

City of Russell

Request for Proposal

for

Operation of the Clubhouse of the Russell
Municipal Golf Course

Date of Issue: November 28, 2018

Bid Due Date: December 28, 2018

Introduction

The City of Russell is soliciting proposals from individuals, corporations, partnerships, or limited liability companies interested in managing the clubhouse of the Russell Municipal Golf Course for the 2019 golfing season with an option to extend the agreement at mutually agreed upon terms for the 2020 and 2021 calendar years.

Background Information

The City of Russell has invested in a municipally owned nine-hole golf course since 1945. The grounds have been mowed, sown and irrigated by City of Russell employees and the city plans to maintain the golf course in the same manner. The clubhouse management has historically been done through an independent contractor arrangement between the operator and the City of Russell.

Current Clubhouse Operation

Since 2011 an independent contractor has operated and managed the clubhouse and marshalled and provided oversight of play on the golf course and special events at the course. The current independent contractor's agreement expires December 31, 2018. Beginning January 1, 2019, the City of Russell will operate the clubhouse with full and part-time city employees until an independent contractor has been signed to a contract with the City of Russell.

How to be Considered

The purpose of this Request for Proposal is to allow a fair and objective way for the City of Russell's staff and governing body to evaluate which proposal would be in the best interest of both the golfers who enjoy the course as well as the city taxpayers who help support its maintenance and capital investment.

Individuals interested in operating the Russell Municipal Golf Course must submit their intention in writing by using these prescribed forms. The completed material should be in a sealed envelope delivered to the City Manager's office no later than 5:00 pm on December 28, 2018. It is anticipated the City will enter into a contract with the successful individual / entity by February 19, 2019 with an expected opening date of March 15, 2019.

In order to objectively rate your proposal to operate the Russell Municipal Golf Course, the City of Russell has provided these forms to help you outline how the agreement should be arranged to provide excellent customer service and an efficient operation while working in conjunction with the City of Russell. Under each area of operation will be a statement of past arrangement and known financial history. Proposer must fill in their request for an amount or percentage they are submitting with their proposal. It is acceptable and encouraged to suggest a new or different arrangement with this criteria and the city is giving each proposer space to suggest such alternative. Preference will be given to proposals where financial compensation is performance based.

PROPOSAL SHEET FOR CLUBHOUSE OPERATIONS

Proposer's name: _____

Address: _____

Phone: _____

Email: _____

1. Golf Course Memberships:

Ordinance 1914 sets the annual golf memberships at \$365 for an individual and \$440 for a family. Each additional golfer living in the household is \$60. Junior memberships with limited play are \$85. A monthly membership is available at \$100. The city has retained 90 percent of the membership money in the most recent contract. Annual membership receipts for 2015, 2016, 2017, respectively were: \$46,717, \$45,780, \$43,405. Membership revenue as of October 31, 2018 is 34,187.

I am proposing the City of Russell retain ____ percent of the annual membership revenue, or I am proposing:

2. Greens Fees:

Ordinance 1846 sets the daily greens fees at \$12 for nine holes and \$16 for 18 holes during the week. Greens fees for the weekends and holidays are \$14 for nine holes and \$18 for 18 holes. Local students' daily greens fees are \$2 from 8am to 10:30 am on weekdays. The city has retained 80 percent of this revenue in the most recent contract. Course Greens fees for 2015, 2016, 2017, respectively were: \$16,848, \$13,474, \$17,649. Green Fees revenue as of October 31, 2018 is 17,922.

I am proposing the City of Russell retain ____ percent of the greens fees revenue, or I am proposing:

3. Cart Rentals:

Previous independent contractors have either owned or leased golf carts to have available for golfers to rent. The fees were set by the operator and 100 percent was retained by the operator. I am proposing the city retains _____ percent of the golf cart revenue or I am proposing:

4. Trail Fees:

Ordinance 1821 sets the annual trail fee at \$75 per golf cart and a daily fee of \$10 per golf cart for those golfers who have their own golf cart. The city has retained 100 percent of the revenue and places the funds in a golf improvement fund for future projects. The city received in 2015, 2016, 2017, respectively were: \$120, \$120, \$190. Trail Fee revenue as of October 31, 2018 is \$282. I am proposing the city retains _____ percent of the trail fees revenue, or I am proposing:

5. City Subsidy:

Contracts between the clubhouse managers have both included and not included a subsidy from the city to assist the operator. In 2015, 2016, 2017, and 2018, the city paid \$24,000 in a subsidy. I am proposing the City of Russell provide a \$_____ subsidy per year spread out over 12 months to assist my operation. or I am proposing:

6. Food and Beverage:

The Municipal Golf Course’s clubhouse offered limited snack and beverage service and the operator has maintained a Cereal Malt Beverage license. The operator has retained 100 percent of the snack and beverage sales and set their own prices. An expansion of the food and beverage service would be acceptable. There is no financial history available from the city on the amount of revenue this service has generated I am proposing the City of Russell retains _____ percent of the (gross receipts / net profit, circle one) from food and beverage sales, or I am proposing:

7. Driving Range:

The Municipal Golf Course has offered a driving range for its players. The rates were set by the operator and 100 percent of the money was retained by the operator who owned the driving range balls and retrieval equipment. There is no financial history available from the city on the amount of revenue this service has generated. I am proposing the City of Russell retains _____ percent of the driving range fees, or I am proposing:

8. Golf Equipment:

The clubhouse manager has had full discretion on what type of golf-related accessories would be offered for sales such as tees, balls, clubs, gloves, caps, shoes, and shirts. The operator maintained their own relationship with the vendor of their choice, set their own prices and retained 100 percent of the revenue involved. There is no financial history available from the city on the amount of revenue the sales of these products generated. I am proposing the City of Russell retains _____ percent of the (gross receipts or net profits, circle one) from the sale of golfing accessories, or I am proposing:

9. Private Lessons:

Previous clubhouse managers have been able to offer private golf lessons to individuals that want to take them. The operator has set any hourly rate or fees for the lessons and retained 100 percent of the revenue. The city has no financial history available on this possible source of revenue. I am proposing the City of Russell retains _____ percent of the golf lessons revenue for lessons provided at the Russell Municipal Golf Course, or I am proposing:

10. Hours of Operation:

The golf course superintendent determines whether the course is playable due to cold, precipitation or course conditions. The clubhouse manager has been able to decide for themselves whether to keep the clubhouse open during inclement weather or during course closure. The city also wants the course available for play during the prime golfing months, including the summer holidays. I am proposing the following hours of operation:

The Russell Municipal Golf Course is one of the best, if not the best, 9-hole municipally-owned golf courses in Kansas in terms of condition, pride of ownership and enthusiasm of this community asset. While price and net income to the City of Russell is an important factor in determining who may be awarded the contract, it is not the only criteria. Please attach additional pages to provide the City of Russell with the necessary information about you that demonstrates our experience in running a business, your knowledge of golf, your plan to market the course and increase play, and your vision for how the clubhouse could be managed.

Evaluation and Criteria Process

Staff will make a recommendation to the City Council for their review and award of the contract. Staff will evaluate and rate each submittal based on the following criteria:

Evaluation Table	% of Points
Cost	30
Plan for Marketing the Course and Increasing Course Play	20
Vision for How the Clubhouse Should be Managed	20
Knowledge of Golf / Tournaments	15
Experience in Running a Business	15

Contract

The City anticipates a 1-year contract that will be renewable for an additional two (2) one-year periods. Renewal of the contract will require City Council reauthorization. The City reserves the right to revise the stated contract terms and conditions prior to contract signature.

Termination of Contract

The contract may be terminated by mutual agreement in writing or it may be terminated at any time by either party by delivery of a 90 day written notice to the other party.

Vendor Inquiries

Please direct questions or comments concerning either the administrative or technical requirements of this RFP to:

Jon Quinday
City Manager
City of Russell
PO Box 112
Russell KS 67665
785.483.6311 office
quinday@russellcity.org

Submission of Proposals

Please prepare and submit one (1) original and two (2) copies of the proposal. Submit all material no later than 5:00 p.m. on December 28, 2018 to:

City of Russell
RFP – Golf Course Clubhouse Operation
133 W. 8th Street
Russell, KS 67665

Proposals received after the above date and time will be considered late and will not be accepted. Responses will be evaluated objectively based on the evaluation and criteria process outlined in this RFP.

The City of Russell will not pay costs incurred in the proposal preparation including but not limited to the costs for printing, demonstration, negotiations process, etc. All costs for the preparation of the proposal shall be borne by the proposing vendor.

Notification of Withdrawal of Proposal

Proposals may be modified or withdrawn by an authorized representative of the vendor by formal written notice prior to the final due date and time specified for proposal submission. Otherwise, proposals, to include pricing schedule, will be considered valid for at least ninety (90) days from the proposal submission deadline. Submitted proposals will become the property of the City of Russell after the proposal submission deadline.

Right of the City of Russell to Reject Proposals

The City of Russell reserves the right to reject any and all proposals or any part of any proposal, to waive minor defects or technicalities, or to solicit new proposals on the same project or on a modified project which may include portions of the originally proposed project as the City of Russell may deem necessary in its best interest. The City also reserves the right to negotiate with any vendor, all or part of any proposal that is in the best interest of the City.

Non-limitations to RFP

The format of the RFP must be followed and all requested information must be submitted as indicated; however, the City of Russell is receptive to any additional suggestions pertaining to services development, additional related capabilities, and any alternative methods for providing related services. Any exceptions to the RFP terms and conditions must be included in writing in the proposal.

Interpretations and addenda

No interpretation made to any respondent as to the meaning of the RFP shall be binding on the City of Russell unless repeated in writing and distributed as an addendum by the City of Russell. Interpretations and/or clarification shall be requested in writing from the City Manager.

Confidentiality of Documents

All responses to the RFP submitted by vendors shall be deemed public documents at the time opened by the City of Russell. The RFP is intended to be worded in a manner so as not to elicit proprietary information from the vendor. If proprietary information is submitted as part of the proposal, such information is to be labeled proprietary and be accompanied with a request that the information is to be returned by the City of Russell to the submitter. Any proposal that is submitted with a blanket statement or limitation that would prohibit or limit such public inspection shall be considered non-responsive and shall be rejected.

Legal Notice

The City of Russell reserves the right to reject any and all proposals and waive any or all technicalities, as determined by the City Manager of the City of Russell.

The City of Russell expects a professional job, done commensurate with the standards and practices of the profession and/or business.

All persons awarded and/or entering into purchase orders with the City of Russell shall be subject to and required to comply with all applicable City, State and Federal provisions.

ATTENTION: RUSSELL COUNTY NEWS

REQUEST FOR PROPOSALS

SPECIAL NOTICE

The City of Russell is accepting proposals for Operation of the Clubhouse of the Russell Municipal Golf Course

Proposals must be received at the City Building, 133 W. 8th Street, Russell, KS before 5:00 p.m. on December 28, 2018. If you are interested in submitting a proposal, please go to the City of Russell website at www.russellcity.org. The Request for Proposals is listed under the Government tab and then Bid Opportunities. You may also contact Jon Quinday at 785.483.6311 for a copy of the RFP.

SPECIAL NOTICE

PLEASE RUN THIS AD: **One time ASAP**

IF YOU HAVE ANY QUESTIONS, PLEASE DO NOT HESITATE TO CALL 785.483.6311 AND ASK FOR JON QUINDAY

FAXED: _____

TIME: _____

PLEASE MAIL TEAR SHEETS AND BILL TO:

City of Russell
133 W. 8th; PO Box 112
Russell, KS 67665