

CITY OF KEY WEST

RFP Evaluation Committee Meeting Minutes

RFP 25-007 – Hospitality House

Date: 05/27/2025

Time: 11:15 AM

Location: 1300 White Street, Key West, Florida 33040 – First Floor City Commission Conference Room

1. Call to Order

The meeting was called to order at [11:15 AM] by [Lucas Torres-Bull], Chair of the Evaluation Committee.

2. Roll Call / Attendance

Committee Members Present:

- [Jessica Durocher], [Central Purchasing Agent]
- [Gary Moreira], [Senior Property Manager]
- [Patrick Wright], [Director of Growth Management]
- [Daniela Salume], [Historic Preservation Manager]

Others Present:

- [Lucas Torres-Bull], [Procurement Manager]

3. Purpose of Meeting

The purpose of this meeting was to evaluate proposals received in response to RFP 25-007 – Hospitality House, which was issued by the City of Key West for the purpose of identifying a qualified firm/organization for the lease and adaptive use of the Hospitality House.

4. Review of Evaluation Criteria

The Eval Committee reviewed the evaluation process and scoring methodology. The criteria used to evaluate the proposals included:

Category	Points
1. Experience:	30

	<p>a. Successful track record of rehabilitating and operating facilities similar to the proposed Project.</p> <p>b. Demonstrated ability to operate and maintain adaptive reuse real estate projects once completed, including addressing on-going maintenance needs.</p> <p>c. Sufficient staff and consultant resources to deliver the Cable Hut(s) Redevelopment Project.</p>	
2.	<p>Financial Capacity:</p> <p>a. Proven ability of Respondent to possess or attract equity and debt capital for projects similar in scope and cost to the proposed Cable Hut(s) Redevelopment Project as evidenced by:</p> <ul style="list-style-type: none"> i. Financing comparable projects. ii. Access to sufficient debt and equity for the project proposed. iii. On-going relationships with financial sources. 	25
3.	<p>Project Vision and Key Objectives:</p> <p>a. Consistency of proposed vision and objectives for the project discussed in Section ____.</p> <p>b. Responsiveness to key objectives contained in Section ____.</p>	25

	<p>c. Fit and synergies of proposed use(s) and improvements with surrounding land uses.</p> <p>d. Overall ability of the project to add to the vitality of the surrounding Mallory Square area</p>	
4.	<p>Feasibility:</p> <p>a. Evidence of ability of the Respondent to attract necessary public and private investment for the Cable Hut(s) Redevelopment Project proposed.</p> <p>b. Feasibility of the concept to address the needed physical improvement to and retrofit of Cable Hut(s) in the near term.</p> <p>d. Cash flow projections that demonstrate the project, once operational, will meet all lease, debt service and operating expenses.</p>	20
Total Points		100

5. Proposal Review and Scoring

The following proposals were received:

- Hayes Robert Group
- Tropical Shell and Gift

Each committee member independently reviewed and scored the proposals based on the published criteria prior to the meeting. During the meeting, the committee discussed their evaluations and reached consensus scores for each proposer.

Summary of Consensus Scores (please see scoring sheet for individual breakdown of the scoring criteria):

Hayes Robertson Group	Total Score (100 pts max)
-----------------------	---------------------------

Proposer 1	[96]
------------	------

Proposer 2	[96]
------------	------

Proposer 3	[90]
------------	------

Total/Average	282/94
---------------	--------

Tropical Shell & Gift	Total Score (100 pts max)
-----------------------	---------------------------

Proposer 1	[92]
------------	------

Proposer 2	[96]
------------	------

Proposer 3	[98]
------------	------

Total/Average	286/95.33
---------------	-----------

*Tropical Shell & Gift did not turn in the required addendums and their flash drive submission differed from their paper copy submission.

6. Adjournment

There being no further business, the meeting was adjourned at 11:32 AM.

Minutes submitted by:

[Lucas Torres-Bull]

[Procurement Manager]







May 27, 2025

Evaluation Meeting Sign-In Sheet

Meeting Title: RFP 25-007

Date: 05/27/25

Time: 11:12

#	Name (Printed)	Title/Role	Organization/Department	Phone/Email	Signature
1	Lucy Jones	Procurement Mgr	The City of Irvine		
2	Christina Long	Dir. of Operations	Historic Town of Amherst	505 747 0044	
3	Jane Walsh	mgr	Hayes Robertson Group	305-751-9972	
4	Daniela Salame	HARC Manager	City of Key West - Planning	305 809 3475	
5	Greg Menezes	SE. BID MGR	CITY OF FV / ACN	305 405 3783	
6	Jessica Duocner	Central Purchasing Specialist	Irvine / City	305 811 5823	
7					
8					
9					

RFP #25-007 Hospitality House Evaluation Sheet

Evaluation Criteria – Proposals will be scored and ranked by the Evaluation Committee, based on the following criteria and points:

Scoring Matrix:

Category	Category Points Assigned	Evaluator Points Assigned	Comments
Experience: a. Successful track record of operating facilities similar to the proposed Project. b. Professional experience in developing and executing historic preservation projects including team qualifications with adaptive reuse. c. Sufficient staff and consultant resources to deliver the Historic Building Rehabilitation Lease and Adaptive Use Cable Hut(s)	30	30	-Key West Aquarium & other (1973)
Financial Capacity: a. Proven ability of Proposers to possess or attract equity and debt capital for projects similar in scope	25	24	Budget \$682,443

<p>and cost to the proposed Cable Hut(s) Redevelopment Project as evidenced by:</p> <ul style="list-style-type: none"> i. Financing comparable projects. ii. Access to sufficient debt and equity for the project proposed. iii. On-going relationships with financial sources. 			
<p>Project Vision and Key Objectives:</p> <ul style="list-style-type: none"> a. Consistency of proposed vision and objectives for the project discussed. b. Responsiveness to key objectives. c. Fit and synergies of proposed use(s) and improvements with surrounding land uses. d. Overall ability of the project to add to the vitality of the surrounding Mallory Square area 	25	25	<p>- environmental education center.</p> <p>-</p>
<p>Feasibility:</p>	20	19	<p>-ADA, aquarium backing, interior reconfiguration.</p>

<p>a. Evidence of ability of the Respondent to attract necessary public and private investment for the Cable Hut(s) Redevelopment Project proposed.</p> <p>b. Feasibility of the concept to address the needed physical improvement to and retrofit of Cable Hut(s) in the near term.</p> <p>d. Cash flow projections that demonstrate the project, once operational, will meet all lease, debt service and operating expenses.</p>			
Total Points	100		

Required Documents / Check Box if provided:

- 1) Anti-Kickback Affidavit ☒
- 2) Non-Collusion Affidavit ☒
- 3) Public Entity Crimes Form ☐
- 4) Equal Benefits for Domestic Partners Affidavit ☒
- 5) Cone of Silence Affidavit ☒
- 6) Vendor Certification Regarding Scrutinized Companies List ☒

- 7) Indemnification Form ☒
- 8) Local Vendor Certification ☒
- 9) Affidavit Attesting to Noncoercive Conduct for Labor Services ☒
- 10) Minimum Insurance Requirements / Risk will review ☒

RFP #25-007 Hospitality House Evaluation Sheet

Evaluation Criteria – Proposals will be scored and ranked by the Evaluation Committee, based on the following criteria and points:

Scoring Matrix:

Category	Category Points Assigned	Evaluator Points Assigned	Comments
Experience: a. Successful track record of operating facilities similar to the proposed Project. b. Professional experience in developing and executing historic preservation projects including team qualifications with adaptive reuse. c. Sufficient staff and consultant resources to deliver the Historic Building Rehabilitation Lease and Adaptive Use Cable Hut(s)	30 6 4	27 25	- 25 yrs of experience in restaurants/retail. - concrete decking over gulf-front views, shaded pavilions obscuring structures. (see note) construction cost Development cost \$2,389,000 (construction) \$551,000 for hospitality house.
Financial Capacity: a. Proven ability of Proposers to possess or attract equity and debt capital for projects similar in scope	25	25	

<p>and cost to the proposed Cable Hut(s) Redevelopment Project as evidenced by:</p> <ul style="list-style-type: none"> i. Financing comparable projects. ii. Access to sufficient debt and equity for the project proposed. iii. On-going relationships with financial sources. 			
<p>Project Vision and Key Objectives:</p> <ul style="list-style-type: none"> a. Consistency of proposed vision and objectives for the project discussed. b. Responsiveness to key objectives. c. Fit and synergies of proposed use(s) and improvements with surrounding land uses. d. Overall ability of the project to add to the vitality of the surrounding Mallory Square area 	25	22	<ul style="list-style-type: none"> - landscaping - museum - along w/ cable hots.
<p>Feasibility:</p>	20	18	<ul style="list-style-type: none"> - reliance on tourism & commercial activity

<p>a. Evidence of ability of the Respondent to attract necessary public and private investment for the Cable Hut(s) Redevelopment Project proposed.</p> <p>b. Feasibility of the concept to address the needed physical improvement to and retrofit of Cable Hut(s) in the near term.</p> <p>d. Cash flow projections that demonstrate the project, once operational, will meet all lease, debt service and operating expenses.</p>			
Total Points	100		

Required Documents / Check Box if provided: *Adelend was provided.*

- 1) Anti-Kickback Affidavit ☒
- 2) Non-Collusion Affidavit ☒
- 3) Public Entity Crimes Form ☐
- 4) Equal Benefits for Domestic Partners Affidavit ☒
- 5) Cone of Silence Affidavit ☒
- 6) Vendor Certification Regarding Scrutinized Companies List ☒

- 7) Indemnification Form ☒
- 8) Local Vendor Certification ☒
- 9) Affidavit Attesting to Noncoercive Conduct for Labor Services ☒
- 10) Minimum Insurance Requirements / Risk will review ☐

HTA

RFP #25-007 Hospitality House Evaluation Sheet

Evaluation Criteria – Proposals will be scored and ranked by the Evaluation Committee, based on the following criteria and points:

Scoring Matrix:

Category	Category Points Assigned	Evaluator Points Assigned	Comments
Experience: a. Successful track record of operating facilities similar to the proposed Project. b. Professional experience in developing and executing historic preservation projects including team qualifications with adaptive reuse. c. Sufficient staff and consultant resources to deliver the Historic Building Rehabilitation Lease and Adaptive Use Cable Hut(s)	30	30	
Financial Capacity: a. Proven ability of Proposers to possess or attract equity and debt capital for projects similar in scope	25		

<p>and cost to the proposed Cable Hut(s) Redevelopment Project as evidenced by:</p> <ul style="list-style-type: none"> i. Financing comparable projects. ii. Access to sufficient debt and equity for the project proposed. iii. On-going relationships with financial sources. 		25	
<p>Project Vision and Key Objectives:</p> <ul style="list-style-type: none"> a. Consistency of proposed vision and objectives for the project discussed. b. Responsiveness to key objectives. c. Fit and synergies of proposed use(s) and improvements with surrounding land uses. d. Overall ability of the project to add to the vitality of the surrounding Mallory Square area 		25	
<p>Feasibility:</p>		20	

<p>a. Evidence of ability of the Respondent to attract necessary public and private investment for the Cable Hut(s) Redevelopment Project proposed.</p> <p>b. Feasibility of the concept to address the needed physical improvement to and retrofit of Cable Hut(s) in the near term.</p> <p>d. Cash flow projections that demonstrate the project, once operational, will meet all lease, debt service and operating expenses.</p>			
Total Points	100	94	

Required Documents / Check Box if provided:

- 1) Anti-Kickback Affidavit ☒
- 2) Non-Collusion Affidavit ☒
- 3) Public Entity Crimes Form ☒
- 4) Equal Benefits for Domestic Partners Affidavit ☒
- 5) Cone of Silence Affidavit ☒
- 6) Vendor Certification Regarding Scrutinized Companies List ☒

- 7) Indemnification Form ☒
- 8) Local Vendor Certification ☒
- 9) Affidavit Attesting to Noncoercive Conduct for Labor Services ☒
- 10) Minimum Insurance Requirements / Risk will review ☐

RFP #25-007 Hospitality House Evaluation Sheet

Evaluation Criteria – Proposals will be scored and ranked by the Evaluation Committee, based on the following criteria and points:

Scoring Matrix:

T 5867

Category	Category Points Assigned	Evaluator Points Assigned	Comments
Experience: a. Successful track record of operating facilities similar to the proposed Project. ✓ b. Professional experience in developing and executing historic preservation projects including team qualifications with adaptive reuse. ✓ c. Sufficient staff and consultant resources to deliver the Historic Building Rehabilitation Lease and Adaptive Use Cable Hut(s) ✓	30	30	
Financial Capacity: a. Proven ability of Proposers to possess or attract equity and debt capital for projects similar in scope	25	23	

<p>and cost to the proposed Cable Hut(s) Redevelopment Project as evidenced by:</p> <ul style="list-style-type: none"> i. Financing comparable projects. ii. <u>Access to sufficient debt and equity</u> for the project proposed. iii. On-going relationships with financial sources. 			
<p>Project Vision and Key Objectives:</p> <ul style="list-style-type: none"> a. Consistency of proposed vision and objectives for the project discussed. b. Responsiveness to key objectives. c. Fit and synergies of proposed use(s) and improvements with surrounding land uses. d. Overall ability of the project to add to the vitality of the surrounding Mallory Square area 	25	22	
Feasibility:	20	17	

<p>a. Evidence of ability of the Respondent to attract necessary public and private investment for the Cable Hut(s) Redevelopment Project proposed.</p> <p>b. Feasibility of the concept to address the needed physical improvement to and retrofit of Cable Hut(s) in the near term.</p> <p>d. Cash flow projections that demonstrate the project, once operational, will meet all lease, debt service and operating expenses.</p>			
Total Points	100	98	

Required Documents / Check Box if provided:

- 1) Anti-Kickback Affidavit ☒
- 2) Non-Collusion Affidavit ☒
- 3) Public Entity Crimes Form ☒
- 4) Equal Benefits for Domestic Partners Affidavit ☒
- 5) Cone of Silence Affidavit ☒
- 6) Vendor Certification Regarding Scrutinized Companies List ☒

- 7) Indemnification Form ☒
- 8) Local Vendor Certification ☒
- 9) Affidavit Attesting to Noncoercive Conduct for Labor Services ☒
- 10) Minimum Insurance Requirements / Risk will review ☐

RFP #25-007 Hospitality House Evaluation Sheet

Evaluation Criteria – Proposals will be scored and ranked by the Evaluation Committee, based on the following criteria and points:

Scoring Matrix:

Handwritten signature

Category	Category Points Assigned	Evaluator Points Assigned	Comments
Experience: a. Successful track record of operating facilities similar to the proposed Project. b. Professional experience in developing and executing historic preservation projects including team qualifications with adaptive reuse. c. Sufficient staff and consultant resources to deliver the Historic Building Rehabilitation Lease and Adaptive Use Cable Hut(s)	30	28	
Financial Capacity: a. Proven ability of Proposers to possess or attract equity and debt capital for projects similar in scope	25	25	

<p>and cost to the proposed Cable Hut(s) Redevelopment Project as evidenced by:</p> <ul style="list-style-type: none"> i. Financing comparable projects. ii. <u>Access</u> to sufficient debt and equity for the project proposed. iii. On-going relationships with financial sources. 			
<p>Project Vision and Key Objectives:</p> <ul style="list-style-type: none"> a. Consistency of proposed vision and objectives for the project discussed. ✓ b. Responsiveness to key objectives. ✓ c. Fit and synergies of proposed use(s) and improvements with surrounding land uses. ✓ d. Overall ability of the project to add to the vitality of the surrounding Mallory Square area ✓ 	25	24	
Feasibility:	20	19	

<p>a. Evidence of ability of the Respondent to attract necessary public and private investment for the <u>Cable Hut(s)</u> <u>Redevelopment</u> <u>H-H</u> Project proposed.</p> <p>b. <u>Feasibility</u> of the concept to address the needed physical improvement to and retrofit of <u>Cable Hut(s)</u> in the near term.</p> <p>d. <u>Cash flow projections</u> that demonstrate the <u>project</u>, once operational, will meet all lease, debt service and operating expenses.</p>			
Total Points	100	94	

Required Documents / Check Box if provided:

- 1) Anti-Kickback Affidavit ☒
- 2) Non-Collusion Affidavit ☒
- 3) Public Entity Crimes Form ☒
- 4) Equal Benefits for Domestic Partners Affidavit ☒
- 5) Cone of Silence Affidavit ☒
- 6) Vendor Certification Regarding Scrutinized Companies List ☒

Addendum No 1, 2, 3

- 7) Indemnification Form ☒
- 8) Local Vendor Certification ☒
- 9) Affidavit Attesting to Noncoercive Conduct for Labor Services ☒
- 10) Minimum Insurance Requirements / Risk will review ☐

HRG

RFP #25-007 Hospitality House Evaluation Sheet

Evaluation Criteria – Proposals will be scored and ranked by the Evaluation Committee, based on the following criteria and points:

Scoring Matrix:

Category	Category Points Assigned	Evaluator Points Assigned	Comments
Experience: a. Successful track record of operating facilities similar to the proposed Project. b. Professional experience in developing and executing historic preservation projects including team qualifications with adaptive reuse. c. Sufficient staff and consultant resources to deliver the Historic Building Rehabilitation Lease and Adaptive Use Cable Hut(s)	30	26	
Financial Capacity: a. Proven ability of Proposers to possess or attract equity and debt capital for projects similar in scope	25		

<p>and cost to the proposed Cable Hut(s) Redevelopment Project as evidenced by:</p> <ul style="list-style-type: none"> i. Financing comparable projects. ii. Access to sufficient debt and equity for the project proposed. iii. On-going relationships with financial sources. 		25	
<p>Project Vision and Key Objectives:</p> <ul style="list-style-type: none"> a. Consistency of proposed vision and objectives for the project discussed. b. Responsiveness to key objectives. c. Fit and synergies of proposed use(s) and improvements with surrounding land uses. d. Overall ability of the project to add to the vitality of the surrounding Mallory Square area 	25	25	
<p>Feasibility:</p>	20		

<p>a. Evidence of ability of the Respondent to attract necessary public and private investment for the Cable Hut(s) Redevelopment Project proposed.</p> <p>b. Feasibility of the concept to address the needed physical improvement to and retrofit of Cable Hut(s) in the near term.</p> <p>d. Cash flow projections that demonstrate the project, once operational, will meet all lease, debt service and operating expenses.</p>			20	
Total Points	100	76		

Required Documents / Check Box if provided:

- 1) Anti-Kickback Affidavit ☒
- 2) Non-Collusion Affidavit ☒
- 3) Public Entity Crimes Form ☒
- 4) Equal Benefits for Domestic Partners Affidavit ☒
- 5) Cone of Silence Affidavit ☒
- 6) Vendor Certification Regarding Scrutinized Companies List ☒

- 7) Indemnification Form ☒
- 8) Local Vendor Certification ☒
- 9) Affidavit Attesting to Noncoercive Conduct for Labor Services ☒
- 10) Minimum Insurance Requirements / Risk will review ☒

