



# CITY OF RAPID CITY

DEPARTMENT OF PARKS AND RECREATION  
515 WEST BOULEVARD  
RAPID CITY, SOUTH DAKOTA 57701

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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

**PR12-6104**

### RFP TITLE

**Meadowbrook Golf Course  
Food and Beverage Concessionaire**

### PURPOSE

The City of Rapid City Parks and Recreation Department is seeking the services of qualified individuals to respond to this Request for Proposal (RFP) for providing food and beverage services for its Pub and Grill and Concessions to serve the customers of Rapid City's Meadowbrook Golf Course, located at 3625 Jackson Blvd, Rapid City, SD 57702.

### 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](mailto:doug.lowe@rcgov.org)  
Website: <http://www.rcgov.org/Parks-and-Recreation/>

### DATE RFP ISSUED:

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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, as outlined in Section 2.0, for professional food and beverage services at Meadowbrook Golf Course in Rapid City, South Dakota.

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

The Meadowbrook Golf Course is an 18 hole Championship Facility located at the foot of the beautiful Black Hills of Western South Dakota. The course serves a community of nearly 70,000 residents and a greater regional population of over 150,000, capturing golfers from all over the Black Hills. The Meadowbrook Golf Course is operated as an enterprise fund.

The course currently provides Pub and Grill services in the Clubhouse and beverage cart services on the course. This facility, which was built 2002, features a 2,500+ square foot dining area, a food preparation area, a bar, and a covered porch. The building is shared with the pro-shop, but all pro-shop concessions and services are provided by a separate concessionaire selected by the City of Rapid City. However, companies may bid on either the Food and Beverage Concessionaire RFP or Pro Shop RFP or both.

The golf course opens mid-April and continues to operate until early November. The Clubhouse requiring food and beverage services shall be open concurrently with the golf course hours and may extend operations into the off-season, as non-golfing walk-in customers are common.

### 1.2.2 Objectives

The City of Rapid City Parks and Recreation Department is seeking the services of qualified individuals to respond to this Request for Proposal (RFP) for providing food and beverage services for its Pub and Grill and beverage cart to serve the customers of Rapid City's Meadowbrook Golf Course, located at 3625 Jackson Blvd, Rapid City, SD 57702.

The City has the desire to outsource the management of the golf course's food and beverage operation under an independent contractor. This RFP Process will result in establishing an independent contractor relationship as a leasehold arrangement to provide operation, management, maintenance, equipment and planning for the Pub and Grill operation. The contractor resulting from this Request for Proposal (RFP) will manage all aspects of food and beverage operations at Meadowbrook Golf Course in a relationship beneficial to the City of Rapid City and the contractor.

It is anticipated that the contract resulting from this RFP will include the following:

1. Food and beverage service.
2. Beverage cart services for course users.
3. Bar and concessions services. Catering services may be offered, but are not required.

*All applicable permits and licenses will be required, at the expense of the vendor.*

#### **Food & Beverage Services**

The concessionaire will be expected to provide food and beverage services 7 days a week in the golf season to patrons and the general public; the concessionaire, at their choosing, may be open outside the golf season. The Pub and Grill can be used for breakfast, lunch, and dinner; as well as banquets and golf outings. It will be the responsibility of the concessionaire to determine the menu and service times. There will be some limitations (no tobacco products permitted) on type of food, beverage, retail products or other services, price range of the product. The hours of operation will be set in coordination with the Recreation Division Manager.

- The Pub and Grill is expected to be open, at a minimum, 7am to close during the golf season. The Pub and Grill will remain open, until all players are off the course.

- Concessionaire must utilize current Rapid City Parks and Recreation soft drink provider until the current contract expires, (April 12, 2014).
- The concessionaire will be expected to provide all dining tables and chairs, linens, tableware, bar and kitchen supplies, uniforms, and all required fixtures, furnishings, tools and equipment as necessary for operation (except for those noted as provided by the City). (City would be interested in negotiating for existing capital)
- The City will provide and maintain all current utilities; heating, cooling, ventilation, electrical, plumbing, fire, garbage/recycling pick up, security and phone systems, basic cable, and internet. 75% of the cost of the utilities will be paid by concessionaire in the contract.
- Lawn maintenance and snow removal will be provided by the City.
- The concessionaire and the City will share 50/50 the maintenance and repair of current City owned food and beverage equipment including, but not limited to, coolers, freezers, ice machines, grills, and fryers.
- The concessionaire is responsible for any grease/oil pickup resulting from food service.
- Any and all capital improvements to the facility, permits, or other needs desired by the concessionaire will be the responsibility of the concessionaire and need the written approval of the City.
- The concessionaire will need to obtain permission from the Recreation Division Manager for any improvements or equipment proposals for financial support by the City.

### **Beverage Cart Services**

The concessionaire will provide beverage services to course patrons utilizing City owned roving beverage carts. The concessionaire will be expected to provide services at the following rates:

For temps 50 to 64 degrees; 1 cart when play exceeds 32 players per hour

For temps 65 to 74 degrees; 1 cart when play exceeds 24 players per hour,  
2 carts when play exceeds 48 players per hour.

For temps 75 degrees or above; 1 cart when play exceeds 20 players per hour,  
2 carts when play exceeds 40 players per hour.

### 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](mailto: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 Department  
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 RFP Cover Page. 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
<b>November 30, 2012</b>	<b>RFP Proposal Submission Deadline.</b>
	<b>Proposals must be received by 2PM.</b>
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

Rapid City Parks and Recreation is not stipulating specific requirements for length of term or level of compensation required. These are negotiable elements (with the exception of the outside vendor's responsibility to obtain all permits and pay any applicable taxes and utility service charges). It is the vendor's responsibility to analyze the market and submit the most productive proposal.

#### 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 food and beverage services 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 food and beverage service. Be sure to identify similar type(s) of operations to the one proposed herein. Include specifics of the business name, location, operation, size, and any other relevant information.
- Describe examples of your past performance in identifying and solving problems faced within food service.
- Provide resumes of principal persons, who would be fulfilling the duties of food preparation and service and /or provide resumes of management and identify positions to be hired and requirements for each position.

## 2.8 Narrative of Services

- Provide a detailed description of how you would provide food and beverage service and concessions for Meadowbrook Golf Course.
- Identify the type and style of service to be offered.
- Discuss the product offerings and price ranges anticipated.
- Identify all necessary permits that have been procured, and those requiring procurement.
- Identify specific details on lease compensation package payable to Meadowbrook Golf Course
- Describe, in detail, the types of internal control procedures you would institute for safeguarding City assets.
- Identify desired length of lease.

## 2.9 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 interview 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 will 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. If no contract is signed and/or if negotiations are unsuccessful the selection committee may elect to negotiate a contract with the second 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 and Negotiate Contract Terms

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, modifications, and clarification from respondents, or to allow the correction of errors or omissions. If unable to negotiate a contract with the top-ranked firm, negotiations will be terminated and the selection committee will initiate negotiations with the second-ranked firm.

4.5 Award and Final Offers

The award will be granted 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.

4.6 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