



# TOWN OF CUTLER BAY

## ATTACHMENT "C"

RFP #15-03

Cutler Bay Town Center  
Leasing Consultant Services

**Bidder Evaluations**



**Town of Cutler Bay**  
**Cutler Bay Town Center Building**  
 10720 Caribbean Blvd., Suite 105  
 Cutler Bay, Florida 33189  
 Phone: (305) 234-4262 Fax: (305) 234-4251  
 Website: [www.cutlerbay-fl.gov](http://www.cutlerbay-fl.gov)

**Cutler Bay Town Center  
 Leasing Consultant Services  
 RFP #15-03  
 Evaluation Criteria**

**CUTLER BAY TOWN CENTER  
 LEASING CONSULTANT SERVICES  
 Final Committee Ranking**

BIDDER'S NAME	YANI RAMOS	SANDRA ARONOFF	ROBERT DADDARIO
Sime Realty Corp.	100	100	88



Department of Administrative Services

Yani Ramos  
Administrative Services Director

**M E M O R A N D U M**

To: Rafael G. Casals, Town Manager

From: Selection Committee Members:  
Yani Ramos, Committee Chair  
Robert Daddario, Finance Director  
Sandra Aronoff, Building & Code Compliance Director

Date: April 23, 2015

Re: RFP 15-03 Leasing Consultant Services

The Selection Committee Members met Thursday, April 30, 2015, at 4:00 P.M. to evaluate the one (1) proposal received in response to RFP #15-03. Below is the final committee score:

Company	Yani Ramos	Sandra Aronoff	Robert Daddario
Sime Realty Corporation	100	100	88

Attached please find each member's evaluation criteria form, as well as, ranking sheets with all of the committee member's scores.





**Town of Cutler Bay**

**Cutler Bay Town Center Building**

10720 Caribbean Blvd., Suite 105  
 Cutler Bay, Florida 33189  
 Phone: (305) 234-4262 Fax: (305) 234-4251  
 Website: [www.cutlerbay-fl.gov](http://www.cutlerbay-fl.gov)

Bidder's Name: Sime Realty Corp.

Committee Member: Yani Ramos

RFP #15-03

CUTLER BAY TOWN CENTER  
 LEASING CONSULTANT SERVICES

Evaluation Criteria

CATEGORIES	MAX POINTS	AWARDED POINTS
CREDENTIALS AND ACCOMPLISHMENTS OF THE "PRINCIPAL" LEASING CONSULTANT	15	15
QUALITY OF THE PROJECTS AND ACCOMPLISHMENTS OF THE CONSULTANT IN PROVIDING SIMILAR LEASING SERVICES TO EITHER PUBLIC/PRIVATE ENTITIES COMPARABLE TO THE TOWN	15	15
CONSULTANT'S PROPOSED MARKETING PLAN/STRATEGIC APPROACH FOR THE TOWN CENTER BUILDING	40	40
CONSULTANT'S LEASING FEES	25	25
COMPLIANCE WITH THE RESPONSE PREPARATION AND SUBMISSION REQUIREMENTS.	5	5
<b>TOTAL POINTS</b>	<b>100</b>	<b>100</b>

Additional Notes:

I'm concerned with the pricing of the property signs (page 4).



**Town of Cutler Bay**  
**Cutler Bay Town Center Building**  
 10720 Caribbean Blvd., Suite 105  
 Cutler Bay, Florida 33189  
 Phone: (305) 234-4262 Fax: (305) 234-4251  
 Website: [www.cutlerbay-fl.gov](http://www.cutlerbay-fl.gov)

Bidder's Name: Sime Realty Corp.

Committee Member: Sandra Aronoff

RFP #15-03  
 CUTLER BAY TOWN CENTER  
 LEASING CONSULTANT SERVICES

Evaluation Criteria

CATEGORIES	MAX POINTS	AWARDED POINTS
CREDENTIALS AND ACCOMPLISHMENTS OF THE "PRINCIPAL" LEASING CONSULTANT	15	15
QUALITY OF THE PROJECTS AND ACCOMPLISHMENTS OF THE CONSULTANT IN PROVIDING SIMILAR LEASING SERVICES TO EITHER PUBLIC/PRIVATE ENTITIES COMPARABLE TO THE TOWN	15	15
CONSULTANT'S PROPOSED MARKETING PLAN/STRATEGIC APPROACH FOR THE TOWN CENTER BUILDING	40	40
CONSULTANT'S LEASING FEES	25	25
COMPLIANCE WITH THE RESPONSE PREPARATION AND SUBMISSION REQUIREMENTS.	5	5
<b>TOTAL POINTS</b>	<b>100</b>	<b>100</b>

Additional Notes:

Good Submittal - complete



**Town of Cutler Bay**

**Cutler Bay Town Center Building**

10720 Caribbean Blvd., Suite 105  
 Cutler Bay, Florida 33189  
 Phone: (305) 234-4262 Fax: (305) 234-4251  
 Website: [www.cutlerbay-fl.gov](http://www.cutlerbay-fl.gov)

Bidder's Name: Sime Realty Corp.

Committee Member: Robert Daddario

RFP #15-03  
 CUTLER BAY TOWN CENTER  
 LEASING CONSULTANT SERVICES

Evaluation Criteria

CATEGORIES	MAX POINTS	AWARDED POINTS
CREDENTIALS AND ACCOMPLISHMENTS OF THE "PRINCIPAL" LEASING CONSULTANT	15	13
QUALITY OF THE PROJECTS AND ACCOMPLISHMENTS OF THE CONSULTANT IN PROVIDING SIMILAR LEASING SERVICES TO EITHER PUBLIC/PRIVATE ENTITIES COMPARABLE TO THE TOWN	15	13
CONSULTANT'S PROPOSED MARKETING PLAN/STRATEGIC APPROACH FOR THE TOWN CENTER BUILDING	40	36
CONSULTANT'S LEASING FEES	25	23
COMPLIANCE WITH THE RESPONSE PREPARATION AND SUBMISSION REQUIREMENTS.	5	3
<b>TOTAL POINTS</b>	<b>100</b>	<b>88</b>

Additional Notes: