



CITY OF RAPID CITY

DEPARTMENT OF PARKS AND RECREATION
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To: Mayor Kooiker and City Council Members
From: Doug Lowe, Recreation Division Manager
Subject: RFPs for Pro Shop Concessionaire and/or Adult Golf Instructor at Meadowbrook Golf Course, and Meadowbrook Golf Course Food and Beverage Concessionaire
Date: October 1, 2012

At their meeting on September 13, 2012, the Parks and Recreation Advisory Board approved the following documents:

- Request for Proposals for Pro Shop Concessionaire and/or Adult Golf Instructor at Meadowbrook Golf Course, and
- Request for Proposals for Meadowbrook Golf Course Food and Beverage Concessionaire

These documents have also been reviewed by the Men's and Women's Golf Associations and modifications were made based on their input.

Please approve the Request for Proposals. If you have any questions, please contact me at 394-4168.



REQUEST FOR PROPOSAL (RFP)

City of Rapid City Parks and Recreation
Rapid City, SD

RFP NUMBER

PR12-6103

RFP TITLE

**Pro Shop Concessionaire and/or Adult Golf Instructor
at Meadowbrook Golf Course**

PURPOSE

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for a Pro Shop Concessionaire and /or Adult Golf Instructor at Meadowbrook Golf Course.

DEADLINE FOR RFP SUBMISSIONS

2:00 P.M. Mountain Time
November 30, 2012
LATE, FAXED OR UNSIGNED PROPOSALS WILL BE REJECTED

SUBMIT RFP TO THIS ADDRESS

Doug Lowe, Recreation Division Manager
Rapid City Parks and Recreation
515 West Boulevard
Rapid City, SD 57701

SPECIAL INSTRUCTIONS

- **Label the lower left corner of your sealed submittal package with the RFP number**
- **Submit one original and (5) copies of your proposal**
- **Submit one complete electronic copy in Microsoft Word or PDF format burned to a CD or DVD**

DIRECT ALL INQUIRES TO

Doug Lowe
Recreation Division Manager
Phone: (605) 394-4168
Fax: (605) 394-5307
Email: doug.lowe@rcgov.org
Website: <http://www.rcgov.org/Parks-and-Recreation/>

DATE RFP ISSUED:

TABLE OF CONTENTS

- 1.0 GENERAL INFORMATION
 - 1.1 Introduction
 - 1.2 Scope of Project and Services Requested
 - 1.3 Definitions
 - 1.4 Clarification of the Specifications
 - 1.5 Addendums and/or Revisions
 - 1.6 Calendar of Events
 - 1.7 Contract Term and Funding
 - 1.8 Reasonable Accommodations

- 2.0 PROPOSAL REQUIREMENTS
 - 2.1 Cover Letter
 - 2.2 Table of Contents
 - 2.3 Executive Summary
 - 2.4 Background Information
 - 2.5 Contract Performance
 - 2.6 Reference List
 - 2.7 Experience
 - 2.8 Merchandise & Instruction Operations
 - 2.9 Statements and Reports
 - 2.10 Compensation Requirement
 - 2.11 Optional Information Requirements
 - 2.12 Optional Additions

- 3.0 PREPARING AND SUBMITTING A PROPOSAL
 - 3.1 General Instructions
 - 3.2 Proprietary Information
 - 3.3 Incurring Costs
 - 3.4 Submittal Instructions
 - 3.5 Required Copies
 - 3.6 Multiple Proposals
 - 3.7 Oral Presentations and Site Visits

- 4.0 PROPOSAL SELECTION AND AWARD PROCESS
 - 4.1 Preliminary Evaluation
 - 4.2 Proposal Evaluation
 - 4.3 Evaluation Criteria
 - 4.4 Right to Reject Proposals
 - 4.5 Contract Authorization & Negotiation Process
 - 4.6 Award and Final Offers

4.7 Notification of Intent to Award

5.0 SPECIAL CONTRACT TERMS AND CONDITIONS

5.1 Professional Liability Insurance

6.0 ATTACHMENTS

6.1 Proposal Evaluation Form

6.2 Interview Evaluation Form

6.3 Cover Letter Form

1.0 GENERAL INFORMATION

1.1 Introduction

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for a Pro Shop Concessionaire and /or Adult Golf Instructor at Meadowbrook Golf Course.

The City of Rapid City Parks and Recreation Department intends to use the results of this process to award a contract(s).

The contract resulting from this Request for Proposal (RFP) will be administered by the City of Rapid City Parks and Recreation Department.

The contract administrator will be Doug Lowe, Recreation Division Manager.

1.2 Scope of Project and Services Requested

1.2.1 Project Description

Meadowbrook Golf Course is an 18-hole championship course, located at 3625 Jackson Boulevard, Rapid City, South Dakota.

Meadowbrook offers a full service professional instructional, maintenance staff and full service Pro Shop facility. Food and beverage concessions are currently under another concessionaire and are not included in this RFP. However, companies may bid on either the Food and Beverage Concessionaire RFP or Pro Shop RFP or both. Maintenance, front desk and clerical staff are currently all City employees and will remain city employees.

The course services a growing population of nearly 70,000 residents and a greater regional population of over 150,000 capturing golfers from all over the Black Hills. Meadowbrook also hosts one of the largest Men's and Women's associations in the Black Hills and averages 30,000 rounds annually. Many of our tournament events cater to a full field of players and shotgun formats are a frequent event at Meadowbrook Golf Course as well as association league and tournament play.

1.2.2 Objectives

The City is interested in entering into a contract with a company, team or individual who would assume the concessionaire responsibilities and/or the adult lessons and clinics for the facility at Meadowbrook Golf Course. The City of Rapid City Parks and Recreation Department manages, maintains and operates the Meadowbrook Golf Course. All golf operations are operated under an "Enterprise Fund" system, meaning they must be supported by revenues generated at the golf course.

The City will accept proposals that include either the Pro Shop Concessions or Food and Beverage Concessions or both. The City maintains the right to award each contract individually or both together. Should the City award just one contract, the City will take such action, as it deems appropriate to obtain proper assignment of the other.

It is anticipated that the professional services for the pro shop will include the following:

1. Pro Shop Concessionaire

A. Primary Functions: The City is seeking a concessionaire to maintain Pro Shop service functions for the golf course. The concessionaire must demonstrate a minimum of three (3) years of retail management in an equivalent Pro Shop operation. The concessionaire will be expected to sell golf merchandise and other golf equipment. The Pro-Shop is expected to be open when the course is open, dawn to dusk unless closed for Christmas Day or snow and/or frost events.

B. Golf Carts: The City shall provide and maintain all golf carts and will retain all revenues associated with golf cart rentals.

C. Merchandise: The concessionaire must purchase, display, price, otherwise supply and sell to the public, golf goods, clothing, merchandise and golf equipment which shall be of good quality, selection and kept current to industry standards. Use of the City and Golf Course Logo for resale will require written permission from the Director of Parks and Recreation.

D. Equipment: The concessionaire shall be responsible for the maintenance of all Pro Shop equipment (i.e. racks, display cases) supplied by the City. All equipment will be inventoried and in acceptable condition when the concessionaire commences operation.

Concessionaire will be allowed to purchase or bring in other display cases and clothing racks for use in the Pro Shop. During the term of the contract, all items shall be kept clean, fully operational and show no signs of visual or structural damage.

E. Janitorial: The concessionaire shall help maintain and be responsible for all daily janitorial services in the merchandise area of the Pro Shop and all Pro Shop entrances. These housekeeping functions must be maintained to the Parks and Recreation Department standards of cleanliness. The City will provide janitorial services for the point of sale area as well as behind the desk area.

F. Financial System – Pro Shop: The City shall maintain a system that accounts for all funds received at time of sale for golf related activities, merchandise and all instruction. At operator's request the City will prepare and submit accurate records of all transactions. The City shall provide receipts to customers for all goods and services sold in the Pro Shop, including all golf play. The concessionaire shall keep and maintain all required financial and activity reports (i.e. instruction, merchandise sold, clinics and workshops, etc.) in accordance with City policy and procedures while utilizing accounting procedures compatible with the City's accounting and financial system. The City will consider alternative procedures and reports proposed by prospective concessionaires provided they ensure adequate internal controls, compliance with State and Federal Laws, City regulations and safeguard of City assets.

G. Customer Service – Pro Shop: The concessionaire shall maintain customer service as a top priority. The concessionaire must provide City employees with training in public relations, how to respond to customer complaints, and questions about products, services and concessionaire's policies on return of merchandise, refunds etc. The concessionaire shall also maintain a good working relationship with the pro shop staff and golf maintenance staff.

H. Utilities: The City will provide and pay 75% and the concessionaire will pay 25% of all power, water, garbage and sewer services.

2. Golf Instruction

A. Primary Functions: The instructor must possess a Class “A” PGA Golf Professional Card or be registered and working toward their Class “A” card to provide adult golf instruction at Meadowbrook Golf Course. The instructor must demonstrate a minimum of three (3) years of golf instruction experience. All merchandise and supplies necessary for instruction must be supplied by the instructor.

B. Financial System – Instruction: The City shall maintain a system of accounting that accounts for all moneys received at the time of sale and at any time be prepared to submit accurate records of all transactions. All instruction sales will be processed through the Pro Shop front desk and the instructor shall keep and maintain all required financial records in accordance with City policy and procedures while utilizing accounting procedures compatible with the City financial system.

The City will consider alternative procedures and reports proposed by the prospective instructors, provided they assure adequate internal controls, compliance with State laws and city regulations and the safeguarding of City assets.

C. Customer Service – Instruction: The instructor shall maintain customer service as a top priority. The instructor must provide city employees with adequate information to explain to the general public about the Instructor’s philosophy of teaching golf lessons. Any employees the instructor hires to help teach lessons must maintain a neat appearance, exercise good public relations skills, respond to customer complaints and questions, have good manners and conduct themselves in a high standard that is acceptable to the Parks and Recreation Department. The instructor shall also maintain a good working relationship with the Parks and Recreation golf operations staff.

D. Instruction Expectations: The instructor shall provide instruction by the way of lessons, clinics and workshops to golfers, tournament groups and visitors of the course during all course operating hours. The instructor shall provide the following at Meadowbrook Golf Courses:

- Adult and Youth Private Lessons
- Adult Only Group lessons
- Specialized Clinics for Men’s and Women’s Meadowbrook and Executive Associations
- Player Workshops open to the public

- Golf equipment demos and demo days

E. Pricing: The City is committed to a pricing policy that maintains a competitive and reasonable private and group rates compared to local activity. The instructor shall set the price for all instruction. Instruction shall be priced at or below the area standards.

F. Public Opportunity: The course enjoys a good reputation with its patrons, as well as with the general public. It is, therefore, important to maintain and advance existing relationships, as well as new ones, towards the provision of a high level public service, as well as affordable instruction and service to the general public.

G. Limitations: The instructor will have exclusive rights to teach within the boundaries of the Meadowbrook Golf Course. *(Exceptions will be made for youth group lessons which the City will furnish through the Recreation Division.)*

H. Taxes: The Instructor will be expected to pay and keep current all Federal, State and City taxes applicable to the teaching operation.

I. Sub-Leasing: The Instructor will be prohibited from transferring ownership or sub-leasing the merchandise or teaching concession/facility agreement without written approval from the City.

J. Insurance: The Instructor will be required to provide all liability and property insurance associated with the merchandise and instruction concession agreement and operation as specified in the agreement with the City.

K. Records and Audit: The Instructor shall keep a record of any and all earnings, receipts, fees, commissions and any income whatsoever growing out of the merchandise operation and teaching instruction and any activity conducted thereon, in accordance with the generally accepted accounting procedures.

L. Advertising and Signage:

Instructor is solely responsible for all advertising and signage associated with the promotion of merchandise and instruction business. On site, the Instructor will provide for signage and prices required to market effectively.

M. Name of Merchandise and Instruction Concessions:

The Instructor must present the name of the business to be advertised for final approval. The Instructor may use the name of the Golf Course with written approval of the City.

N. Cash Received and Payments: All sales of merchandise and instruction will be run through the City's financial system and collected by the City. At the end of each month, sales for that month will be totaled and paid out to the Instructor via City check, less percentage of gross sales retained by City.

1.3 Definitions

The following definitions are used throughout the RFP:

The City means the City of Rapid City.

Parks & Recreation Department refers to the Rapid City Parks & Recreation Department.

Proposer/vendor means a firm submitting a proposal in response to this RFP.

Contractor/Consultant means a proposer awarded the contract.

1.4 Clarification of the Specifications

Questions about the proposal should be addressed prior to **2:00 p.m. Mountain Time, November 30, 2012** (See Calendar of Events, Section 1.6) in writing or email to: Doug Lowe, Recreation Division Manager, Rapid City Parks and Recreation, 515 West Blvd, Rapid City 57701; email: doug.lowe@rcgov.org.

All questions will be posted daily on the Parks and Recreation website on the Request for Proposals home page. This approach allows all respondents to receive the same information.

Proposers are expected to raise any questions, exceptions, or additions they have concerning the RFP document at this point in the RFP process. If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the proposer should immediately notify the contact person of such error and request modification or clarification of the RFP document.

Mailing Address: **Doug Lowe, Recreation Division Manager
Rapid City Parks & Recreation Dept.
515 West Boulevard
Rapid City, SD 57701**

Proposers are prohibited from communicating directly with any employee of the City, except as described herein. No City employee or representative other than those individuals listed as City contacts in this RFP are authorized to provide any information or respond to any question or inquiry concerning this RFP.

1.5 Addendums and/or Revisions

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFP, revisions/amendments and/or supplements will be issued.

It shall be the responsibility of the proposers to regularly monitor the web site for any such postings. Proposers must acknowledge the receipt/review of any addendum(s) at the bottom of the Proposal Submittal Cover Letter. Each proposal shall stipulate that it is predicated upon the terms and conditions of this RFP and any supplements or revisions thereof.

1.6 Calendar of Events

Listed below are both specific and estimated dates and times of actions related to this RFP. The actions with specific dates must be completed as indicated unless otherwise changed by the Parks & Recreation Department. In the event that the Parks and Recreation Department finds it necessary to change any of the specific dates and times in the calendar of events listed below, it will do so by issuing a supplement to this RFP. There may or may not be a formal notification issued for changes in the estimated dates and times.

<u>DATE</u>	<u>EVENT</u>
October 9, 2012	RFP Approved by Public Works
October 15, 2012	RFP Approved by City Council
October 16, 2012	RFP posted on City's Website
November 30, 2012	RFP Proposal Submission Deadline. Proposals must be received by 2PM.
December 7, 2012	Short list selection for interviews
December 21, 2012	Select consultant and prepare agreement
January 21, 2013	Council Approves Contract

1.7 Contract Term and Funding

The contract shall be for a maximum of three (3) years, or a mutually agreeable shorter term, with the City having the option of renewing the contract for a maximum of two (2) additional years based on performance.

1.8 Reasonable Accommodations

The Parks and Recreation Department will provide reasonable accommodations, including the provision of informational material in an alternative format, for qualified individuals with disabilities upon request. If you need accommodations at a proposal opening/vendor conference, contact the Parks and Recreation Department at (605) 394-4168.

2.0 PROPOSAL REQUIREMENTS

Proposals shall be organized and presented as outlined below. Proposals shall be organized with the following headings and subheadings; each heading and subheading shall be separated by tabs or otherwise clearly marked. The following sections are required for submittals:

2.1 Cover Letter

- Fill out and provide the attached Proposal Submittal Cover Letter
- Acknowledge review of any and all addendums.

2.2 Table of Contents

- Provide a table of contents identifying all items in this Section and the corresponding page number.

2.3 Executive Summary

- Provide an overview of the firm's interest in these services.
- Provide a highly detailed overview of your approach, type and style of services to be offered.

2.4 Background Information

- Name & address of legal entity submitting the proposal.
- Name and address of principal officers and all owners of 10% or more of the proposing organization.
- Legal status of proposing organization (i.e. corporation, partnership, sole proprietorship).
- Describe ownership of proposing entity.
- Describe the proposing organization in regards to size, longevity, client base, areas of specialization and expertise, and any other pertinent information in such a manner that the proposal evaluation may reasonably formulate an opinion about the stability and financial strength of the organization.
- Disclose any and all judgments, pending or expected litigation, or any other real or potential financial reversals which might materially affect the

viability or stability of the proposing organization or warrant that no such condition is known to exist.

2.5 Contract Performance

- Describe any and all contracts terminated during the past five years. Submit full details of all terminations experienced by the proposer during the past five years including the other party's name, address and telephone number. Present the Proposer's position in the matter. If no such terminations for default have been experienced by the proposer in the past five years, the proposer must warrant such.

2.6 Reference List

- Provide a representative list of current and former clients for whom you have provided professional golf instruction or sales in the past five (5) years, including:
 - a. Name and address of client(s) and nature of business.
 - b. Contact persons and phone numbers.
 - c. Size of operations.
 - d. Number of years of service with client.
- Provide current banking reference, including:
 - a. Name of financial institution
 - b. Contact person(s) and phone numbers.
 - c. Number of years affiliated.
- Provide a credit rating and name the rating service.
(The City of Rapid City may, at its option, contact any of the above or other known clients of yours for references.)

2.7 Experience

- Describe your experience for the last three (3) years as it relates to the operation of merchandising and/or instruction. Include specifics of the course or business name, location, operation, size, activity level, and any other relevant information.
- Describe examples of your past performance in identifying and solving problems at golf facilities.
- Provide a detailed description of your experience and philosophy on the adult golf program, teaching, clinics, promotions, structure, and activities.
- Provide resumes of principal persons who would be fulfilling the duties of merchandise and/or instructor.

2.8 Merchandise & Instruction Operations

- Provide a detailed description of how you would provide merchandise and instruction operations for Meadowbrook Golf Course. Include any staffing

levels for instruction you might need and your customer service philosophy and experience.

- Discuss your concepts and ideas regarding the following golf related items:
 - Professional and Regional Amateur Tournaments
 - Merchandising
 - Promotion and Marketing
 - Golf Instruction
 - High School Programs
 - Youth Golf Programs
 - Complimentary Rounds
 - Golf Leagues
 - Men's and Women's Club Events
 - Special Events
 - Other
- Describe, in detail, the types of internal control procedures you would institute for safeguarding City assets.

2.9 Statements and Reports

- Provide copies of your pro-forma golf operating income statements for the next five years. Include any standard reports, forms and or systems that you have utilized or would utilize in the golf business such as revenue and expense budgets of comprehensive activity reports on instruction given or merchandise sales.

2.10 Compensation Requirement

- Provide a detailed description of your proposed compensation structure including the return to the City under your proposal. Such a description should include a budget and anticipated revenues and expenses for these operations.

2.11 Optional Information Requirements

- In addition to the foregoing, the City will also consider the following: Copies of your business financial statement reports or income tax statements for the past five years. The report should include a balance sheet and income statement. Also include any other standard reports you have utilized in the past such as revenue and expense budgets.

2.12 Optional Additions

- Present any information of importance not otherwise provided for in the above sections.

3.0 PREPARING AND SUBMITTING A PROPOSAL

3.1 General Instructions

The evaluation of a contractor and the contract will be based on the information submitted in the proposal plus references and any required onsite visits or oral interview presentations. Failure to submit a response to any of the requirements in the RFP may be the basis for rejecting a proposal.

3.2 Proprietary Information

All proposals received will remain confidential.

3.3 Incurring Costs

The City will not be liable in any way for the costs incurred by respondents in replying to this RFP or the costs incurred in making a pre-selection presentation to the selection committee.

3.4 Submittal Instructions

All proposals must be received by the Parks and Recreation Department by the deadline as outlined on the RFP Cover Page. Proposals not received by the deadline will not be accepted. Proposals submitted in response to this RFP will not be returned to the proposers.

All proposals must be packaged, sealed and show the following information (as outlined on the RFP Cover Page) on the outside of the package:

- Proposer's name and address
- RFP title
- RFP number
- RFP due date

3.5 Required Copies

Proposers are required to submit an original and the specified number of copies of all materials required for acceptance, as outlined on the RFP Cover Page, under Special Instructions.

3.6 Multiple Proposals

Multiple proposals from a vendor are permitted, however each proposal must be submitted separately and adhere to all submission requirements as outlined on

the RFP cover page. All multiple proposal documents shall be labeled as Proposal #1, Proposal #2, etc.

3.7 Oral Presentations and Site Visits

Top ranked proposers may be required to make oral presentations and/or site visits to supplement their submitted proposals, if requested by the Parks and Recreation Department. The Parks and Recreation Department will make every reasonable attempt to schedule the presentations at an agreeable time and location with the proposer. A proposer's failure to present and/or meet with the Parks and Recreation Department upon request may result in rejection of the vendor's proposal.

4.0 PROPOSAL SELECTION AND AWARD PROCESS

4.1 Preliminary Evaluation

The proposals will first be reviewed for compliance with the requirements for acceptance as outlined in Sections 2.0 and 3.0.

4.2 Proposal Evaluation

A selection committee comprised of Rapid City Parks and Recreation employees and Parks and Recreation Board members will review all proposals that pass the preliminary evaluation (4.1).

The project selection committee will select the top firms which it determines to be the most responsible and qualified to provide the services requested. The selection committee may require each of these firms to make a presentation to the committee regarding its proposal to perform the project, if necessary. The top firms will then be ranked in order of proposal. The selection committee will then attempt to negotiate a contract at a fair and reasonable price with the top-ranked firm. The selection committee shall have the final authority and discretion to make a selection based upon the proposal, responsibility and capabilities of the respondent, the fairness of price and other factors. Any decision by the selection committee shall be final. Failure to respond to each of the requirements in the RFP may be basis for rejecting a response.

4.3 Evaluation Criteria

The criteria for evaluation of proposals are outlined in the Consultant Evaluation Form and the Interview Evaluation Form in Attachment One. The overall scoring of a proposal/vendor is based on a 100 point ranking system (25% based on the proposal and 75% based on the interview). The selection committee will rank

proposals based on the 25 total point evaluations and those with the most points out of 25 will be invited to interview. The interview evaluation has a point total of 75 points possible. The vendor with the highest overall score after both evaluations will be the top ranked firm.

4.4 Right to Reject Proposals

The selection committee reserves the right to reject any or all proposals or cancel the selection process at any time. The selection committee also reserves the right to request additional information or clarification from respondents, or to allow the correction of errors or omissions.

4.5 Contract Authorization & Negotiation Process

The selection committee will make a final decision after evaluations and interviews and make a recommendation to the City Council of the City of Rapid City. The City Council may then the recommendation and authorize the Director of the Parks and Recreation Department along with the City Attorney to negotiate a contract with the selected proposer. If unable to negotiate a contract with the top-ranked firm, the city may terminate negotiations and initiate negotiations with the second-ranked firm.

4.6 Award and Final Offers

The Concessionaire Agreement will be awarded in one of the following ways: the award may be granted to the highest scoring responsible proposer; alternatively, the highest scoring proposer or proposers may be requested to submit final and best offers. If final and best offers are requested, they will be evaluated against the stated criteria, scored and ranked. The award may then be granted to the highest scoring proposer. However, the City reserves the right to select a vendor in a manner that best serves the City's interest.

4.7 Notification of Intent to Award

As a courtesy, the City may send a notification of award memo to the responding vendors at the time of the award, if an award is made.

5.0 SPECIAL CONTRACT TERMS AND CONDITIONS

5.1 Professional Liability Insurance

Professional Liability Insurance will be required upon selection. The selected consultant shall be insured for a minimum of \$2,000,000 (Errors and Omissions). The City of Rapid City must be named as additional insured.

6.0 ATTACHMENTS

- 6.1 Proposal Evaluation Form
- 6.2 Interview Evaluation Form
- 6.3 Proposal Submittal Cover Letter