



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 05/20/2025

PRESENTER: Ray Cerda, Director of Parks, Arts and Recreation

TITLE: Contract with Infinity Cube, LLC dba Cinnaholic for Food and Beverage Concessions at the EPIC Recreation Center with a 10% commission back to the City based on gross revenues for an initial one-year term with the option to renew for up to two additional one-year terms; Authorize the City Manager or his designee to execute any documents necessary to exercise optional renewals

REVIEWING COMMITTEE: (Reviewed by the Finance and Government Committee on 05/06/2025)

PURPOSE OF REQUEST:

Infinity Cube, LLC DBA Cinnaholic will provide food and beverage concessions for the EPIC Recreation Center. The city will receive a 10% commission back on gross revenues. The estimated annual revenue for this vendor is projected at \$500,000, resulting in a \$50,000 share to the city.

The vendor will offer a Grab and Go style menu designed for convenience and quality. Beverage options will include coffee, juice, water, and protein, sports and energy drinks. Food selection will consist of cinnamon rolls, pizza, fresh fruit and protein bars.

Vendor Operating Hours During School:

- Morning: 6:30 am to 10:30 am
- Afternoon/Evening 4:00 pm to 8:00 pm

Vendor Operating Hours Spring and Summer Break:

- Daily: 6:30 am to 8:00 pm

The vendor is a local resident, and their business holds several important designations: minority owned, women owned, small business and HUB certified. The partnership aligns with the city's commitment to supporting diverse and local businesses.

The patrons will be members that utilize the lobby as well as EPIC Waters overflow. The EPIC membership is about 12,000. The targeted demographic for this vendor is 12- to 29-year-olds which makes up about 40 % of the EPIC membership.

Notice of bid #25086 was advertised in the Fort Worth Star Telegram and Planet Bids; it was distributed to 98 vendors in PlanetBids, of which there were 16 local vendors, 21 HUBs, 23 WBE, and directly to multiple Grand Prairie vendors. One bid was received as shown on Attachment A.

The award was based on the best value criteria set up in the specification, including percentage reimbursement, quality of product, concession setup, qualifications and experience, and other relevant criteria as listed in the specification.

Infinity Cube, LLC DBA Cinnaholic meets specifications and is recommended for award.

PROCUREMENT DETAILS:

Procurement Method: RFP

Number of Responses: 1

RFP/RFB #: 25086

Selection Details: Best Value

ATTACHMENTS / SUPPORTING DOCUMENTS:

1- Score Card