

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE NEIGHBORHOOD AND QUALITY OF LIFE COMMITTEE, AT ITS MAY 19, 2021 MEETING, APPROVING A PADDLEBOARD RENTAL PROGRAM AT THE KAYAK LAUNCHES LOCATED WITHIN THE PARKVIEW PARK ANNEX AND PINE TREE PARK, RESPECTIVELY, AND WAIVING, BY 5/7THS VOTE, THE FORMAL COMPETITIVE BIDDING REQUIREMENT, PURSUANT TO SECTION 2-367 OF THE CITY CODE, FINDING SUCH WAIVER TO BE IN THE BEST INTEREST OF THE CITY; AND FURTHER AUTHORIZING THE CITY MANAGER TO NEGOTIATE, AND THE CITY MANAGER AND CITY CLERK TO EXECUTE, AN AGREEMENT WITH PADL, LLC, FOR AN INITIAL TERM OF TWO (2) YEARS, WITH UP TO THREE (3) ADDITIONAL ONE (1) YEAR RENEWALS, AT THE CITY'S OPTION, TO PROVIDE AND MAINTAIN PADDLEBOARD RENTAL EQUIPMENT AT THE PARKVIEW PARK ANNEX AND PINE TREE PARK.

WHEREAS, at the March 18, 2020 City Commission meeting, a discussion regarding the possibility of commencing a paddleboard rental program, at the kayak launches located within the Parkview Park Annex and Pine Tree Park, was referred to the Neighborhood and Quality of Life Committee ("NQLC") (see Exhibit A); and

WHEREAS, this paddleboard rental program item was subsequently deferred to the July NQLC meeting due to delays caused by the Covid-19 pandemic; and

WHEREAS, at the July 15, 2020 NQLC meeting, the Committee heard the presentation of PADL, LLC, and directed the City Administration to bring the item back to the NQLC after the Covid-19 pandemic subsided; and

WHEREAS, pursuant to the request of the NQLC, the City Administration conducted research into other vendors and companies that may offer similar paddleboard rental services, however, no other such vendor was found locally; and

WHEREAS, at the May 19, 2021 NQLC meeting, the Committee provided a favorable recommendation, which approved commencing a paddleboard rental program at the two (2) suggested locations – the Parkview Park Annex and Pine Tree Park kayak launches (see Exhibit B); and

WHEREAS, PADL, LLC is a local company whose mission is to get more people out on the water by providing paddle sport rentals at self-service stations (see Exhibit C). PADL, LLC currently has paddleboard rental stations located in the following locations:

- Fiesta Key;
- Key Biscayne;
- Boynton Beach;
- Juno Beach;
- Jupiter;
- Vero Beach;
- Lake Butler; and

WHEREAS, PADL, LLC plans on adding approximately fifteen (15) more paddleboard rental stations throughout Miami-Dade and Clay Counties, and plans to expand its business into states such as California, Virginia and North Carolina; and

WHEREAS, PADL, LLC desires to install paddleboard rental stations in the City of Miami Beach, at the kayak launches in Parkview Park Annex and Pine Tree Park; and

WHEREAS, PADL LLC utilizes global positioning system (GPS) technology, in conjunction with cellular service and self-locking technology, amongst its fleet so that rental paddleboards may be locked and unlocked by customers with an App, and tracked by PADL, LLC, for the purpose of providing operations and maintenance, as set forth below (and in Exhibit C):

- All rentals are accomplished via smartphone App;
- Paddleboards are equipped with GPS for constant tracking and communication;
- Docking stations are solar powered;
- Leashes and life jackets are provided with each rental;
- Safety videos are provided in the App, in conjunction with appropriate location-specific safety signage;
- PADL, LLC is responsible for all installations and operations;
- PADL, LLC covers all maintenance costs for the paddleboard fleet and docking stations;
- PADL, LLC rentals are presently charged at the rate of \$15.00 per hour or \$24.99 for a monthly membership (which is further discounted to \$97.00 for six months);
- As part of the Agreement, a 20% share of the revenue received by PADL, LLC would be paid to the City, on a monthly basis. Such revenue share shall be calculated as a percentage of gross revenues from rentals, and allocation of gross member sales. The allocation of member sales shall be calculated based upon the number of member rentals taking place at the City stations; and

WHEREAS, the City Administration recommends the approval of this paddleboard rental program for the benefit of residents and visitors by increasing access to watersports recreation (at a relatively low cost) and, as such, recommends that the Mayor and City Commission waive the formal competitive bidding requirement, by a 5/7th's vote, as permitted pursuant to Section 2-367 of the City Code, as being in the best interest of the City.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the Neighborhood and Quality of Life Committee, at its May 19, 2021 meeting, approving a paddleboard rental program at the kayak launches located within the Parkview Park Annex and Pine Tree Park, respectively, and waiving, by 5/7ths vote, the formal competitive bidding requirement, pursuant to section 2-367 of the City Code, finding such waiver to be in the best interest of the City; and further authorizing the City Manager to negotiate, and the City Manager and City Clerk to execute, an agreement with PADL, LLC, for an initial term of two (2) years, with up to three (3) additional one (1) year renewals, at the City's option, to provide and maintain paddleboard rental equipment at the Parkview Park Annex and Pine Tree Park.

PASSED and ADOPTED this 23rd day of June, 2021.

ATTEST:

Dan Gelber, Mayor

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney **MAF**

6-11-21

Date