisy's Total Training	I Year Pilot Program with One 2-Year Renewal
Feel Well Train Better	I Year Pilot Program with One 2-Year Renewal
Pilafit	I Year Pilot Program with One 2-Year Renewal
Regina de los Santos Salsa & Bachata	I Year Pilot Program with One 2-Year Renewal
Pinecrest Dance	I Year Pilot Program with One 2-Year Renewal
Sara Music for Babies	I Year Pilot Program with One 2-Year Renewal
Level Up Mobile Gym	I Year Pilot Program with One 2-Year Renewal
Ady & Company, Inc.	I Year Pilot Program with One 2-Year Renewal

Fiscal Impact

The city receives monthly revenue from the provider as outlined in the percentage revenue share between the city and the contracted provider.

This item is expected to generate revenue for the city through program registration fees, with the city receiving 25%-30% of program revenue. Senior and Special Needs programming will be

paid on an hourly or per-class rate and will not exceed budgeted funds. Fitness classes for the Community Center at Doral Central Park will be included in the membership, therefore these instructors will be paid on a per class rate and will not exceed budgeted funds. All revenue will be deposited into Revenue Account 001.9000.347405 (Recreation – Community Center) and expenses will be paid from Account 001.90005.500340. The fiscal impact is expected to remain within budgeted amounts.

Recommendation

The City Manager's Office respectfully requests approval from the Mayor and City Councilmembers to authorize the City Manager to negotiate and enter into an agreement with the following firms for the provision of providing recreation and fitness programming services for the City of Doral Parks & Recreation Department: Greisy's Total Training, Pilafit, Feel Well Train Better, Ms. Sara Music for Babies, Regina de Los Santos Salsa & Bachata, Pinecrest Dance, Ady & Company, Inc., & Level Up Mobile Gym for a one (1) year Pilot Program with one (1) two (2) Year Renewal.