



CITY OF RAPID CITY

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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.

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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 contact 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.

