

AIRPORT COMMISSION
CITY AND COUNTY OF SAN FRANCISCO
RESOLUTION NO. 12_0221

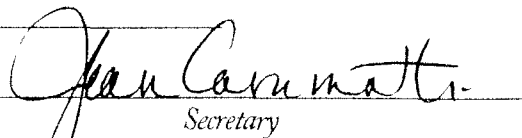
APPROVE THE RECOMMENDED OPERATOR AND AWARD OF THE RENTAL CAR CENTER CAFÉ LEASE, A SMALL BUSINESS SET-ASIDE, TO MARINA'S CAFÉ

- WHEREAS, by Resolution No. 12-0010, adopted on January 17, 2012, the Commission authorized staff to commence the competitive selection process for the Rental Car Center Café Lease ("Lease"); a Small Business Set-Aside, through a Request for Proposals ("RFP"); and
- WHEREAS, by Resolution No. 12-0091, adopted on April 17, 2012, the Commission authorized staff to accept proposals for the Rental Car Center Café Lease, a Small Business Set-Aside; and
- WHEREAS, on July 31, 2012, staff received four (4) proposals for the Rental Car Center Café Lease, a Small Business Set-Aside, one proposal was disqualified for not meeting the RFP minimum qualifications; and
- WHEREAS, a four-member panel reviewed and scored the qualifying proposals and determined Marina's Café, to be the highest ranking responsive and responsible proposer; now, therefore, be it
- RESOLVED, that this Commission hereby awards the Rental Car Center Café Lease, a Small Business Set-Aside, to Marina's Café under the conditions set forth in the staff memorandum on file with the Commission Secretary, including, but not limited to, a term of five (5) years with one (1) two-year option exercisable at the sole and absolute discretion of the Airport Commission, and a Minimum Annual Guarantee of \$11,280.00 for the first year of the Lease, and subject to its compliance with the Equal Benefits Ordinance.

I hereby certify that the foregoing resolution was adopted by the Airport Commission

OCT 09 2012

at its meeting of _____


Secretary

SAN FRANCISCO AIRPORT COMMISSION

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AGENDA SHEET

DIVISION: Business and Finance (Revenue Development and Management) **MEETING DATE:** October 9, 2012

ORIGINATOR: Leo Fermin (Sharon Perez) **(PHONE#)** (650) 821-5035

AGENDA ITEM TITLE: Award of the Rental Car Center Café Lease,
A Small Business Set-Aside, to Marina's Café

SUMMARY OF ITEM:

12_0221

RESOLUTION AWARDING THE RENTAL CAR CENTER CAFÉ LEASE, A SMALL BUSINESS SET-ASIDE, TO MARINA'S CAFÉ

OCT 09 2012

	ROUTING ORDER	APPROVAL INITIALS	DATE SIGNED
CHIEF OPERATING OFFICER			
CHIEF OF STAFF			
DEPUTY, ADMINISTRATION			
DEPUTY, BUSINESS & FINANCE	2	LF	9-28-12
DEPUTY, COMMUNICATIONS & MARKETING		LF 9-28-12	
DEPUTY, DESIGN & CONSTRUCTION			
DEPUTY, FACILITIES & MAINTENANCE			
DEPUTY, OPERATIONS & SECURITY			
GOVERNMENT AFFAIRS			
LEGAL	3	DSS	10/1/12
OUTREACH			
ACCOUNTING			
AVIATION MANAGEMENT			
FINANCE			
PARKING MANAGEMENT			
REVENUE DEVELOPMENT	1	CL	9/28/12
SPECIAL PROJECTS			
DIRECTOR	4	Jim	10/1/12
COMMISSION SECRETARY	5		

DATE RECEIVED: 9/28/12
TIME RECEIVED: _____

Please call 1-5042 if you have any questions.



San Francisco International Airport

MEMORANDUM

October 9, 2012

TO: AIRPORT COMMISSION
Hon. Larry Mazzola, President
Hon. Linda S. Crayton, Vice President
Hon. Eleanor Johns
Hon. Richard J. Guggenhime
Hon. Peter A. Stern

FROM: Airport Director

SUBJECT: Award of Rental Car Center Café Lease, a Small Business Set-Aside

DIRECTOR'S RECOMMENDATION: APPROVE THE RECOMMENDED OPERATOR AND AWARD THE RENTAL CAR CENTER CAFÉ LEASE, A SMALL BUSINESS SET-ASIDE

EXECUTIVE SUMMARY

The proposal evaluation process for the Rental Car Center Café Lease, a Small Business Set-Aside (the "Lease") has concluded and staff recommends awarding the Lease to Marina's Café.

BACKGROUND

By Resolution No. 12-0010 adopted on January 17, 2012, the Airport Commission ("Commission") authorized staff to commence the competitive selection process and issue a Request for Proposals ("RFP") for the Rental Car Center Café Lease, a Small Business Set-Aside.

Staff conducted an informational meeting on March 1, 2012, wherein the Rental Car Center Café Lease was presented to the interested parties. Staff gathered feedback from potential proposers, clarifying and changing the business terms, where appropriate. By Resolution No. 12-0091, adopted on April 17, 2012, the Commission approved the minimum requirements and lease specifications, and authorized staff to accept proposals.

In response to the RFP, the Airport received four proposals on the due date of July 31, 2012. Of these four proposals, one had a San Francisco business joint venture partnership, one was a newly formed entity by two managers of two successful Airport tenants headquartered in San Francisco, one was a sandwich shop expanding throughout the Bay Area with origins from San Francisco, and one had a joint venture business partnership with a certified ACDBE company based out of Larkspur, California.

THIS PRINT COVERS CALENDAR ITEM NO. 7

AIRPORT COMMISSION CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE MAYOR LARRY MAZZOLA PRESIDENT LINDA S. CRAYTON VICE PRESIDENT ELEANOR JOHNS RICHARD J. GUGGENHIME PETER A. STERN JOHN L. MARTIN AIRPORT DIRECTOR

One proposer, Hans Ohara, Inc. was determined to be non-responsive by not meeting the RFP minimum qualification requirements. Staff determined the remaining proposals met the minimum qualification requirements and convened a four-member evaluation panel to review and score the qualifying proposals. Two of the four panel members were not airport staff. The panel determined Marina's Café was the highest ranking, responsive, and responsible proposer.

The evaluation panel reviewed the three remaining proposals and assigned the following scores:

CONCEPT	PROPOSER	SCORE
Marina's Café	Irma Lupe Rodriquez	69.80
Green Beans Café	Skyview Concessions, Inc	68.85
Ike's Lair	ISP2 Inc.	66.30

The material terms are:

- Lease is five (5) years with one (1) two-year option,
- Minimum Annual Guarantee ("MAG") for the first lease year is calculated at \$48.00 per square foot of the premises which equals Eleven Thousand Two Hundred Eighty Dollars (\$11,280.00),
- Per Lease Year, the base rent is the greater of the MAG or the sum of the following:
 - 6% of Gross Revenues achieved up to and including \$1,000,000; plus
 - 8% of Gross Revenues achieved from \$1,000,000.01 up to and including \$1,500,000;
 - plus
 - 10% of Gross Revenues achieved over \$1,500,000.

Irma Lupe Rodriquez is majority owner and operator of Marina's Café with her partner Gerges Issa. Ms. Rodriquez began her career at the Airport as a cashier with HMSHost. Ms. Rodriquez was subsequently hired by another Airport tenant, Guava & Java, SFO Inc., where she has managed a successful business for the past eight (8) years. Mr. Issa also began his career at the Airport with HMSHost as a barista before being promoted to a supervisor position.

In 2004, Mr. Issa was hired by another Airport tenant, D-Lew Enterprises, Inc., to assist in managing Perry's restaurant where he has remained for the past eight (8) years, expanding and improving his management skills. Marina's Café exemplifies the spirit of this small business set-aside RFP opportunity.

RECOMMENDATION

I recommend that the Commission award the Lease to Marina's Café, the highest ranking responsive and responsible proposer, for the Rental Car Center Café Lease, a Small Business Set-Aside.



John L. Martin
Airport Director

Prepared by: Leo Fermin
Deputy Airport Director
Business and Finance

Attachments

RENTAL CAR CENTER CAFÉ LEASE A SMALL BUSINESS SET-ASIDE

