



CITY COUNCIL AGENDA ITEM

April 27, 2011

To: John Szerlag, City Manager

From: John M. Lamerato, Assistant City Manager/Finance and Administration
Mark F. Miller, Director of Economic & Community Development
Susan A. Leirstein, Purchasing Director
Stuart J. Alderman, Recreation Director

Subject: Standard Purchasing Resolution 8: Best Value Award – Community Center Catering

Background

On February 24, 2011, requests for proposals (RFP) were received from companies interested in providing three-year requirements of catering services for the Troy Community Center with an option to renew for three additional years. Sixty-six (66) companies were notified via the Michigan Intergovernmental Trade Network (MITN) website with three (3) proposals received. All three firms met the pass/fail criteria; however, Crank's Services LLC withdrew from the process.

A committee consisting of Mark Miller, Director of Economic & Community Development; Stuart Alderman, Recreation Director; and Scott Mercer, Recreation Supervisor, rated the remaining two (2) companies on their proposals, menus, interviews and food samples.

In addition, a return schedule was requested and received from the firms. Based on the ratings from the evaluation committee and the points earned from the return schedule, staff recommends awarding the contract to the highest rated respondent; Encore Catering of Troy, Michigan.

Encore Catering received the highest score as a result of a best value process, which also considered experience including alcohol service, financial ability to perform, professional competence and positive references. Encore guarantees a minimum return of \$12,000.00 each year or 15% of gross receipts (less Michigan sales tax) whichever is greater.

Recommendation

City management recommends awarding a three-year contract for Community Center Catering with an option to renew for three (3) additional years to the highest rated respondent as a result of a best value process, Encore Catering of Troy, Michigan.

The award is contingent upon the recommended bidder's submission of properly executed contract and proposal documents, including insurance certificates, the ability to qualify as the holder of the City's liquor license and all other specified requirements.



EXECUTIVE SUMMARY

TROY COMMUNITY CENTER CATERER

STATISTICS:

- ◆ **66 companies were notified via the MITN e-procurement website**
- ◆ **Three (3) proposals were received**
- ◆ **All three (3) companies met the pass/fail criteria; however, one (1) company withdrew from the process**
- ◆ **Encore Catering received the highest score as a result of a best value process**

The following two (2) companies received the indicated final scores as a result of their proposal, menu, rate of return, interview and food sampling submissions.

Company	SCORE
Encore Catering	89.9
Kosch Catering	84.9

REQUEST FOR PROPOSAL - THE FOLLOWING FIRM WITHDREW FROM THE PROCESS

- Crank's Services LLC

Attachments:

- ✓ Weighted Final Scoring
- ✓ Evaluation Process
- ✓ Original Tabulation



WEIGHTED FINAL SCORING
Troy Community Center Caterer

Final Score Calculation:

$$\begin{array}{r}
 40\% \times \text{Return Score} \\
 40\% \times \text{Proposal Score} \\
 10\% \times \text{Menu Score} \\
 10\% \times \text{Interview / Sample Food Score (Optional Phase)} \\
 \hline
 100\% \qquad \qquad \qquad = \text{Final Weighted Score}
 \end{array}$$

In order to equate the rate of return to the weighted evaluation process scoring, 50 points was used to evaluate the percentage of gross receipts, and 50 points was used to evaluate the minimum total guarantee per year. – Note: 100 point basis for each phase -

Phase 5: Weighted Average Score for Return: 40%

	Weighted Criteria – Difference in Costs [1-(High Return – Proposal Return) / high return] x available points	Final Weighted Score (x .40)
Vendors:		
Encore Catering	$\{1-(\$12,000-\$12,000)/\$12,000\} \times 50 = 50$ $\{1-(15\% - 15\%)/15\% \} \times 50 = 50$	100 x .40 = 40.0
Kosch Catering	$\{1-(\$12,000-\$9,000)/\$12,000\} \times 50 = 37.5$ $\{1-(15\% - 11\%)/15\% \} \times 50 = 36.7$	74.2 x .40 = 29.7

Phase 2: Weighted Average Score for Proposals: 40%

Raters:	1	2	3	Average	Final Weighted Score (x .40)
Vendors:					
Encore Catering	86	77	82	82	32.8
Kosch Catering	98	91	96	95	38.0

Phase 3: Weighted Average Score for Menus: 10%

Raters:	1	2	3	Average	Final Weighted Score (x .10)
Vendors:					
Encore Catering	84	78	74	79	7.9
Kosch Catering	96	96	89	94	9.4

Summary: Proposal, Menu and Return Scores

	Price Score	Proposal Score	Menu Score	Total Score
Vendors:				
Encore Catering	40.0	32.8	7.9	80.7
Kosch Catering	29.7	38.0	9.4	77.1



In order to equate the weighted evaluation process scoring, 50 points was used to evaluate the interview, and 50 points was used to evaluate the sample food.

Phase 4: Weighted Average Score for Interview and Sample Food: 10%

RATERS	1	2	3	Average	Final Weighted Score (x .10)
Vendors:					
Encore Catering	Interview = 87.0 Food = 90.0	Interview = 84.0 Food = 93.0	Interview = 97.5 Food = 100.0	Interview: 89.5 x 50 = 44.8 Food: 94.3 x 50 = 47.2	92.0 x .10 = 9.2
Kosch Catering	Interview = 83.5 Food = 88.0	Interview = 80.5 Food = 88.0	Interview = 73.0 Food = 56.0	Interview: 79.0 x 50 = 39.5 Food: 77.3 x 50 = 38.7	78.2 x .10 = 7.8

FINAL SCORE:

VENDORS:	Encore Catering	Kosch Catering
Rate of Return Score	40.0	29.7
Proposal Score	32.8	38.0
Menu Score	7.9	9.4
Interview / Food Sampling Score	9.2	7.8
FINAL SCORE	89.9	84.9

*HIGHEST RATED VENDOR – RECOMMENDED AWARD



SELECTION PROCESS

CRITERIA FOR SELECTION

A City Committee will review the proposals. The City of Troy reserves the right to award this proposal to the company considered the most qualified based upon a combination of factors including but not limited to the following:

- A. Compliance with qualifications criteria
- B. Completeness of the proposal
- C. Financial strength
- D. Correlation of the proposals submitted to the needs of the City of Troy
- E. Any other factors which may be deemed to be in the City's best interest
- F. Evaluation Process

Phase 1: Minimum Qualifications Evaluation.

Companies will be required to meet minimum established criteria in order to go to the second phase of the process. (Evaluation Sheet Proposal)

Phase 2: Evaluation of Proposal

The City Committee will use a weighted scoring sheet to evaluate the required submitted proposals. Each Committee Member will calculate a weighted score. The scores of the Committee Members will be averaged into one score for each bidder for this phase of the process.

Phase 3: Evaluation of Menus

The City Committee will use a weighted scoring sheet to evaluate the required submitted menus. Each Committee Member will calculate a weighted score. The scores of the Committee Members will be averaged into one score for each bidder for this phase of the process.

Phase 4: Food Evaluation and Interview Process (Optional)

The City, at their option, will invite the short-listed companies to provide food samples and participate in an interview. The City Committee will use a weighted scoring sheet to evaluate the submitted food samples and the interview. Each Committee Member will calculate a weighted score. The scores of the Committee Members will be averaged into one score for each bidder for this phase of the process.

Phase 5: Return

Points for return will be proportionally assessed:

FORMULA – $[1 - (\text{High Return} - \text{Proposal Return}) / \text{high return}] \times \text{available points (100 base point)}$

Note: 50 points will be used to evaluate the percentage of gross receipts, and 50 points will be used to evaluate the minimum total guarantee per year.

Phase 6: Final Scoring and Selection

The highest final weighted scored respondent will be the Community Center Caterer recommended to the Troy City Council for Award.

40% x Return Score	(100 point base)
40% x Proposal Evaluation Score	(100 point base)
10% x Menu Score	(100 point base)
10% x Interview / Sample Food Score	(100 point base) – Optional
100%	

Note: The City of Troy reserves the right to change the order or eliminate an evaluation phase if deemed in the City's best interest to do so.

FIRM NAME:

sl

CHECK #

CHECK AMOUNT

Encore Catering	Kosch Catering
000290525	17756339
\$ 500.00	\$ 500.00

PROPOSAL: TO PROVIDE THREE YEAR REQUIREMENTS OF CATERING SERVICES AT THE TROY COMMUNITY CENTER WITH AN OPTION TO RENEW FOR THREE (3) ADDITIONAL YEARS

FOUR (4) COPIES (Yes or No)

Yes

Yes

EXCEPTIONS:

None

N/A

ACKNOWLEDGEMENT: Signed Y or N

Yes

Yes

PROPOSAL: Return Schedule

Percent of Gross Receipts

15%

As Follows:

- 7% (less than \$100K)
- 9% (\$100K - \$150K)
- 11% (\$150K - \$200K)
- 13% (\$200K - \$300K)
- 15% (over \$300K)

Minimum Guarantee Per Year

\$ 12,000.00

\$6,000 year 1

\$9,000 year 2

\$12,000 year 3

QUESTIONNAIRE: (Yes or No)

Yes

Yes

INSURANCE:

Can Meet
 Cannot Meet
 Signed Y or N

XX

XX

Yes

Yes

THREE FORMS:

Y or N

Non-Collusion
 Legal Status
 Indemnification Clause

Yes

Yes

Yes

Yes

Yes

Yes

PAYMENT SCHEDULE ATTACHED (Labeled)

Exhibit A

Executive Summary

MENU ATTACHED

(Labeled)

Exhibit D

TCC Catered Events Menu

SITE INSPECTION:

Y or N
 Date

Yes

Yes

2/10/2011

2/16/2011

WITHDREW:

Crank's Services LLC

ATTEST:

Julie Hamilton

Diane Fisher

Carol Anderson

Susan Leirstein CPPO, CPPB
 Purchasing Director