



COLLIER COUNTY
BOARD OF COUNTY COMMISSIONERS

INVITATION TO NEGOTIATE (ITN)

FOR

OUTSOURCING OF COUNTY MARINAS MANAGEMENT

SOLICITATION NO.: 25-8613R

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SOLICITATION PUBLIC NOTICE

INVITATION TO NEGOTIATE (ITN) NUMBER:	<u>25-8613R</u>
PROJECT TITLE:	<u>OUTSOURCING OF COUNTY MARINAS MANAGMENT</u>
PRE-PROPOSAL CONFERENCE:	<u>JUNE 25, 2026, AT 11:00 AM (EST)</u>
LOCATION:	<u>PROCUREMENT SERVICES DIVISION, CONFERENCE ROOM A, 3295 TAMiami TRAIL EAST, BLDG C-2, NAPLES, FLORIDA 34112</u>
ITN OPENING DAY/DATE/TIME:	<u>JULY 10, 2026, AT 3:00 PM (EST)</u>
PLACE OF ITN OPENING:	<u>PROCUREMENT SERVICES DIVISION 3295 TAMiami TRAIL EAST, BLDG C-2 NAPLES, FL 34112</u>

All proposals shall be submitted online via the Collier County Procurement Services Division Online Bidding System:
<https://procurement.opengov.com/portal/collier-county-fl>.

INTRODUCTION

As requested by the Collier County Parks & Recreation Division (hereinafter, the “Division or Department”), the Collier County Board of County Commissioners Procurement Services Division (hereinafter, “County”) has issued this Invitation to Negotiate (hereinafter, “ITN”) with the intent of obtaining proposals from interested and qualified Proposers in accordance with the terms, conditions and specifications stated herein, in the Solicitation and/or attachments. The Proposers, at a minimum, must achieve the requirements of the Specifications, Scope of Services or Scope of Work stated herein. All references to “Proposer” are also referred to as “Consultant,” “Firm,” “Offeror,” “Contractor,” and “Vendor.”

The County is interested in receiving proposals for the four (4) County owned marinas. The County owned marinas are Port of the Islands Park, Goodland Boat Park, Cocohatchee River Park, and Caxambas Boat Park.

BACKGROUND

The Parks and Recreation Division is dedicated to delivering high-quality recreational services to the residents and visitors of Collier County. The County’s marina facilities play a vital role in promoting public access to water-based recreation, supporting environmental stewardship, and contributing to local tourism and economic development.

The awarded vendor will be expected to uphold these values by providing exceptional customer service, maintaining safe and clean facilities, and offering a variety of recreational and commercial services that enhance the user experience.

AWARD AND TERM OF AGREEMENT

Collier County reserves the right to award one, multiple or all marina locations to one or multiple vendors based on the best value to the County; however, it is the intent to:

- Multiple awardees

The contract term, if an award(s) is intended to be for four (4) years with two (2) additional three (3) year renewal terms.

DETAILED SCOPE OF WORK

1. Marina Operations Tasks

1.1 The operation of the Marinas should be conducted in a manner consistent with industry standards for professionally operated public marina facilities. The successful vendor(s) will have the ability to conduct daily operations of the marina, manage the commercial fishing activities, and provide and operate permitted concessionaires.

1.2 The awarded vendor(s) shall lease recreational and commercial boat docks (both wet and dry boat dock slips) using Collier County’s Board of County Commissioners approved lease agreement and standard rental rates set forth in the Parks and Recreation Fee Policy Resolution No. 2021-263, as may be amended or replaced (See Attachment E).

1.3 The use of boat docks by other County Departments/Divisions is exempt from entering into the lease agreement requirement provided (1) any cost of using such boat docks shall be internally processed by the County Department/Division using the boat dock(s) through an interdepartmental transfer of fees consistent with the established standard rental rates, (2) that the County Department/Division shall be limited to one vehicle parking space while using the boat dock, and (3) that the use of boat docks by a County Department/Division shall be limited to a period of one year, subject to an annual request for renewal made in writing by the County Department/Division user at least thirty (30) days before the expiration of (12) months from the date of commencement.

1.4 The location and background of each marina can be found in Attachment A Marina Locations. The awarded vendor is authorized to conduct the following types of business and provide the services listed above and to include but are not limited to:

- a) Retail sales and services
- b) Live Bait Sales
- c) Fuel Sales
- d) Recreational rentals including kayaks, paddlecraft, fishing equipment, and similar amenities
- e) Guided boating, fishing, eco-tour, and excursion services
- f) Marina-related hospitality amenities
- g) Event programming and sponsorship opportunities
- h) Additional marina-related services approved by the County Manager or designee

1.5 The awarded vendor(s) will be responsible for the following:

- a) Reservations for day slip rentals
- b) Radio contact with boaters
- c) Posting weather and tide reports
- d) Boater evictions – dry storage
- e) Cleaning of ship store
- f) Cleaning of fish cleaning table
- g) Maintain clean marina designation
- h) Live Bank Tank Maintenance
- i) Maintaining the cleanliness of restroom facilities during ship-store operating hours
- j) Maintenance of salt and filters to operate the live bait
- k) Maintain safe dock operations
- l) General ship-store and dock maintenance
- m) Assist the County in assuring only permitted commercial operators use the facility as such
- n) Marketing the facilities
- o) Credit/debit card processing capabilities
- p) Safety and Security of the facilities
- q) Reporting of activity and submission of appropriate fees to the County

2. Ship-Store Operations

2.1 The awarded vendor(s) may sell any concessions and boating supplies desired as long as such items are permitted under Florida state law and the awarded vendor(s) has obtained the proper licensing/tax permits for such sales. Please see Attachment A for current hours of operations (ship stores and boat ramps). The awarded vendor(s) may submit, in writing, to the County Manager or designee to adjust the hours of operations. This will remain at the sole discretion of the County.

2.2 Any equipment necessary for the sale of concessions, other than the existing equipment identified in Attachment B - Existing Equipment, must be furnished and maintained by the awarded vendor(s).

2.3 All sales must be accompanied by an itemized receipt to the customer.

3. Certifications

3.1 Must have a Certified Marina Manager certification, or the ability to obtain such certification within twelve (12) months of contract commencement and maintain current during the course of the awarded agreement.

4. Employees; Managers

4.1 A manager shall be onsite during the hours of operation per location as described in Attachment A Marina Locations. When the manager is absent, the operation shall be directed by an assistant manager, experienced and trained in marina operations and at least 21 years of age. There shall be an after-hours contact person available by telephone. Parks and Recreation will be responsible for providing an after-hours phone number to wet slip renters.

4.2 Background checks are to be conducted on all employees prior to performing services at the marina. It is the responsibility of the awarded vendor(s) to ensure a background check has been done. These services must go through the Collier County Facilities Management Division. In addition, a drug and alcohol policy should be provided that is consistent with County Policies (see Attachment C CMA 5312 Drug-Free Workplace). The awarded vendor(s) should provide each employee with the company employee policies handbook. If the County has reasonable evidence to believe that any employee of the awarded vendor(s) is incompetent, disorderly or otherwise has performed his/her duties in an objectionable manner, the County will provide the awarded vendor with a written report and expect the awarded vendor(s) to fully investigate the allegation(s) and take appropriate action.

5. Customer Fees and Charges

5.1 All prices and fees charged ("fee schedules") to customers must be approved by the County Manager or designee in advance of implementation. If any subsequent changes to the fee schedules, must be approved by the County Manager or designee. Fuel pricing shall be established pursuant to County-approved pricing methodology and operational policies.

5.2 All fee schedules must be displayed and visible to the customers. Customer fee schedules will include retail cost of ship store merchandise including but not limited to food, sundries, clothing, maps, live and frozen bait, tackle, and ice. Customer fee schedule will also include fees for day dry slip and long-term dry slip rental. The County will retain all fees for wet and dry slip rentals.

5.3 The awarded vendor(s) shall use point-of-sale ("POS") electronic cash machines or other electronic accounting control equipment for the proper control of all payments. All sales transactions must be accompanied by a receipt to the customer. All electronic cash equipment and accounting procedures, including cash handling policies, must be approved by the Collier County Finance Department prior to award of the contract.

6. Commission to the County

6.1 Collier County shall make available the use of the Marinas as a flat annual commission to the County as further negotiated by the County and awarded Vendor(s). Annual commission payment shall be paid monthly, in twelve equal installments, to the County by the fifteenth (15th) day of each month for the preceding month. If not paid by the end of the twentieth (20th) day of each month, a late charge of a minimum of \$100.00 per day will be added to fees due beginning on the twenty-first (21st) day of each month.

6.2 The flat fee commission to the County shall increase by three percent (3%) each year, on the anniversary of the contract's effective date.

6.3 The vendor(s) will reimburse the County for all utility expenses at each Marina Location, including electricity, water, and sewer service. The County will invoice the vendor(s) on a quarterly basis for the preceding quarter's utility charges.

6.4 The Florida State Sales Use Tax, if applicable, on rental payments is not included and shall be added to the monthly fee and forwarded to the County as part of payment. The vendor(s) shall also pay all sales, consumer, use and other taxes.

6.5 The County will pay "The Retreat at Port of the Islands" annual fee per the County's purchase agreement.

6.6 The County shall retain all revenues associated with public parking systems, launch fee systems, wet slip rental rates, dry storage rental rates, and County-established fuel pricing margins.

7. Reporting Requirements

7.1 An annual report of the following must be sent to the County Manager or designee:

- a) Slip occupancy (both number and dollars), historical comparison (month to month)
- b) Fuel sales (both number and dollars), historical comparison (month to month)

- c) Non-routine expenses
- d) Special Events (number of events and attendees)
- e) Monthly gross sales for all lines of business at each location (i.e., food, beverage, rentals, merchandise, etc.)
- f) Tax dollars for the gross sales
- g) In addition, the County requires a copy of the vendor's annual tax return.
- h) In the event of an accident, an incident to park visitors and/or property a written notification must be provided to the County Manager or designee immediately followed by a written incident report.

7.2 Parks and Recreation will be responsible for the management of wet and dry slips, unless otherwise agreed upon in writing by both parties. A monthly report of the following must be sent to the Collier County Operations and Regulatory Management Division or designee by Parks and Recreation:

- a) Provide information required for submerged land lease annual revenue reports (information on wet slips located on State-Owned Lands)
- b) Safety and Environmental Incidents Marketing promotions

8. Gross Receipts

8.1 The term gross receipts is understood to mean all income collected or accrued, derived by the awarded vendor(s) excluding any Federal, State or city sales tax, or other tax collected from customers and required by law to be remitted to the taxing authority.

9. Payment and Performance Bonds

9.1 The awarded vendor(s) shall have bonding ability. In the event the Contract is awarded, the awarded vendor(s) will thereafter enter into a written contract with Collier County and furnish a Payment and Performance Bond in an amount equal to the annual commission. Payment and Performance Bond shall be secured from or countersigned by an agency or surety company recognized in good standing and authorized to do business in the State of Florida.

10. Marketing

10.1 The awarded vendor(s) shall actively market the boating opportunities at the marina. A marketing plan shall be included in the proposal as part of Criteria No. 3 Business Plan.

10.2 The marketing plan will be updated on an annual basis and provided for approval by the County Manager or designee.

10.3 The awarded vendor(s) shall utilize a website, as well as printed material, that describes the services and facilities available at the marina. Advertising expenses are solely the responsibility of the awarded vendor(s). If the awarded vendor(s) also possess commercial license(s), the Marina facilities will not be utilized to advertise commercial business.

11. Supplies and Equipment

11.1 The awarded vendor(s) shall be responsible for the proper care and maintenance of all existing equipment and fixtures, identified in Attachment B - Existing Equipment. The awarded vendor(s) will be responsible for identifying and working with the County Manager or designee on any repair, maintenance, and replacement of existing equipment and fixtures, ordinary wear and tears is expected.

11.2 Any improvements, replacements of equipment, including capital equipment, made for the benefit of the awarded vendor shall be paid for by the awarded vendor(s) and approved in advance in writing by the County Manager or designee and comply with all applicable building and permitting codes.

11.3 All capital improvements will become the property of Collier County at the end of the term of the awarded agreement.

12. Trash, Rubbish, and Garbage Removal, Including Recycling

12.1 The County will be responsible for providing County approved trash and recycling receptacles. A dumpster and enclosure will be provided, and the County shall be responsible for the removal of all trash from the dumpster.

12.2 The awarded vendor(s) shall be responsible for cleaning the fish cleaning tables daily and emptying the fish entrails receptacles, located at the fish cleaning tables, into the dumpster daily.

12.3 The awarded vendor(s) will perform daily removal of litter in the immediate exterior area within fifty (50) feet of the ship store.

13. Facilities Use and Capital Improvements

The use of Marina Locations (also referred to as “facilities”) will be presented as-is without further modifications. Capital improvements can be made to any facility with the written pre-approval of the County Manager or designee. All capital improvements will become the property of Collier County at the end of the terms of the agreement awarded.

14. General Repairs and Maintenance

14.1 The County will manage all repairs including, but not limited to:

- a) Landscaping: mowing, herbicide and pesticide application
- b) Exterior painting
- c) Exotic flora/faunal removal
- d) County, State, and Federal signage within the marina
- e) Air Conditioning
- f) Flooring
- g) Boat Ramp
- h) Roadways and sidewalks within the marina
- i) Dock repair and maintenance, wet and/or dry slips
- j) Walk in freezer

14.2 The vendor(s) will manage all repairs including, but not limited to:

- a) Fuel tank monthly inspections and repairs
- b) Bait tanks
- c) General cleanliness
- d) Minor Repairs – Defined as a repair under \$2,000.00 that does not fall under the categories listed in Section 14.1

14.3 All repairs paid by the County shall be rejected if the awarded vendor(s) fails to take care of equipment and property.

14.4 The awarded vendor(s) shall, to the satisfaction of the County Manager or designee provide normal and routine daily, monthly, and annual maintenance of the facility.

14.5 The awarded vendor(s) should keep the premises and equipment in good state of repair, free from hazardous conditions and deterioration, thus providing for the comfort and safety of visitors and patrons. To ensure the facilities are maintained in safe condition, the awarded vendor shall perform routine inspections.

14.6 The County reserves the right to conduct unscheduled inspections. Any improvements to an existing structure must be approved in writing by the County Manager or designee and completed in compliance with County Building and permitting codes.

14.7 In the event of a repair related to the fueling equipment, the vendor(s) shall contact the Environmental Specialist point of contact from the Solid Waste Management team. The same shall apply for any fuel spillage. A Spill Response Poster will be provided to the vendor that shall include the current first line of contact for these situations.

14.8 Any other maintenance and repair inquiries shall be made to the County Manager or designee. All structures and improves shall become the property of Collier County at the end of the resultant Agreement. Any alterations made for the benefit of the vendor shall be paid for by the vendor(s).

15. Closure of Facilities-Loss of Equipment

15.1 If closure of the facilities or loss of equipment to some but not all of the facilities or equipment due to fire damage, flood, hurricane, civil disorder, strikes, acts of nature, etc., the County will allow a pro-rata adjustment of monthly payments based on a daily rate from the time of closure up to the time the damage is repaired, or other circumstances return to normal.

16. Safety and Security

16.1 The County will not assume any responsibility for marina security other than the security cameras at the wet-slips, in

the ship-store, on the marina common areas, routine law enforcement patrols on land and on the water, and Collier County Park Ranger patrols.

16.2 The awarded vendor(s) is(are) to have a written safety and security plan to be included in their proposal. The awarded vendor(s) will cooperate with all jurisdictional law enforcement agencies and personnel.

17. Restrooms

17.1 The public restrooms will be cleaned, stocked, and maintained by the awarded vendor(s) during ship-store operating hours. Cleaning and restroom supplies will be at the expense of the awarded vendor.

17.2 The awarded vendor(s) will be responsible for the opening and closing and maintaining an adequate inventory of restroom facilities daily. The awarded vendor(s) will be expected to ensure that the restrooms are inspected for cleanliness, stocked with supplies daily, and perform any cleaning service needed during operating hours.

18. Incident Reporting Requirements

18.1 In the event of a safety or security accident or incident to employees, visitors, and/or property resulting in direct operations of the concession, the awarded vendor must communicate to the County Manager or designee immediately followed by a written incident report, and forms will be provided to the awarded vendor.

19. Storm Warning

19.1 Upon declaration of a hurricane projecting an imminent strike, or the implementation of evacuation procedures from Collier County, the awarded vendor(s) shall meet with the County Manager or designee for the formulation of plans for the removal of all perishable goods and to ensure the concession site has been properly secured for hurricane approach.

19.2 The County has the right to refusal on Fuel Sales during a Declared State of Emergency.

20. Public Safety/Emergency Services Agencies

20.1 The vendor(s) shall coordinate to allocate space, including slip reservations, for use by local law enforcement and first responder agencies as needed.

20.2 Parking and designated slip reservations are required at Caxambas, Cocohatchee, and Goodland. A designated parking spot is required at Port of the Islands.

21. Not A Lease

21.5 This agreement does not constitute a lease. The vendor(s) is granted a limited, revocable right to operate the facilities under County oversight.

RESPONSE FORMAT AND EVALUATION GRADING CRITERIA FOR DEVELOPMENT OF SHORTLIST:

- 1.1 Proposers are encouraged to review the Invitation to Negotiate Instructions, which includes the evaluation process.
- 1.2 For the development of a shortlist, the following Evaluation Criteria will be utilized by the County's Selection Committee to score each proposal. Proposals must address all the following criteria:

No.	Evaluation Criteria	Maximum Points
1	Experience and Qualification	25 Points
2	Certified Woman and/or Minority Business Enterprise	10 Points
3	Operating Business Plan	35 Points
4	Cost of Services to the County	20 Points
7	Local Vendor Preference	10 Points
TOTAL		100 Points

Detailed Criteria Descriptions are further described below. Proposals must be assembled, at minimum, in the order of the Evaluation Criteria listed or the proposal may be deemed non-responsive.

EVALUATION CRITERIA NO. 1: EXPERIENCE AND QUALIFICATIONS (25 Total Points Available)

For this criterion, the Proposer must include the following:

- Provide a cover letter, indicating the underlying philosophy of the Proposer in providing the services stated herein. Include the name(s), telephone number(s) and email(s) of the authorized contact person(s) concerning the proposal. Submission of a signed Proposal is Proposer's certification that the Proposer will accept any awards as a result of this ITN.
- Provide information that documents your firm's and subcontractors' qualifications to produce the required deliverables, including abilities, capacity, skill, and financial strength, and number of years of experience in providing the required services.
- Describe the various team members' successful experience in working with one another on previous projects.
- Detail your experience managing marinas as it relates to marina size, location, and amenities provided.
- Attach brief resumes and related certifications of all proposed project team members who will be involved in the management of the total package of services, as well as the delivery of specific services.

The County requests that the Proposer submits no fewer than three (3) and no more than ten (10) completed reference forms from clients (during which period of time, eg. 5 years) whose projects are of a similar nature to this solicitation as a part of their proposal. Provide information on the projects completed by the Proposer that best represent projects of similar size, scope and complexity of this project using the County's Reference Form provided. Proposers may include two (2) additional pages for each project to illustrate aspects of the completed project that provides the information to assess the experience of the Proposer on relevant project work.

EVALUATION CRITERIA NO. 2: CERTIFIED WOMAN AND/OR MINORITY BUSINESS ENTERPRISE (5 Total Points Available)

Submit certification with the Florida Department of Management Service, Office of Supplier Diversity as a Certified Woman and/or Minority Business Enterprise.

EVALUATION CRITERIA NO. 3: OPERATING BUSINESS PLAN (35 Total Points Available)

For this criterion, the Proposer must include an Operating Business Plan that will describe how the Proposer would operate and maintain the marinas. The plan should include the following:

Operational Plan

- Detailed plan for daily operations timeline, including staffing levels, service process, inventory management, and any additional services and products that are being proposed.
- Detailed plan for staffing, equipment, and operations.
- Compliance with Local, State, and Federal health, safety, and sanitation standards.
- Ability to meet operational demands during peak seasons and high visitor volumes.
- Provide a transition plan outlining how you intent to establish and staff the marinas, including any strategist for onboarding new employees, if applicable.
- Marketing Plan to improve overall occupancy and revenues, that includes a short term (initial year) and long term (remaining years) approach.
- Employee Drug and Alcohol policy.
- List of merchandise to be sold at the marina.
- List any rental opportunities or plans that would be incorporated to the facility.
- Provide a safety and security plan for the facility.
- Staffing policy, employee manual and training plan.
- Include with the Business Plan or as an attachment, a copy of a report as an example of work product. This should be for one of the projects listed as a reference.

Customer Service

- Proposer's approach to customer service and ensuring a positive experience for marina visitors.
- Procedures for handling customer complaints or special requests.

Optional/Value-Added Services

- Identify any optional or valued added services Proposer is offering to enhance the services and/or revenue to the County.

EVALUATION CRITERIA NO. 4: COST OF SERVICES TO THE COUNTY (20 Total Points Available)

In this criterion, the County is evaluating overall cost effectiveness of the proposal, value offered relative to the pricing, the ability to deliver quality services at competitive prices, and monthly commission to the County. Please include the following but not limited to:

1. Cost and Value

- Describe the cash handling procedures with software (point of sale system) reporting capabilities and include a list of customer charges and fees.
- Overall cost-effectiveness of the proposal.
- Value offered related to the pricing, including the ability to deliver quality food at competitive prices.

2. Commission

- Collier County shall make available the use of the Marina Ship Stores (“Ship Stores”) and equipment at Port of the Islands Marina, Goodland Boat Park, Cocohatchee River Park, and Caxambas Boat Park in accordance with this ITN for a monthly commission to the County per location.
- **The Proposer shall complete the table below and indicate the location or locations they are interested in for the marina operations, and the proposed monthly commission to the County.**

Minimum Monthly Commission to the County. The County retains all collected parking and launch fees, wet and dry slip prices and revenue. The fuel markup percentage will be established in accordance with the Parks Fee Policy Resolution, the vendor is not permitted to alter the markup percentage. The County reserves the right to place a self-service portal in the Marina locations for public payments in the event internet connection does not allow the user to pay through the designated payment system.

THE PROSPECTIVE VENDOR SHALL SELECT WHICH MARINA SHIP STORE(S) THE VENDOR IS INTERESTED IN SUBMITTING A PROPOSAL. THE PROSPECTIVE VENDOR MAY PROPOSE TO PROVIDE SERVICES FOR ONE, TWO, THREE OR ALL FOUR MARINA SHIP STORE LOCATIONS.		
CHECKING THE INTERESTED LOCATION AREA OR AREAS BELOW, INDICATES THE VENDOR’S INTEREST. FAILURE TO CLEARLY IDENTIFYTHE MARINA LOCATION(S) FOR WHICH THE PROPOSER IS SUBMITTING MAY RESULT IN THE PROPOSAL BEING DEEMED NON-RESPONSIVE FOR THOSE SPECIFIC LOCATIONS.		
Location	Indicate Vendor’s Interest with a Checklist	Proposed Monthly Commission to the County
Port of the Islands Parks	_____ Interested	
Goodland Boat Park	_____ Interested	
Cocohatchee River Park	_____ Interested	
Caxambas Boat Park	_____ Interested	

The County reserves the right to negotiate the proposed monthly commission.

The County has the right to refusal on Fuel Sales during a Declared State of Emergency.

EVALUATION CRITERIA NO. 5: LOCAL VENDOR PREFERENCE (10 Total Points Available)

Local business is defined as the Proposer having a current Business Tax Receipt issued by the Collier or Lee County Tax Collector **prior to proposal submission** to do business within Collier County, and that identifies the business with a permanent physical business address located within the limits of Collier or Lee County from which the Proposer's staff operates and performs business in an area zoned for the conduct of such business.