



Request for Proposal

KENDRICK GOLF COURSE PROFESSIONAL

PREPARED BY:
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I. INTRODUCTION

The City of Sheridan is seeking proposals for an Independent Contractor to serve as Golf Professional at the City owned Kendrick Municipal Golf Course. The current contract with the current professional is due to expire in December of 2020.

II. COURSE INFORMATION

Kendrick Golf Course was first established in 1935. It is a 18-hole regulation length golf course featuring 6,677 yards of golf from the longest tees for a par of 72. The Course was designed by Carl Theussen and Frank Hummel. Kendrick Golf course is adjacent to the City with amazing views. It has a full service Pro Shop, restaurant, driving range, putting green, and a fleet of golf carts. The superintendent has been on staff for over 1 year and has made great strides in improving the course. Kendrick Golf Course is poised to become the golf course of choice for the Sheridan Area. The sales from the Driving Range, Cart Rentals, Golf Course Fees, and other small miscellaneous areas are as follows: FY 2015 - \$331,577, FY 2016 - \$341,769, FY 2017 - \$314,769, FY 2018 - \$312,929, and FY 2019 - \$300,260.

III. SCOPE OF SERVICES AND DUTIES

The applicant shall show a history of successful management practices involved with the management of a 18 hole golf course. A current and good standing as a “Class A-1” Member of the Professional Golfers’ Association of America (PGA) or Ladies Professional Golfers’ Association of America (LPGA) is preferred, or a combination of experience and ability. The experience and Golf Pro may be provided by a staff member of the applicant. All services rendered by the applicant shall be in accordance with PGA Code of Ethics Bylaws and Regulations. The applicant’s responsibilities include: the seasonal operation of the clubhouse facilities, restaurant, pro shop and practice range; teaching of lessons for adults and youth; and marshaling of the golf course. The applicant agrees to keep all facilities open during city-specified hours, from dawn to dusk. The applicant shall provide competent personnel necessary for such operation’s, shall supervise them in their work, and pay them for their services at the applicant’s sole cost and expense.

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At all times, the general public shall be given the highest consideration in matters affecting the operation and use of the golf course. The applicant shall be responsible for maintaining a friendly, cordial and professional atmosphere for all employees and customers.

The City of Sheridan would like to increase the membership and number of rounds of golf played at the Kendrick Golf Course. The applicant should be able to demonstrate their ability to advertise and promote golf to the community to accomplish this goal.

IV. CONTRACTOR RESPONSIBILITIES

The applicant shall operate the golf course facilities in a professional manner. The applicant shall use the City provided point of sale system to track all of the sales, rounds of golf played, cart rentals, driving range proceeds and other items. The applicant shall enforce and interpret the current USGA rules and regulations. The applicant will assist the City in preparing the Kendrick Golf Course Policy Manual within the first year of the contract. The applicant shall provide starter and marshaling services, assume responsibility for the maintenance of the carts, cooperate with the City in scheduling play time for regional high school golf programs, and provide restaurant services throughout the golf season. Applicants with experience in dedicated youth programs such as “First Tee” are encouraged to apply.

V. GUARANTEE AND LIABILITY

GENERAL LIABILITY INSURANCE: The Contractor shall have Commercial General Liability with limits of \$1,000,000.00 per occurrence, which includes general aggregate, products, completed operation, personal injury, fire damage and medical expense.

ADDITIONAL INSURED ENDORSEMENT: General Liability Insurance must state that City of Sheridan, it’s officers, agents and employees, and any other entity specifically required by the provisions of this Agreement will be specifically named additional insured(s) for all coverage provided by this policy of insurance and shall be fully and completely protected by this policy from all claims. Language such as the following should be used “City of Sheridan, It’s Officers, Agents And Employees Are Named Additional Insured.

PROOF OF AUTOMOBILE INSURANCE: The Contractor shall carry, for the duration of this Agreement, comprehensive automobile liability coverage of \$1,000,000.00 for any vehicle used in conjunction with the provision of services under the terms of this Contract. Said

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policy shall provide that it shall not be canceled, materially changed, or renewed without forty five (45) days written notice prior thereto to the City of Sheridan.

WORKERS COMPENSATION: When the Contractor has employees, the Contractor shall carry Workers Compensation Industrial Injury Insurance coverage effective in Wyoming State. Proof of insurance shall be reflected on the Contractor's Certificate of Insurance or by providing the Contractor's State Industrial Account Identification Number.

FIDELITY BOND: The Contractor shall maintain at all times a fidelity bond in the amount of \$10,000.00 covering the Contractor and the Contractor's personnel authorized to receive, handle or distribute moneys.

VI. QUALIFICATIONS AND TERMS

The applicant, or a member of the applicant's team, shall have at least 3 years of experience as the primary Golf Professional at a similar size golf course or a combination of secondary Golf Professional at a larger course and primary Golf Professional at a smaller course.

The applicant should also be able to show how they have increased play and profitability in a private or municipal course. This may include a diverse collection of advertising, work with player's associations, and youth programs.

VII. SUBMITTAL REQUIREMENTS

A. LETTER OF TRANSMITTAL

The letter is not intended to be a summary of the proposal itself. The letter of transmittal must contain the following statements and information:

1. Applicant's name, address, email, and telephone number submitting the proposal.
2. A brief biography of the applicant including education, golf professional experience, and marketing experience.

B. GENERAL VENDOR INFORMATION

The applicant shall provide a business plan for the Kendrick Golf Course. This proposal should include anticipated incomes from all activities at the golf course, an advertising plan, and proposals to ensure growth of the course. If a payment to the City or an additional stipend or management fee is required, please include that in the proposal.

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C. REFERENCES

1. Provide name, title, address, and telephone number of three or more references of clients whom you have provided similar services.
2. Describe the actual services provided and the length of tenure providing services to each client referenced.

D. APPROACH

In two pages or less, provide the following:

1. Describe your approach and methodology to providing golf services. Include how you will apply experience and city resources to meet the project objectives.
2. Summarize your proposal and your company's qualifications. Additionally, you may articulate why your company is pursuing this work and how it is qualified to perform it. Include any other pertinent information that helps determine your overall qualifications.

E. SCHEDULE

Include a basic schedule that will allow this project to be completed this calendar year (2020). Table 2 below is a breakdown of the RFP schedule.

Table 2: RFP Schedule

RFP Distributed	June 4, 2020
Deadline for Written Questions	July 6, 2020
Written Reply of Questions	July 20, 2020
Proposal Submittals Due	July 31, 2020
Interviews	August 10-14, 2020
Selection of Applicant	August 17-21, 2020

F. DEADLINE FOR SUBMISSION OF PROPOSALS

The City of Sheridan, Wyoming, Public Works Department will accept proposals until 4:00 p.m., July 31, for Golf Professional Services for the Kendrick Municipal Golf Course. One electronic copy or one hard copy of the proposal shall be submitted to the following individual and address, by the above noted deadline.

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City of Sheridan
Attention: Lane Thompson P.E.
55 Grinnell Plaza
Sheridan, WY 82801
Email: Lthompson@Sheridanwy.net

G. QUESTIONS

Inquiries should be emailed to lthompson@sheridanwy.net on or before July 1, 2020. Any reasonable questions with their respective answers will be provided to all respondents.

H. ADDENDA

In the event that it becomes necessary to revise any part of this RFP an addendum will be provided to all respondents.

VIII. CRITERIA FOR SELECTION

A. LATE PROPOSALS

Late proposals will not be accepted

B. CONTRACT AWARD

A selection committee will conduct an evaluation of qualifications and will rate each submittal based upon the following criteria:

1. Experience
2. Business and Advertising Plan
3. Satisfaction of clients/end users
4. History of successful golf course operations including the pro shop and restaurant.

The City of Sheridan reserves the right to accept, reject, or request changes in proposals. In the event that a satisfactory fee cannot be negotiated with the selected company, subsequent attempts will be made to negotiate with the other qualified companies in the order of their ratings. The City will work closely with the selected company to develop or refine a detailed scope of work, schedule for completion of tasks and costs associated with completed work

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included in the contract documents. The City is not liable for any costs incurred by the responding companies prior to contract issuance.