

SEBASTIAN COUNTY JUDGE
Purchasing Department
35 South 6th Street, Room 106
Fort Smith, Arkansas 72901
(479) 784-1502 Fax (479) 784-1550

December 19th, 2013

NOTICE TO: Qualified Bidders

SUBJECT: Request for Proposal, Bid Number SC-1401

Sebastian County is interested in receiving sealed written proposals for furnishing the products/services specified in the attached Request for Proposal (RFP). Complete details regarding the products and/or services required by the County, and instructions for participating in the bid process, are included in the attached bid package.

Bids must be received by the time and date indicated in the RFP. Bids received after the time and date set for opening will not be considered.

Bidders who do not wish to submit bids must submit a "No Bid" to continue to be eligible for retention on the Bid List. The Bid List is periodically reviewed and bidders who have not responded to proposal requests are deleted.

If you are interested in submitting a bid, please be sure that the requirements of the RFP are completed since failure to meet the requirements could cause your bid to be rejected.

Any questions regarding the Bid Invitation should be directed to the Purchasing Department, (479) 784-1502.

J. Scott Stubblefield
Assistant County Administrator, Purchasing/Facilities
Sebastian County

Attachment: RFP

REQUEST FOR PROPOSAL

Sebastian County, Arkansas

COVER SHEET

SECTION I

BID NUMBER: SC-1401

TITLE: Golf Management Services to Ben Geren Park Golf Course

OPENING: DATE: February 19, 2014
TIME: 2:00 p.m.
PLACE: Sebastian County Courthouse
35 South 6th Street, Room 204
Fort Smith, Arkansas

MAIL SEALED PROPOSALS TO: Sebastian County Purchasing Department
35 South 6th Street, Room 106
Fort Smith, Arkansas 72901

ON OUTSIDE OF PROPOSAL SHOW: (1) Return Address
(2) Bid Opening Date
(3) Bid Number and Title

BIDDER MUST COMPLETE THE FOLLOWING INFORMATION:

NAME OF BIDDER: _____

ADDRESS: _____

CITY/STATE/ZIP CODE: _____

TELEPHONE NUMBER: _____ FAX NUMBER: _____

INSTRUCTIONS:

- (1) Unit prices and extensions are required on proposal form
- (2) **Return three copies of entire Request for Proposal**
- (3) Proposals must be signed to be accepted
- (4) Any trade discounts should be deducted and net prices shown
- (5) Bidder must guarantee product(s) offered will meet or exceed specifications contained in this Request for Proposal
- (6) Bidding procedures will be in compliance with Arkansas Laws
- (7) **QUOTE:** F.O.B. destination
- (8) **TERMS:** Net 30 days

PROPOSAL FORM

BID NO. SC-1401

SECTION II

We, the undersigned, agree to furnish the products and/or services indicated below in accordance with the specifications and conditions contained herein, at the bid price shown.

It is expressly agreed and understood by and between the parties hereto, and is made a condition precedent to the entering into of any purchase or lease to own agreement resulting from this invitation to bid, that the County Judge, Sebastian County, shall determine any and all questions or disputes which may arise concerning conformity to the specifications and conditions, and proposals; and the quantity, suitability, and acceptability of all items to be furnished hereunder, and his decision as to such matters shall be final, binding, and conclusive upon the parties hereto.

That this Request for Proposal and proposals submitted hereunder shall be governed by the laws of the State of Arkansas.

We, the undersigned, affirm that this proposal is made on behalf of the undersigned, and is made without collusion on the part of any person, firm or corporation; and that the conditions and other provisions have been carefully examined and are agreed to.

Description	Total Price
Cost of Lease Agreement Annually	\$ _____

Written Amount \$ _____

Amounts shall be in both written form and figures. In case of a discrepancy between the written amount and the figures, the written amount will govern.

Exceptions to specifications: NO _____ YES _____ (Attach itemized list)

From: _____ **Signature:** _____

Date: _____ **Title:** _____

GENERAL CONDITIONS

SECTION III

1. Bids must be received no later than the date and time set for bid opening. **Bids must be sealed.** Bids may be withdrawn, modified or corrected by the bidder after it has been submitted provided a written request to do so is filed with the County Judge prior to the time set for opening the bid. Telegrams or letters received prior to the time set for opening the bids will be accepted and attached to the unopened bid, and the bid will be considered withdrawn, modified, corrected, or otherwise changed accordingly. **NO BID MAY BE WITHDRAWN, MODIFIED, CORRECTED, OR OTHERWISE CHANGED AFTER THE TIME SET FOR OPENING THE BIDS.**

2. Specifications are designed to describe the type and quality of the product/services desired by the County. They are not intended to restrict bidding on any like product/service of equal or higher quality. Any exceptions to the specifications must be noted on a separate sheet by reference to the item number in the specifications where the exception is taken. If no exceptions are submitted with the Proposal, and accepted by the County, bidders will be expected to comply with the specifications. Products and/or services will be inspected for compliance prior to acceptance.

3. Prices quoted will be considered net prices unless otherwise stated by the bidder in the proposal. Bid prices must remain firm for 60 days unless otherwise stated in the specifications.

4. It shall be understood and agreed that any material or product purchased under this bid shall be new and in first class condition unless otherwise stated in or required by the bid invitation.

5. Bid bonds are not required unless specifically required by law or specified in the bid invitation

6. **INSURANCE:** Proposer must furnish the County Certificates of Insurance covering Commercial General liability, Commercial Auto Liability, Excess (Umbrella Liability) and Workers' Compensation and Employer's Liability. Proposer must name Ben Geren Park and Sebastian County as additional insured. Defalcation (Cash Handlers Insurance) must also be carried. Insurance cannot be cancelled unless ten (10) days written notice by registered mail is given to the County. Insurance shall be effective for the time coverage of the contract. Please see schedule below:

Commercial General Liability:

- a. Each Occurrence \$1,000,000.00
- b. General Aggregate \$2,000,000.00

Commercial Auto Liability:

- a. Combined Single Limit \$1,000,000.00

Excess (Umbrella) Liability: \$4,000,000.00

Workers' Compensation

And Employer's Liability:

- a. Workers' Compensation Statutory
- b. Employer's Liability \$500,000.00 each accident
\$500,000.00 total disease
\$500,000.00 per employee disease

7. **Bids must be signed to be accepted.** Signature must be that of the individual authorized to obligate the bidder who is submitting the bid or proposal.

8. The County is exempt from Federal Excise Taxes and such taxes shall not be included in the bid price. An exemption certificate will be furnished where required.

9. State and Local Sales Taxes shall be stated as a separate item and shall not be included in the bid price of the product/services being proposed. If no taxes are so stated, the County will assume that any taxes due have been included in the price quoted and no additional taxes will subsequently be added to the bid price. The County is Sales Tax Exempt on motor vehicle purchases.

10. BIDS WILL BE EVALUATED BASED UPON COMPLIANCE WITH THE SPECIFICATIONS, BID PRICE, APPLICABILITY AND SUITABILITY OF THE PRODUCT/SERVICES BEING OFFERED, PRODUCT AND VENDOR RELIABILITY, WARRANTY, DELIVERY TIME, AND SUCH OTHER FACTORS DEEMED APPROPRIATE TO ASSURE THE COUNTY RECEIVES A QUALITY PRODUCT MOST ADVANTAGEOUS TO THE COUNTY.

11. Assignment of any part or all of payments accruing under contracts or purchase agreements resulting from this Invitation to Bid will not be authorized. Payment shall only be made to the Contractor or vendor with whom the order is placed.

12. The County reserves the right to accept part or all of any specific bid or bids, and to accept any bid or bids with or without trade-in whichever is most advantageous to the County.

13. The Sebastian County Judge reserves the right to reject any or all bids/proposals, to accept any deemed most advantageous to the County, and to waive any formalities.

Specifications

1. INTRODUCTION:

Sebastian County Arkansas, requests proposals from parties interested in operating Ben Geren Golf Course. Information from prospective management companies should detail their qualifications and outline a plan of work for the management of Ben Geren Golf Course. Sebastian County Arkansas is looking for a firm capable of comprehensive management of all golf course operations including the clubhouse, pro shop, snack bar, and maintenance of the course.

Ben Geren Golf Course is a public, 27 hole golf course located in Ben Geren Regional Park on State Highway 255. Ben Geren Park is within two miles of Interstate 540.

2. BACKGROUND INFORMATION:

Ben Geren Regional Golf Course is owned and operated by Sebastian County in Fort Smith, Arkansas. Ben Geren Golf Course is a twenty-seven hole facility, maintained within the Sebastian County Park System. It is known as one of the better municipal, public golf courses in the State.

The Original eighteen holes (now known as the Magnolia and Willow nines) opened in 1972. The newest nine holes (Silo Hill) are a Jeff Brauer and Associates design and opened in 1997. Ben Geren Golf Course offers a pleasing mix of woods and water with Bermuda grass fairways and Bent grass greens. A practice facility consisting of: driving range with three maintained greens; a short game practice tee with bunker; and a large putting green. Each of the three nine hole courses in combinations is approximately 6400 yards in length from the white tees with an average course rating of 70.6

The property includes a clubhouse with seating for approximately 25, an 800 square foot pro shop and a 1500 square foot metal maintenance/repair building.

The facility has recorded as many as 50,000 rounds but has in the last several years been nearer 27,000 annually. (See Attachment A)

Current State:

Attached for your reference are additional information designed to help interested parties ascertain the scope of current operations.

- **Attachment A: Budget History Revenue/Expense**
- **Attachment B: Inventory of County Owned Equipment** (may be assumed under separate lease)
- **Attachment C: Current Fees & Charges**
- **Attachment D: Map of Area of Responsibility**
- **Attachment E: Ben Geren Maintenance Plan**
- **Attachment F: Ordinance NO. 2008-24 Pro Shop Organization and Merchandizing**

3. POLICY GOALS:

It is the intent and expectation of Sebastian County, Arkansas to continue to provide for its citizens a quality public golf facility with a customer service level and fee structure comparable to other daily fee golf courses in the area with similar services and facilities. To date, the County has identified the following critical goals and challenges to be addressed by any initiative to restructure its golf course operations:

- Operate the golf course as a private endeavor with no subsidy from The County for operations or maintenance
- Eliminate future General Fund subsidies for golf course operations
- Institute new marketing and sales initiatives
- Construct needed capital improvements

4. INFORMATION REQUESTED:

Through this RFP the County is seeking a lease or management relationship with a golf course operator that would address the goals outlined above.

CONTACT PERSON:

Questions should be directed to contact person listed below.

J. Scott Stubblefield
Assistant County Administrator, Purchasing/Facilities
35 South 6th Street Room 106
Fort Smith, Arkansas 72901
sstubblefield@co.sebastian.ar.us

SUBMITTAL OF PROPOSALS

Proposals will be received at the address listed above until February 19th, 2014 by 2:00 p.m. CST. Each proposal must be clearly marked on the outside of the proposal package with the following description: **“Ben Geren Golf Course Management Proposal”**. Each sealed package is to include the proposal, data regarding qualifications, references, and all other required information described in the section of this document entitled **“PROPOSAL REQUIREMENTS”**. Proposals will be opened on the date and time stated, but they will only be acknowledged at the time of opening. The review and selection process will not take place until a later date. Six copies of the proposal, including any and all attachments must be mailed to the address provided

Sebastian County Arkansas reserves the right to accept or reject any and all proposals and to waive any technicalities or irregularities therein.

Sebastian County Arkansas reserves the right to retain all proposals submitted and to use any ideas in any proposals submitted. Submission of a proposal indicates acceptance by the person submitting proposal of the terms, conditions, and specifications contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in a subsequent agreement between The County and the successful proposer. The contents of each proposal submitted will remain confidential to the fullest extent permitted by law.

The County will take questions in writing submitted to the contact person listed above until January 20th, 2014. Any interested party may ask for a copy of all submitted questions and answers to be dispersed by email or fax after January 20th, 2014, for the purposes of submitting an appropriate bid package.

PROJECT DESCRIPTION:

Ben Geren Golf Course is owned by Sebastian County. The County is interested in a proposal that will assume all management of the Golf Course operations. Any proposer that wishes to be awarded the contract to manage Ben Geren Golf Course should be ready to assume the day-to-day operations of the following aspects:

1. Operation of the Clubhouse which includes all aspects of the pro shop and snack bar. This includes scheduling tee times, revenue collection, inventory, hours of operation, obtaining all needed permits, tournaments, maintenance, etc.
2. Hiring and firing of adequate, trained, professional, appropriate staff that will implement the policies established within the framework of the contract with The County. The proposer will select their own staff to manage, maintain, and operate the golf course.
3. All marketing and promotional needs of the golf course.

4. Maintaining records of the operation of the golf course in such a fashion that The County can at any time audit records to determine that the terms of the contract are being met.

5. Produce daily, monthly and annual reports as required by The County to measure the efficiency and productivity of the Contractor that shall include at a minimum the number of rounds played, net receipts, and other items as agreed.

PROPOSAL REQUIREMENTS

A response to this RFP shall include from the successful proposer, but not be limited to, the following areas:

1. Outline the qualifications of your firm and the experience it has in the golf industry. The description shall indicate the number of golf courses your firm manages, consulting clients your firm has served, professional memberships, etc.

2. Provide the name of a person identified as the CONTACT PERSON, their address, phone number and email address.

3. Provide career information on principals or key staff members in your company

- a. A list of the Manager's past experience with similar projects.
- b. Other principal resumes of key staff members.

4. Provide the County with a general understanding of your company and the services it provides in each of the following situations along with a contact person for each entity and a telephone number:

- a. Describe any other businesses which your firm or parent firm may be involved with and how that experience may be beneficial to this engagement.
- b. Please provide the history of the firm, the number of years it has been in the golf management business, and its current ownership arrangement.
- c. Please include a list of all properties managed.
- d. Please indicate the number of properties managed 5 years ago and the number currently under management.
- e. Please list all contracts gained and lost or not renewed over the last five years.
- f. Please include a list of all properties for which your firm has not completed the full term of the contract and explain why the contract was not completed.
- g. Please provide a copy of the most recent annual report of the firm.
- h. Description of your company's approach to stakeholders and community outreach for both public and private courses
- i. Describe the company's philosophical approach to golf retail and food and beverage operations.
- j. Describe any additional services that your firm can offer to Ben Geren Golf Course.

5. Please provide a management philosophy which addresses the major areas: operations, maintenance, marketing, budgeting, labor relations, etc.

6. Please provide references with contact information from golf course(s) that are currently operated by the firm. One reference must be a banking reference indicating the financial ability of the proposer to assume the management and operations of the golf course and one must be from a past contract not renewed.

7. A proposed financial plan showing what the proposer plans to provide The County in order to be selected to manage the golf course. This could be in the form of lease payments, percentage of sales, or other financial options.

8. Provide additional information which has not been requested which your firm would like to share about its capabilities and qualifications.

9. Legal Proceedings, Debarment, Suspensions. Proposals shall include a complete list of all actions, proceedings, judgments, or litigation filed against the management firm or its resident management staff over the past seven years arising out of its contractual management of any golf course. The list shall disclose the nature of the actions, pending or ultimate resolution, and any and all other relevant facts. A completed Certification of Contractor Regarding Debarment, Suspension, and Other Responsibility Matters shall be completed and submitted with their proposal.

10. A “Plan of Work” that shall include:

- Provide a detailed description of the approach your company would take to achieve the goals as set forth in **Section 3 Policy Goals** above.
- Please specify if your approach would incorporate a lease arrangement or a management contract and why. Discuss how your company would be involved with capital investment in infrastructure under this approach.
- Provide a proposed plan showing how your approach would be financially structured. This could be in the form of lease payments, percentage of sales, or other options.
- The specific term of the proposed agreement (not less than three and no more than five years is preferred) with any proposed conditions for renewal or extension. Including the amount of the yearly Lease Payment or Management Contract Fee.
- A proposed detailed business plan for growth of operations, including marketing and capital investments, covering the years of the proposed agreement.

11. A description of intent on how you plan to address existing staff members.

12. Address equipment plan: will the proposer be pursuing a subsequent agreement for use of existing County owned equipment (**See Attachment B**). If the proposer is interested in an additional agreement for County owned equipment please suggest terms of said agreement.

13. Provide a general course condition plan i.e. height of cut on playing areas of the course, weed control plan, fertilizing plan, refer specifically to **Attachment E** and any changes to the standard operating procedures.

14. Provide a detailed plan on protection of The County’s property against loss and/or damages (i.e. Insurance coverage; lease bonds)

SELECTION PROCESS

Sebastian County Arkansas will review all proposals in detail. Formal presentations may be required of the proposers. The County will recommend the preferred proposer who will be given the exclusive right to negotiate with The County. It is assumed that all negotiations will be completed by the end of April 2014 for the purpose of initiating the contract beginning on or around the first of May 2014. The proposals will be evaluated on the extent to which the proposer addresses the PROPOSAL REQUIREMENTS

Proposal Evaluation Process

The County shall appoint an evaluation team. Each member of the team will be given a copy of the proposals and be asked to evaluate the contents in light of certain criteria. Each evaluator shall assign a numerical rating for each category. All composites for each vendor by each evaluator shall be established. All evaluations shall be combined to give a total assigned to each vendor by category. The total value for each vendor by category shall be divided by the number of evaluators that will yield an average score for that vendor for each category. Categories will be totaled for each vendor and the vendor with the resultant high rating averaged will become the vendor of choice of the committee, except there be an over-riding cause acceptable to the committee as a whole to set aside the rank and proceed to the next higher to make an award.

Evaluation Criteria:

Proposals shall be evaluated on the following basis:

Organization	Up to 3 points
Qualifications	Up to 30 points
Principal or Key Staff members	Up to 5 points
Plan of Work	Up to 32 points
Other Services	Up to 2 points
References	Up to 15 points
Legal Proceedings	From -5 to plus 5 points
Fee	8 points

Based on The County’s evaluation of the responses, a preferred firm will be selected. Once such a selection is made, The County will negotiate a fixed scope of services and the terms of the management agreement. If agreement is not reached, The County will then repeat the process with the second favored firm. The County reserves the right to award a contract to the management firm that it believes will provide the best product in the opinion of The County. The County also reserves the right to reject any and all statements of qualification and/or to suspend this solicitation.