



Seminole County  
**Resource Management - Purchasing & Contracts**

Stephen Koontz, Purchasing and Contracts Manager  
 1301 East Second St., Sanford, FL 32771

**EVALUATION TABULATION**

<b>BID NUMBER:</b> RFP-604683-24/LAS  <b>BID TITLE:</b> Concessionaire Services At BOOMBAH Sports Complex  <b>OPENING DATE:</b> September 11, 2024	ALL BIDS ACCEPTED BY SEMINOLE COUNTY ARE SUBJECT TO THE COUNTY'S TERMS AND CONDITIONS AND ANY AND ALL ADDITIONAL TERMS AND CONDITIONS SUBMITTED BY THE BIDDERS ARE REJECTED AND SHALL HAVE NO FORCE AND EFFECT. BID DOCUMENTS FROM THE VENDORS LISTED HEREIN ARE THE ONLY BIDS RECEIVED TIMELY AS OF THE OPENING DATE AND TIME. ALL OTHER BID DOCUMENTS SUBMITTED IN RESPONSE TO THIS SOLICITATION, IF ANY, ARE HEREBY REJECTED AS LATE.
<b>Hilton Altamonte Springs</b> 350 Northlake Blvd Altamonte Springs, FL Jaclyn Lorigan Phone: 407-262-4500 <a href="mailto:jaclyn.lorigan@hilton.com">jaclyn.lorigan@hilton.com</a>	<b>Top Chef X Press</b> 1278 Asher Mason Ave Kissimmee, FL 34744 Jesus Calderon Phone: 321-436-4196 <a href="mailto:topchefxpress@gmail.com">topchefxpress@gmail.com</a>
<b>Wrights Concessions LLC</b> 3350 SW 148 <sup>th</sup> Ave Suite 110 Miramar, FL 33027 Nathan Wright Phone: 614-452-2117 <a href="mailto:Nathan@wrightsconcessions.com">Nathan@wrightsconcessions.com</a>	

Recommendation/Intent to Award: Hilton Altamonte Springs Tabulated by: Louis Straffi, Sr. Procurement Analyst Bcc Agenda Date: 11/12/2024 (Tentative)

X Michael Wirsing  
 Michael Wirsing, Deputy Director

X Steve Daugherty  
 Steve Daugherty, Facility Manager

X Amanda Salazar  
 Amanda Salazar, Parks & Rec Division Manager

X Jaquelin Massaline  
 Jaquelin Massaline, Financial Administrator

EVALUATION TABULATION

RFP No. RFP-604863-24/LAS

Food & Beverage Services at BOOMBAH Sports Complex

**EVALUATION CRITERIA**

Criteria	Scoring Method	Weight (Points)
Proposed Implementations	Points Based	25 (25% of Total)
Criteria	Scoring Method	Weight (Points)
Project Understanding & Project Approach	Points Based	25 (25% of Total)
Criteria	Scoring Method	Weight (Points)
Past Experience & Qualifications	Points Based	25 (25% of Total)
Criteria	Scoring Method	Weight (Points)
Fee Structure	Points Based	25 (25% of Total)

**AGGREGATE SCORES SUMMARY**

Vendor	Steve Daugherty	Jaquelin Massaline	Amanda Salazar	Michael Wirsing	Total Score (Max Score 100)	Total Average Rank
Hilton Altamonte Springs	89 (1)	92 (1)	94 (1)	100 (1)	<b>93.75</b>	<b>1</b>
Wrights Concessions LLC.	85.4 (2)	85.4 (2)	88.4 (2)	94.4 (2)	<b>88.4</b>	<b>2</b>
Top Chef X-press	51.1 (3)	50.6 (3)	63.1 (3)	63.1 (3)	<b>56.98</b>	<b>3</b>

**VENDOR SCORES BY EVALUATION CRITERIA**

Vendor	Project Understanding & Project Approach Points Based 25 Points (25%)	Proposed Implementations Points Based 25 Points (25%)	Past Experience & Qualifications Points Based 25 Points (25%)	Fee Structure Points Based 25 Points (25%)	Total Score (Max Score 100)
Hilton Altamonte Springs	23	22.5	23.3	25	<b>93.75</b>
Wrights Concessions LLC.	22.3	22.5	22.3	21.4	<b>88.4</b>
Top Chef X-press	14.6	11.9	17.4	13.1	<b>56.98</b>

## INDIVIDUAL PROPOSAL SCORES

### Hilton Altamonte Springs

#### Project Understanding & Project Approach | Points Based | 25 Points (25%)

Steve Daugherty: 22

Being the vendor here for 8 years, this vendor has had a chance to understand the operational flow and demands of this facility during events.

Jaquelin Massaline: 22

Hilton has a very clear understanding of the project and demonstrated success as the current concessionaire.

Amanda Salazar: 23

Vendor understands the project. Included staffing plan. I do have questions about the menu pricing.

Michael Wirsing: 25

Hilton is the current concessionaire and provided a detailed report of how they would staff the facility, showed payroll figures, food costs and revenue projects. Also provided a background of the leadership and shared their direction for the complex.

#### Proposed Implementations | Points Based | 25 Points (25%)

Steve Daugherty: 20

proposal is offering some additional offerings that would enhance what is offered today.

Jaquelin Massaline: 22

Hilton has provided detailed back up to show how they proposed to upgrade the facility, engagement within the park, additional investments with equipment and a proposed upgrade to the menu.

Amanda Salazar: 23

Vendor included all requested capital investment proposals and upgrades. However, I have questions about the implementation of new technologies and upgrade suggestions.

Michael Wirsing: 25

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RFP No. RFP-604863-24/LAS

Food & Beverage Services at BOOMBAAH Sports Complex

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Hilton is proposing to install new menu boards in each hub to improve look over older display boards. Bidder is also suggesting a team meal option and mobile ordering option.

**Past Experience & Qualifications | Points Based | 25 Points (25%)**

Steve Daugherty: 22

With 8 years of experience here at the Sports Complex, this vendor has a good pulse on the needs and wants of the consumer base.

Jaquelin Massaline: 23

Hilton has strong experience and qualifications not only within the hotel industry and catering but also directly within Seminole County specifically within Seminole County. Submitted letters of recommendation.

Amanda Salazar: 23

Vendor has excellent past experience that matches the scope.

Michael Wirsing: 25

Hilton has been the concessionaire since the complex opened and has been a great partner. The vendor has been reliable and has had a lot of the same leadership in place for awhile.

**Fee Structure | Points Based | 25 Points (25%)**

Steve Daugherty: 25

Highest proposed revenue percentage returned to County. 21% Avg.

Jaquelin Massaline: 25

Highest proposed revenue percentage returned to County. 21% Avg.

Amanda Salazar: 25

Highest proposed revenue percentage returned to County. 21% Avg.

Michael Wirsing: 25

Highest proposed revenue percentage returned to County. 21% Avg.

### Top Chef X-press

#### Project Understanding & Project Approach | Points Based | 25 Points (25%)

Steve Daugherty: 16

Understanding and approach was vague with not a lot in depth description or detail.

Jaquelin Massaline: 12.5

very general information provided,

Amanda Salazar: 15

Vendor seems to have an understanding of the project, but the bid looks incomplete.

Michael Wirsing: 15

Did not provide any specific information directly related to the Sports Complex. No staffing plans or plans of how they would manage the 3 hub complex.

#### Proposed Implementations | Points Based | 25 Points (25%)

Steve Daugherty: 5

Proposal showed little detail in regards to implementation or new offerings.

Jaquelin Massaline: 12.5

there was not a lot of detail submitted no information regarding investment or proposed upgrades

Amanda Salazar: 15

The bid seems incomplete. Does not include capital upgrades, does not include a staffing plan.

Michael Wirsing: 15

No details were given about implementations for the Sports Complex beyond a very basic overview of opening and closing the complex.

#### Past Experience & Qualifications | Points Based | 25 Points (25%)

Steve Daugherty: 17

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Food & Beverage Services at BOOMBAAH Sports Complex

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Vendor has 3 years of experience with single concession location 6 field facilities. No multi location experience.

Jaquelin Massaline: 12.5

experience of all staff is just exceeds 3 years, no one on staff with substantial experience. No letters of recommendations

Amanda Salazar: 20

Vendor has valid experience.

Michael Wirsing: 20

Vendor has been a vendor at the Softball Complex and Soldiers for the last 3 years and has been a reliable and good partner. Vendor has been in the industry for about 3 years which is less than other bidders.

**Fee Structure | Points Based | 25 Points (25%)**

Steve Daugherty: 13.1

11% Avg Proposed revenue percentage returned to County.

Jaquelin Massaline: 13.1

11% Avg Proposed revenue percentage returned to County.

Amanda Salazar: 13.1

11% Avg Proposed revenue percentage returned to County.

Michael Wirsing: 13.1

11% Avg Proposed revenue percentage returned to County.

**Wrights Concessions LLC.**

**Project Understanding & Project Approach | Points Based | 25 Points (25%)**

Steve Daugherty: 20

seems to understand the requirements and demands of the RFP.

Jaquelin Massaline: 22

EVALUATION TABULATION

RFP No. RFP-604863-24/LAS

Food & Beverage Services at BOOMBAH Sports Complex

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Vendor has a clear understanding of the project and detailed plan of approach

Amanda Salazar: 22

Vendor has complete bid and submits all requested items.

Michael Wirsing: 25

Wright submitted a very in-depth proposal including a breakdown of revenue, cost estimates and even projected growth in concession revenues. They provided a lot of relevant experience and talked about how they plan to implement their changes and program.

**Proposed Implementations | Points Based | 25 Points (25%)**

Steve Daugherty: 21

Proposal shows multiple enhancement opportunities that would enhance the guest experience.

Jaquelin Massaline: 22

The vendor has a detailed proposal and a plan for implementation with proposed upgrades and provided relevant back up. Proposed menu and staffing rate of pay were things that stood out.

Amanda Salazar: 22

Vendor has submitted all requested information, including staffing plan and capital upgrades.

Michael Wirsing: 25

Wright proposed a lot of upgrades including digital menu boards at each hub, mobile ordering, team and umpire lunch boxes. Even addressed having experience with alcohol sales which would be looked at in the future.

**Past Experience & Qualifications | Points Based | 25 Points (25%)**

Steve Daugherty: 23

Candidate shows many years of experience in a variety of F & B areas including multiple sports facilities.

Jaquelin Massaline: 20

Submitted letters of recommendation proposal identified substantial experience in concessions and sports related food preparation. Not sure how this will translate to Florida and Seminole County and the Boombah Sports Complex

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Amanda Salazar: 23

Vendor has excellent past experience and qualifications pertaining to the bid.

Michael Wirsing: 23

Wright has tons of experience with four members having more a few decade of experience in running concession stands at sports complex. They were very detailed in their proposal and clearly have a lot of good experience in this area of expertise but are new to Florida.

**Fee Structure | Points Based | 25 Points (25%)**

Steve Daugherty: 21.4

18% Avg Proposed revenue percentage returned to County.

Jaquelin Massaline: 21.4

18% Avg Proposed revenue percentage returned to County.

Amanda Salazar: 21.4

18% Avg Proposed revenue percentage returned to County.

Michael Wirsing: 21.4

18% Avg Proposed revenue percentage returned to County.