



**COMMISSION MEMORANDUM**

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: April 23, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER, PURSUANT TO REQUEST FOR PROPOSALS (RFP) NO. 2025-012-DF, MIAMI BEACH CONVENTION CENTER (MBCC) PORTABLE FOOD CONCESSION CARTS; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH IKONIQ, INC., AS THE TOP-RANKED PROPOSER; FURTHER, IF THE ADMINISTRATION IS NOT SUCCESSFUL IN NEGOTIATING AN AGREEMENT WITH IKONIQ, INC., AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH IOWA ROTOCAST PLASTICS INC., AS THE SECOND RANKED PROPOSER; AND FURTHER AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE AN AGREEMENT UPON CONCLUSION OF SUCCESSFUL NEGOTIATIONS BY THE ADMINISTRATION. (ECONOMIC DEVELOPMENT)

**RECOMMENDATION**

The City Administration ("Administration") recommends that the Mayor and City Commission ("City Commission") approve the Resolution.

This solicitation is under the Cone of Silence.

**BACKGROUND/HISTORY**

Maintaining innovative and productive services, amenities, and systems in the Miami Beach Convention Center (MBCC) is paramount. The re-imagined facility features several open spaces that provide an opportunity to enhance food and beverage services through the comprehensive portable food and beverage cart program. The MBCC food and beverage management team seeks to add portable food concession carts to complement the current pool of carts. Ensuring the MBCC maintains modern carts improves the sales and distribution of food and beverages across various building layouts and improves corridor and public area traffic patterns, which change with each event. The purpose of the portable food carts is to maximize the capture rate, boost top-line revenues, and offer best-in-class food and beverage options.

This wide variety of food concepts becomes a selling point for the MBCC sales team because clients and attendees are looking for memorable options. The ability to offer a diverse range of foods and beverages will attract new clients and repeat business to the MBCC. The City desires that the carts be designed professionally, and match existing equipment for a streamlined appearance.

On November 14, 2018, the Mayor and City Commission approved the award of a contract pursuant to RFP 2018-249-ZD for MBCC Portable Food Concession Carts to Ikoniq, Inc. The Agreement was executed on February 21, 2019, with a contract term of three (3) years with the City's option to renew for two (2) additional one (1) year periods. The agreement was not extended beyond the original three (3) year term, and expired on February 20, 2022, after the vendor fulfilled all goods and services required.

Through this RFP, the City sought proposals from firms that have proven experience and the ability to deliver custom-made, high-quality food concession carts/equipment.

The City requires three (3) specific types of food and ancillary carts, each with specific requirements, dimensions, and materials, as detailed below:

- Multi-use Front End Food Carts
- Grill Front Food Carts
- Support Food Carts

These food carts will be used in pairs – one front service cart for specific types of food preparation or styles and one standard support cart to provide a clean-up station, food storage, and other related functions. The awarded bidder must deliver all carts as turn-key operational, including all specified equipment. Approximately \$625,000 is budgeted for the portable food concession carts.

## **ANALYSIS**

On October 30, 2024, the Mayor and City Commission authorized the issuance of RFP 2025-012-DF for Miami Beach Convention Center (MBCC) portable food concession carts. On November 1, 2024, the RFP was issued. A voluntary pre-proposal conference was held on November 13, 2024, to provide information to proposers submitting a response. One (1) addendum was issued, and 41 prospective bidders accessed the advertised solicitation. RFP responses were due and received on December 16, 2024. The City received a total of three (3) proposals, listed below.

- Culinary Depot, Inc.
- Ikoniq, Inc.
- Iowa Rotocast Plastics Inc.

The proposal submitted by Culinary Depot, Inc. was deemed non-responsive to the RFP for failure to submit a completed Cost Proposal Form, as required in the RFP. Therefore, its submittal received no further consideration.

On January 13, 2025, the City Manager appointed the Evaluation Committee, via LTC # 018-2025 ("The Committee"). The Committee comprised Francisco Garcia, Division Director, Facilities and Fleet Management Department; Angelo Grande, Director of Venue Operations, OVG360; Robin Jacobs, Chair, Miami Beach Convention Center Advisory Board; Danny Medina, Regional Vice President, Sodexo Live!; and Heather Shaw, Assistant Director, Economic Development Department. The Committee convened on March 10, 2025, to consider the proposals received.

The Committee was provided an overview of the project, information relative to the City's Cone of Silence Ordinance, and the Government Sunshine Law. The Committee was also provided general information on the scope of services and a copy of each proposal. The Committee was instructed to score and rank each proposal pursuant to the evaluation criteria established in the RFP. The evaluation process resulted in the ranking of proposers as indicated below and in Attachment A.

- 1<sup>st</sup> Ikoniq, Inc.
- 2<sup>nd</sup> Iowa Rotocast Plastics Inc.

The Evaluation Committee resulted in Ikoniq, Inc. ("Ikoniq") as the top-ranked proposer. During deliberations, the Committee highlighted that Ikoniq provided solutions that adhered to the RFP's specifications. This includes the new LED screen specifications designed to enhance the MBCC's branding. The Committee noted that Ikoniq has worked with other notable firms and agencies, such as Live Nation, the University of Tennessee, and Tulane University.

Ikoniq, Inc. ("Ikoniq") has evolved into a prominent creator of immersive brand experiences, particularly within the dynamic environments of sports and entertainment venues. Originating in 2009, with a foundation of crafting high-quality mobile carts, the company has expanded its capabilities to encompass comprehensive venue-wide solutions. Through the 2010s the company expanded into modular kitchens, and semi-permanent builds. And into the 2020s they began to implement AI into their designs. With a strong emphasis on innovative design, engineering, and visual storytelling, Ikoniq partners with major venues across the United States, delivering tailored solutions that elevate food, beverage, and retail operations, solidifying their reputation for quality and reliability. References provided by Ikoniq have provided positive feedback. Further, Ikoniq is the incumbent for these goods, pursuant to RFP 2018-249-ZD, and has performed to the satisfaction of the City.

The Evaluation Committee resulted in Iowa Rotocast Plastics Inc. as the second-ranked proposer, to be well qualified and considered, if the negotiations with Ikoniq is not successful.

Iowa Rotocast Plastics Inc. ("IRP"), incorporated in 1986, is a manufacturer and supplier of premier merchandising equipment, including rotationally molded plastic products, wire racks, electric refrigeration, and fabricated portables for food and beverage concessionaires. IRP has significant experience in the design and fabrication of carts and kiosks, and IRP equipment can be found in over 200 professional or collegiate sporting venues. Previous clients include Nashville Soccer Plaza, UBS Arena, St. Louis City SC Stadium, First Energy Stadium, and KC Current Stadium. References provided by IRP have provided positive feedback.

### **SUPPORTING SURVEY DATA**

Based on the 2024 City of Miami Beach Community Satisfaction Survey, 84% of local businesses agree that the Miami Beach Convention Center contributes positively to the overall value of doing business in the City. This RFP looks to directly address this point by further augmenting the MBCC's offerings for attendees.

### **FISCAL IMPACT STATEMENT**

The City's estimated budget for these goods is approximately \$625,000. However, the top-ranked proposer, Ikoniq, Inc., has submitted the lowest cost to the City of \$582,000, which is \$43,000 less than the City's budget. Compared to the previous RFP, the new proposal prices are, on average, 98% higher. This increase reflects several key factors, including inflation and updated specifications. Since the last RFP in 2018, the Consumer Price Index for the Miami-Ft. Lauderdale-West Palm Beach region has risen by approximately 29%, and the new RFP includes additional requirements not previously considered, such as:

- Increased design and fabrication complexity, emphasizing modularity, durability, and seamless integration with MBCC's Food and Beverage (F&B) program.
- Updates to National Fire Protection Association (NFPA) codes, which have led to the discontinuation of previously approved ventless hood systems, requiring vendors to propose more advanced alternatives.
- Enhanced technology specifications, including integrated 2.9mm LED screens for digital branding, which were not part of the 2018 RFP.

The resulting contract, pursuant to RFP 2025-012-DF, shall be for an initial three (3) years with an option to renew for one (1) two-year term.

**Does this Ordinance require a Business Impact Estimate?** Click or tap here to enter text.  
(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:  
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

**FINANCIAL INFORMATION**

440-0441-000674-35-422-000-00-00-00	\$625,000.00
	<b>\$625,000.00</b>

**CONCLUSION**

Based on the foregoing, the Administration recommends the Mayor and City Commission approve the Resolution authorizing the Administration to enter into negotiations with Ikoniq, Inc., as the top-ranked proposer. If the Administration is not successful in negotiating an agreement with Ikoniq, Inc., authorizing the Administration to enter into negotiations with Iowa Rotocast Plastics Inc., as the second-ranked proposer. Further, authorizing the City Manager and City Clerk to execute an agreement upon the conclusion of successful negotiations by the Administration.

**Applicable Area**

South Beach

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

**Department**

Procurement

**Sponsor(s)**

**Co-sponsor(s)**

**Condensed Title**

Award RFP 2025-012-DF, MBCC Portable Concession Food Carts ED/PR

**Previous Action (For City Clerk Use Only)**