

**Request for Proposals
For
Pro Shop and Restaurant
Concessionaire/Operator
At
Cedarcrest Golf Course
City of Marysville, Washington**

I. Introduction

A. Submission of Proposals and Deadline for Proposals

The City of Marysville, owner of Cedarcrest Golf Course, is hereby accepting proposals and qualifications for contract operation of Cedarcrest Golf Course pro-shop, and restaurant located at:

Cedarcrest Golf Course, 6810 84th Street NE, Marysville, and WA. 98270.

The City is currently in design development for a new pro-shop building addition and a new restaurant to be located within the existing clubhouse facility. Construction is anticipated to be initiated by the Spring of 2001. The pro-shop building may be constructed first followed by development of a new restaurant facility.

Planned city owned improvements include complete renovation of the existing pro-shop clubhouse into a food and beverage facility consisting of 2,000+ square feet of interior space for indoor seating of approximately 62 and estimated available outdoor patio seating area of 3,000 square feet for approximately 74.

Twelve (12) copies of your letter of intent to propose in its entirety, must be signed by an authorized representative of the company submitting the proposal, enclosed in a sealed envelope addressed to the following, and **received by the City no later than 10:00a.m. Friday, June 23, 2000** at the address below:

***City of Marysville City Clerk
4822 Grove Street
Marysville, WA. 98270***

Attention: Cedarcrest Management Proposal

B. Proposer's Responsibilities

The responsibility for determining and obtaining the full extent of all information needed to respond to the Request for Proposal (RFP) rests with the proposer. Whether delivered by mail or by personal delivery, the proposer assumes the responsibility for having the proposal deposited on time at the location specified above. Only proposals received by the correct time and date will be opened. Proposals should be typed and as concise as possible.

All proposals and accompanying documentation shall become the property of the City of Marysville. All RFP's are subject to the Public Disclosure Act, Chapter 42.17 of the RCW. Proposals may not be submitted by facsimile transmission or other telecommunication or electronic means. Failure to submit a proposal by the deadline specified will result in rejection of the proposal. Submission of a proposal constitutes your acceptance of the procedures, evaluation criteria and other instruction of this request for proposal.

Time extensions will not be granted. You may withdraw your proposal at anytime before the deadline for proposal submission.

C. Proposer's Questions

All questions concerning the RFP shall be raised prior to herein described time and date. All questions must be in writing and should be addressed to Jim Ballew, Director of Parks and Recreation Department, 6915 Armar Road, Marysville, WA. 98270 or may be faxed at 360-651-5089.

Except as provided in Section IIC questions asked of the City must be in writing.
Questions will not be accepted after 5:00 p.m. on June 12, 2000.

D. City's Responsibilities

The City reserves the right to change the submission deadline or to issue amendments to the RFP at any time or to cancel or reissue the RFP at any time without penalty. The City reserves the right to reject any and all proposals and to waive minor irregularities. Further, the City is not liable for any costs incurred by the proposer including but not limited to the costs for the preparation of the RFP and attendance at any conference or pre-submittal meeting.

The City will not be responsible for any error or omission in information provided, nor for the failure to proposer to determine the full extent of the effort necessary to provide the requested services.

E. Proposer's Representative

Each Proposer must appoint an individual with authority to represent the proposer for this RFP. Include the following information in your letter of intent to propose: Name of Proposer Representative, Title, Name of Company, Address, Telephone Number, Fax Number and Email Address.

II.

A. General Information

The City of Marysville Parks and Recreation Department manages and operates the Cedarcrest Golf Course. All golf operations are operated under an "Enterprise Fund" system, meaning that the golf operations must be supported by the revenues generated at the golf course. The course is maintained by the Parks and Recreation staff. Attached hereto as **Exhibit 1**, are the rounds of golf played and related revenues from the golf course over the last three years.

B. Purpose and Terms of Contract

The City is interested in entering into a contract with a management company, team or individual who would assume the management responsibilities for all golf course club house operations including golf professional staff, pro-shop facilities and All restaurant facilities for food and beverage operations within the golf course.

The City will continue to own the buildings, maintain the grounds and real property. The contract term could be for a maximum of five (5) years, or a mutually agreeable shorter term, with the City having the option of renewing the contract for a maximum of four (4) additional years.

C. Proposer's Walk Through Inspection

The City's Parks and Recreation Department will hold a pre-submittal meeting for all interested parties. This will include two (2) Parks and Recreation staffed walk-through inspections of the facilities at Cedarcrest Golf Course at the designated times and dates below. It is strongly recommended that all Proposer's' attend one of the walk-through inspections listed. All questions must be presented at the time of the walk through and there will be no further opportunity for a formal walk-through with Park and Recreation staff. An effort will be made to record and share with all persons receiving this request for proposal, the questions and answers discussed verbally during the walk-through. Except as provided herein, questions asked of the City must be in writing and responses will be shared with al persons attending or receiving this proposal. **Questions will not be accepted after 5:00 p.m. on June 12, 2000.**

Walk-Through Dates

June 1, 2000 10:00a.m.

June 7, 2000 10:00a.m.

D. Internal Revenue Service Requirements Concerning Compensation

The Cedarcrest Golf Course reconstruction was financed with tax-exempt bonds. As a result there are Internal Revenue Service limitations placed on the form of compensation and the duration of the contract, which are addressed in Revenue Procedures 97-13. Attached hereto as **Exhibit 2** are the Revenue Procedures 97-13, which explain the various compensation guidelines. The proposer shall comply with these guidelines when responding to the RFP.

E. Golf Course Description

Cedarcrest Golf Course is an 18-hole championship course, located at 6810 84th St N.E. in Marysville, Washington. The course covers approximately 120 acres of rolling terrain and has been completely updated with a \$ 4.3 million-dollar renovation project in 1997.

The golf course improvements were designed by Golf Course Architect John Steidel and renovated by Evans-Hall of Cheney Washington. Average annual rounds anticipated as a result of the renovation of the course is expected at 60,000.

The course offers a full service professional instructional and maintenance staff and full service Pro-Shop facility. The course was previously served by a full service 3,800 square foot restaurant facility for over 30 years that catered both to golfers and the general public. This facility was removed during renovation and not replaced until this year. Food and Beverage concessions are currently under a month to month lease.

The course is situated in central Marysville 2 miles east of Interstate Highway 5 and 1 mile west of SR 9. The course services a growing corporate population of nearly 20,000 residents and a greater regional population of over 100,000 capturing golfers from Seattle to Bellingham. Cedarcrest also hosts one of the largest Men's and Women's Clubs in the Pacific Northwest and nearly one hundred tournaments annually. Many of the tournament events cater to a full field of players and shotgun formats are a frequent event at Cedarcrest Golf Course.

F. Green Fees

Green Fees are established by the City Council normally upon the recommendation of the Parks and Recreation Advisory Board and City Council Golf Committee. Attached hereto as **Exhibit 3** are the current fees established by the City Council.

III. Management Options

In response to the RFP, the City will accept only proposals for the management of the following:

Golf Course Pro Shop and Restaurant Operations.

We are not inviting proposals for restaurants only, nor are we inviting for only golf course pro shop only. If the City accepts a proposal that does not include the pro-shop, the City will take such action, as it deems appropriate to obtain proper management for the Pro Shop.

IV. Pro Shop Operations

A. Primary Functions

The City is seeking a concessionaire to manage, operate and maintain the Pro Shop service functions for the golf course. The concessionaire must demonstrate a minimum of five (5) years of Pro Shop management in an equivalent Pro Shop operation. The concessionaire will be expected to staff the operations to collect green fees and trail fees, provide starter and tournament scheduling and administration services, schedule tee times, sell golf merchandise, rent golf carts and other golf equipment and all other functions and services normally provided by a golf course Pro Shop manager. The concessionaire will have a minimum of one staff member who is a PGA class A professional at the golf course to teach lessons, answer golf related questions and assure that the golf course is current with industry standards. When the course is open for play, the hours will essentially be from dawn to dusk unless closed for Christmas Day or snow or frost.

B. Golf Carts

The concessionaire shall provide and maintain all golf carts. There shall be a minimum of twenty (20) and no more than forty-two (42) power carts based on existing storage. There is no covered storage available on site at this time. The minimum pull carts shall be twenty (20) based on existing storage. There are no maximum limits on pull carts but available storage space may be a practical limiting factor.

C. Merchandise

The concessionaire must display, sell, rent and 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 City of Marysville.

D. Financial System – Pro Shop

The concessionaire shall maintain a system that accounts for all moneys received at time of sale and at any time be prepared to submit accurate records of all transactions. The concessionaire 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. rounds of play, discount or pass play, league play 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 assure adequate internal controls, compliance with State and Federal Laws, City regulations and safeguard of City assets.

All questions regarding accounting procedures or internal control procedures must be in writing and should be addressed to Finance Director, City of Marysville, 4822 Grove Street, Marysville, WA. 98270 or may be faxed to (360) 651-5033.

E. Customer Service – Pro Shop

The concessionaire shall maintain customer service as a top priority. The concessionaire must provide Pro Shop employees who are professional, friendly, well dressed and courteous to the golfer and general public; maintain a neat appearance, exercise good public relations skills; respond to customer complaints and questions; have excellent telephone manners; and conduct themselves in a high standard that is acceptable to the Parks and Recreation Department. The concessionaire shall also maintain a good working relationship with the golf maintenance staff. The concessionaire must maintain at a minimum two incoming telephone lines, one fax line and may elect to install automated tee time reservation systems. The concessionaire will also maintain the electronic USGA (GHIN) Handicap system provided by the Washington State Golf Association and City.

F. Licenses and Alcohol

The concessionaire must obtain all applicable licenses from the State of Washington and the City of Marysville.

Alcoholic Beverage Sales: The Operator will be allowed to provide to the general public alcoholic beverages for consumption within the confines of the food service concession facility only. Alcoholic beverages are prohibited on the golf course itself. Alcoholic beverage sales are to be restricted within the guidelines established by State and Local agency laws, license agreements and permits. All permits conditions and insurance associated with the sale of alcoholic beverage is the sole responsibility of the Operator. A Class H License will be required.

G. Utilities

The concessionaire will be required to transfer all utility accounts in the name of the legal entity operating the pro shop and restaurant facilities. Utilities include all power, water, garbage and sewer services. Utilities are to be paid in a timely manner.

V. Restaurant Operation

A. Primary Functions

The concessionaire must obtain and keep current all licenses and permits necessary to run an indoor and outdoor food service facility at Cedarcrest Golf Course. The concessionaire must demonstrate a minimum of three (3) years of food service management in an equivalent restaurant operation. The concessionaire must provide all necessary staff to prepare and provide the menu listed and who adhere to current Health District regulations and standards. All merchandise and supplies necessary for the production of the menu must be kept stocked at all times.

B. Equipment

The concessionaire shall be responsible for the maintenance of all kitchen equipment supplied by the City. These include all cooking production equipment, fixtures and furniture within the restaurant. All equipment will be inventoried and in acceptable operating condition when the concessionaire commences operation. During the term of the contract, all items shall be kept clean, fully operational and show no signs of visual or structural damage.

C. Janitorial

The concessionaire shall maintain and be responsible for all daily maintenance of all areas of the pro-shop and restaurant, restaurant patio, breezeway, all entrances and adjoining restrooms. These housekeeping functions must be maintained to the Parks and Recreation standard of cleanliness.

D. Financial System - Restaurant

The concessionaire 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. The concessionaire shall provide receipts to customers for all goods and services sold in the restaurant. The concessionaire 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 concessionaires, provided they assure adequate internal controls, compliance with State laws and city regulations and the safeguarding of City assets.

E. Restaurant Customer Service

The concessionaire shall maintain customer service as a top priority. The concessionaire must provide restaurant employees who are professional, friendly, well dressed and courteous to all golfers and general public. The employee must maintain a neat appearance, exercise good public relations skills, respond to customer complaints and questions, have good wait person manners and conduct themselves in a high standard that is acceptable to the Parks and Recreation Department. The concessionaire shall also maintain a good working relationship with the Parks and Recreation golf operations staff.

F. Restaurant Expectations

Through a public lease relationship of city property, the City of Marysville intends to seek a concessionaire relationship with an individual or entity to provide food and beverage concession services to golfers, tournament groups and visitors of the course during all course operating hours.

The City is desirous in providing the following typical daily food service schedule of breakfast, lunch and dinner menu opportunities at Cedarcrest Golf Course:

Hot and Cold Beverages including draft, canned and bottled beer and wine, coffees etc.

Hot and Cold Menu Items

Soups and Salads

Delicatessen both pre-packaged and fresh fare

Hot Dogs/Hamburgers/Grilled Sandwiches

Snacks

Tournament Food and Beverage Service Packages

Small group dinner and special event menu service indoor and/or outdoor.

Off site catering may also occur

Pricing: The City is committed to a pricing policy that maintains a competitive and reasonable dining and/ or group rates compared to local activity.

Public Opportunity: The Course is believed to enjoy a good reputation with its patrons, as well as 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, quality food and beverage service to the general public.

Limitations: A food service operation will have the exclusive right to sell food and beverage concessions within the boundaries of the course. The operator will be required to furnish any and all additional facilities to provide food and beverages on the course outside of the main facility. The Operator would be required to operate a food and beverage golf cart on the course.

F. Taxes: The Operator will be expected to pay and keep current all Federal, State and City taxes applicable to the food service operation.

G. Currently, State and local taxes include:

- a. Leasehold Tax of 12.84% applicable to the lease payments.
- b. State Business and Operating taxes
- c. Sales/Use Tax at 8.2%

- H. Sub-Leasing:** The Operator will be prohibited from transferring ownership or sub-leasing a food service concession/ facility or any portion of the food and beverage agreement without written approval from the City.
- I. Performance Agreement:** The Lessee will be required to provide a bond or other acceptable security assuring the faithful performance of the Operating agreement.
- J. Insurance:** The Operator will be required to provide all liability and property insurance associated with the total concession agreement, facility use and operation as specified in the agreement with the City.
- K. Records and Audit:** The Operator shall keep a record of any and all earnings, receipts, fees and commissions and income whatsoever growing out of the operation of said restaurant and any activity conducted thereon, in accordance with the generally accepted accounting procedures.
- L. Advertising and Signage:** Concessionaire is solely responsible for advertising agreements, contracts and signage costs and schedules associated with the promotion of the business. On site, the Concessionaire will provide for signage and utilities required operating or illuminating the sign.
- M. Name of Food Service Concessions:** The Operator must present the name of the business to be advertised for final approval. The Operator may use the name of the Golf Course with written approval of the City.

VI Golf Pro Shop and Restaurant Proposal Requirements

Proposals are to be prepared on standard 8 1/2" x 11" paper. Foldouts containing charts and oversize exhibits are permissible. The pages should be placed in a binder with tabs separating the major sections of the proposal. Proposals in response to this RFP must be submitted in the format specified below. Proposals must include:

- A. Cover Letter: signed by the proposer representative authorized to make contractual obligations.
- B. Table of Contents
- C. Executive Summary: A high level overview of your approach and the distinguishing characteristic of your proposal.

D. Proposer Background Information

1. Name and address of legal entity submitting the proposal.
2. Name and address of Principal officers and all owners of 10% or more of the proposer.
3. Legal status of proposer organization i.e. corporation, partnership, sole proprietorship.
4. Description of proposing organization including size, longevity, client base, areas of specialization and expertise, and any other pertinent information in such a manner that the proposal evaluation may be reasonably formulate an opinion about the stability and financial strength of the organization.
5. Disclose any and all judgements, 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.
6. Describe ownership of proposing entity.

E. Contract Performance

If the proposer has had a contract terminated during the past five years, all such incidents must be described. Submit full details of all terminations experienced by the proposer during the past five years including 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.

F. Reference List

1. A representative list of current and former clients for whom you have provided professional golf management 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.
2. Current banking reference, including:
 - a. Name of financial institution
 - b. Contact person(s) and phone numbers.
 - c. Number of years affiliated.
3. Provide a credit rating and name the rating service.
(The City of Marysville may, at its option, contact any of the above or other known clients of yours for references.)

- G. A description of your experience for the last five years as it is related to the operation of golf facilities. Please include specifics regarding the course name, location, operation, and size activity level etc. and any other relevant information.

A detailed description of how you would provide **golf course pro shop operations** for Cedarcrest Golf Course. Include your staffing levels, customer service philosophy and experience. Discuss your concepts and ideas regarding the following golf related items:

- Tee Reservation Policies
- Tee Reservation Forms and Procedures
- Starting Time Intervals
- Course Marshaling
- Charity Fund Raising Tournaments
- Local Tournaments
- Professional and Regional Amateur Tournaments
- Other Tournaments
- Merchandising
- Golf Course Promotion and Marketing
- Golf Instruction
- Golf Starter
- Golf Carts (use, maintenance, gas/electric, rental rates and storage)
- High School Programs
- Youth Golf Programs
- Complimentary Rounds
- Golf Leagues
- Men's and Women's Club Events
- Special Events
- Other

- I. Provide a detailed description of your experience and philosophy on the junior golf program, teaching, clinics, promotions, structure and activities.

- J. Some examples of your past performance in identifying and solving problems at golf facilities.

- K. 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 operations such as revenue and expense budgets of comprehensive activity reports on rounds played or merchandise sales.

- L. Describe your cash handling procedures, including shift changes, opening and closing, preparation of deposits etc. Describe the types of internal control procedures you would institute for safeguarding city assets.

- M. Resumes of principal persons, such as the manager, assistant manager, golf professional and financial manager proposed to be involved in the operation of Cedarcrest Golf Course pro shop and restaurant.

VII Restaurant Proposal Requirements

A. Reference List

1. A representative list of current and former clients for whom you have provided professional restaurant management in the past three (3) 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.

2. Current banking reference, including:
 - a. Name of financial institution
 - b. Contact person(s) and phone numbers.
 - c. Number of years affiliated.

3. Provide a credit rating and name the rating service.
(The City of Marysville may, at its option, contact any of the above or other known clients of yours for references.)

4. Description of your experience for the last three- (3) years as it is related to the operation of golf facilities. Please include specifics regarding the course name, location, operation, size activity level etc. and any other relevant information.

A detailed description of how you would provide food and beverage operations for Cedarcrest Golf Course. Include your staffing levels, customer service philosophy and experience. Discuss your concepts and ideas regarding the following golf related items:

- Type of Menu
- Prices
- Hours of Operation
- On Course Service
- Private Parties
- Tournament Packages
- Liquor License Management
- Managed and Operated Directly of Subleased
- Smoking Policy
- Dining Room Requirements
- Patio Requirements
- Kitchen Requirements
- Recommended Facility Improvements
- Other

VIII Compensation Requirement

- A. 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/ the compensation structure must comply with revenue procedures 97-13 set forth in **Exhibit 2**.

IX Security of Performance Agreement

Describe the guaranty or other security the proposer is willing to commit to in order to ensure its performance under the contract including the amount and other relevant information.

X Optional Information Requirements

In addition to the foregoing, the City will also consider the following:

- A. A detailed description of proposed capital improvement alternatives, if any, including any impacts of proposed improvements on the proposed compensation structure.
- B. Copies of your golf/restaurant financial statement reports 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 or comprehensive activity reports on rounds played or merchandise sales and cart rentals.
- C. Present information of importance not otherwise provided for in the required proposal format.

XI Selection Process

- I. **Deadline for Proposals: All proposals must be received by the City Clerk at 4822 Grove Street, Marysville, WA, 98270, no later than 10:00 a.m., June 23, 2000; any proposal received after that time will be rejected.**
- II. Committee Review: A select committee will review Concessionaire Candidate qualifications and rank them using the following general factors, as well as other information contained in the respective proposals:
 - A. All proposals will be reviewed to determine compliance with the requirements as specified in the RFP. Only proposals which in the opinion of the review committee, meet the requirements of the RFP, will be further evaluated.
 - B. Proposals, which pass the preliminary review, will be evaluated on how well the proposal meets the needs of the City of Marysville as described in the Proposer's response to each requirement listed in the RFP. It is important that the responses be clear and complete so that the evaluators can adequately understand all aspects of the proposal.

- C. The City will evaluate proposals using a committee. The committee will review all written proposals that meet the minimum requirements. As a result of this review, the committee will select what it deems to be the top proposals for further review. The Proposer's submitting the top proposals shall make a presentation to the review committee. This presentation should cover at a minimum, all points identified under Sections V, VI, VII, VIII, IX and X as applicable. Presentations will be evaluated as well. Further, as part of the presentation, the City of Marysville reserves the right to request additional financial information from those Proposers's making presentations.

- D. A final decision will be made by the City of Marysville City Council. The City Council will authorize the Mayor to negotiate a contract with the selected proposer. If authorized by the City Council, the Mayor will attempt to negotiate a contract with the selected proposer. If the Mayor is unable to negotiate a contract deemed satisfactory, the Mayor can terminate the process or attempt to negotiate with another proposer.

- E. The award of a contract by the City Council to the successful proposer will be notice of acceptance. The award of a contract will bind the proposer to furnish the service in accordance with the information herein, responses to questions, the Proposer's proposal, other representations made, as well as all other terms and conditions of the contract in it's final form.

**Cover Letter
For
Golf Course Pro Shop and Restaurant Concessionaire at Cedarcrest
Golf Course Restaurant**

To: The Honorable Mayor and Marysville City Council
4822 Grove Street, Marysville, Washington, 98270

The undersigned declares that he has carefully examined the Proposal Contents. In accordance with the terms, provisions and requirements of the foregoing, the following proposal is made to the City for the purpose of operating and managing the golf pro shop and all food and beverage services at Cedarcrest Golf Course.

The undersigned declares that consistent with the proposal submitted with this cover letter, it desires to enter into an agreement with the City of Marysville, Washington and to provide pro shop operations, food and beverage services set forth in the enclosed proposal.

The undersigned is duly authorized to submit the enclosed proposal on behalf of: _____

Whose mailing address is _____.

Correspondence between the City and Submitter of this proposal should be made at the address, telephone number, and person or persons named below.

Date this _____ day of _____, 2000

Print Name of Submitter

Title _____

Signature _____

