

# MACON-BIBB COUNTY, GEORGIA

Request for Proposals (RFP)

FOR

Bowden Golf Course Management Services

17-039-CW

918-07, 961-53

961-79, 988-31, 958-15



## MACON-BIBB COUNTY

ISSUE DATE: May 17, 2017

DUE DATE: June 15, 2017

Please direct questions related to this solicitation to Nan Tharpe, email preferred at [cwilmore@maconbibb.us](mailto:cwilmore@maconbibb.us)

MBE/WBE/DBE Participation: Minority, Women Owned, and other Disadvantaged Business Enterprises are encouraged to participate in the solicitation process. Additionally, respondents are encouraged to use M/W/DBE sub-consultants where possible. Small and other disadvantaged businesses requiring assistance with the competitive process can contact Dr. James Louis Bumpus, Director of Small Business Affairs at (478) 803-0366 or [jbumpus@maconbibb.us](mailto:jbumpus@maconbibb.us)

I. GENERAL

A. Invitation

Notice is hereby given that Macon-Bibb County will receive responses to the Request for Proposals (original **plus 5 copies**) in the Procurement Department, 700 Poplar Street, Suite 308, Macon, Georgia 31201, until **12:00 o'clock NOON** at the time legally prevailing in Macon, Georgia on June 15, 2017, for **Bowden Golf Course** for Macon- Bibb County.

**NO LATE RESPONSES WILL BE CONSIDERED**

The names of responding firms will be publicly read on Thursday, June 15, 2017 at 2:00 P.M. in the Macon-Bibb County Procurement Department Conference Room, located on the 3rd Floor of the Government Center at 700 Poplar Street, Macon Georgia 31201.

B. Definitions

Wherever the term "Owner", "County", or "Macon-Bibb County" occur in this document, it shall mean Macon-Bibb County, a political subdivision of the State of Georgia acting through the Macon-Bibb County Board of Commissioners.

C. Pre-Submittal Meeting

A pre-submittal conference is scheduled for 10:00 o'clock a.m., Wednesday, May 24, 2017 at **Bowden Golf Course** at **3111 Millerfield Road, Macon, Ga 31211**. This conference is **mandatory**; vendor must be present in order to submit a proposal.

D. Solicitation Documents

Announcement of this Request for Proposals may also be posted on the Macon-Bibb County website at [www.maconbibb.us/purchasing](http://www.maconbibb.us/purchasing) and on the Georgia Procurement Registry website [https://ssl.doas.state.ga.us/PRSapp/PR\\_index.jsp](https://ssl.doas.state.ga.us/PRSapp/PR_index.jsp)

E. Insurance Requirements

Insurance coverage shall be carried with an insurance company licensed to do business in the State of Georgia. All coverage should be written with insurance company with a Best Rating of A or better. Insurance shall be obtained prior to commencement of work and shall remain in force throughout the period of the contract. Macon-Bibb County shall be named as additional insured on the policy.

Workers' Compensation: Statutory  
Errors and Omission: \$1,000,000  
General Liability: \$1,000,000

F. Submittals

Responses must be sealed and identified on the outside of the package as and delivered to

**"17-039-CW Bowden Golf Course"**  
Macon-Bibb County Procurement Department  
Attn: Chauncey Wilmore  
700 Poplar Street  
Suite 308  
Macon, Georgia 31201  
Telephone: (478) 803-0550

Submissions may not be withdrawn for a period of one hundred and twenty (120) days after the deadline on date of closing. Macon- Bibb reserves the right to reject any and all submissions and to waive technicalities and formalities. Respondents shall carefully read the information contained herein and submit a complete response to all requirements and questions as directed. Submittals and any other information submitted by in response to the RFP shall become the property of Macon-Bibb County.

#### G. Responsiveness

In order to be considered “*responsive*” the submission must include completed copies of the following documents:

- Price Proposal Form
- Proposer Qualification Form
- List of Sub-Consultants
- Minority Participation Goal
- Financial & Legal Stability Statement
- Georgia Security and Immigration Compliance Act (E-Verify) Affidavit

#### H. Responsibility

In order to be considered “*responsible*” the submitting firm must meet the following minimum qualifications:

- Three (3) years of experience providing the services included herein
- Licensed to do business in the State of Georgia
- Financially and Legally responsible to perform the services included herein

#### I. Reservations

Macon-Bibb County will not provide compensation to Respondents for any expenses incurred by the Respondent(s) for submittal preparation or for any demonstrations that may be made, unless otherwise expressly stated or required by law.

Each submission should be prepared simply and economically, providing a straightforward, concise description of your firm’s ability to meet the requirements of this RFP. Emphasis should be on completeness, clarity of content, responsiveness to the requirements, and an understanding of the Owner’s needs.

Macon-Bibb County makes no guarantee that an award will be made as a result of this RFP and reserves the right to accept or reject any or all submittals, with or without cause, waive any formalities or minor technical inconsistencies, or delete any item/requirement from this RFP or contract when deemed to be in the Owner’s best interest.

Macon-Bibb County will consider only representations made within the submission in response to this RFP. Owner will not be bound to act by any previous knowledge, communication or submission by the firms other than this RFP.

Failure to comply with the requirements contained herein may result in the submission being deemed “non-responsive” or “non-responsible”. None responsive submissions will not be reviewed for potential award.

## II. BACKGROUND

The Charles L. Bowden Golf Course, located on 3111 Millerfield Road in Macon, Bibb County, Georgia, was listed in the National Register of Historic Places on February 23, 2015. The nomination was sponsored by the City of Macon and the Macon Golf for Kids program.

The 18-hole "Bowden" course at the Bowden Golf Course facility in Macon, Georgia features 6,570 yards of golf from the longest tees for a par of 72. The course rating is 69.7 and it has a slope rating of 119 on Bermuda grass. Designed by Dick Cotton, the Bowden golf course opened in 1949. Brandon Doles manages the course as the General Manager. The course lies on approximately 229 acres of land. The course includes a clubhouse with a small pro shop, restaurant, bar, one cart barn, and one maintenance shops. One irrigation pond supply the underground, automatic irrigation system.

## III. SCOPE OF SERVICES

The Macon-Bibb County is seeking an organization to promote, manage, and operate the Bowden Golf Course. Macon-Bibb County Government is willing to consider leasing the restaurant at a minimum rent if it is deemed to be in the best interest of the community. The initial term of the lease will be three years, with the option to renew for three additional five year terms.

Renewal shall be at the option of the Macon-Bibb County Government. If Macon-Bibb County Government is pleased with the attention to detail with respect to the daily condition of the golf course and restaurant as well as the compliance of the other conditions mandated in the lease that will serve as a primary factor in the Town's decision with regard to renewing the options in the lease.

Note: The Macon-Bibb County Government will entertain lease terms conducive to the respondents needs provided the restaurant are suitably and consistently maintained during the lease period.

The company who promote, manage and advertise the course shall be required to submit a 5-year capital improvement plan to the Mayor for necessary capital items for the golf course, clubhouse, and restaurant (examples of capital include an upgrade to the irrigation system, renovated and expanded bathrooms, and a practice facility). This plan must be submitted and updated annually every December.

A weekly meeting and corresponding course inspection will be completed by the

Director of Parks and Recreation with an appropriate designee of the approved management company in order to verify contract compliance and to establish a communication link with the government.

## ROUNDS OF GOLF BY YEAR

A three-year history of eighteen-hole rounds played is provided below. The reported rounds for 2015-2017 are based on reports prepared by the current golf course operator.

	FY 15	Round #	FY 16	Round #	FY 17	Round #
	July, 2014	1556	July, 2015	898	July, 2016	1250
	August, 2014	1405	August, 2015	902	August, 2016	1322
	September, 2014	1307	September, 2015	978	September, 2016	971
	October, 2014	992	October, 2015	747	October, 2016	1065
	November, 2014	625	November, 2015	722	November, 2016	876
	December, 2014	699	December, 2015	582	December, 2016	670
	January, 2015	568	January, 2016	455	January, 2017	795
	February, 2015	465	<b>February, 2016</b>	669	February, 2017	1012
	March, 2015	888	<b>March, 2016</b>	1100		
	April, 2015	1531	<b>April, 2016</b>	1491		
	May, 2015	1158	<b>May, 2016</b>	1259		
	June, 2015	948	<b>June, 2016</b>	1159		
	<b>Total Rounds</b>	<b>12142</b>		<b>10962</b>		<b>7961</b>

## MINIMUM QUALIFICATIONS

In order to qualify for consideration in the award of the lease or management contract for the subject facility, a respondent must:

Have experience in the comprehensive management of public golf course operations. Management experience with municipal or publicly owned golf courses will be favorably considered.

Relevant experience includes management and operation of a golf course facility, pro shop operations including merchandise sales and golf cart operations, clubhouse operations including a restaurant/snack bar and golf course maintenance operations.

Demonstrate the necessary line of credit or financial resources required to equip and operate the golf course facilities during the contract period.

Demonstrate a competent record of employment or history of contract service in the operation of a similar golf facility business as verified and supported by references, letters, and other necessary evidence from employers and/or public agencies.

### PROOF OF COMPETENCY

Basic bookkeeping; posting, preparation of a trial balance, preparation of financial statements, control of cash and bank reconciliation statements.

Salesmanship: fundamentals of retail, wholesale, and service selling; merchandise and sales presentation; principles of self-management; sales demonstration.

Personnel management: the guidance and control of personnel; interviewing; training; job analysis; performance evaluation; supervisory problems with subordinate personnel.

Property Maintenance: the ability to maintain exceptional property maintenance, including all buildings, grounds, equipment, parking lots and golf facilities. Must be able to maintain: all equipment including but not limited to mowing equipment, spraying equipment, greens rollers, top dressers, spreaders, aerators, ovens, fryers, other kitchen equipment as deemed necessary, and golf carts.

## CONTRACT RESTRICTIONS AND OTHER REQUIREMENTS

Any course reconfigurations or substantial modifications to facilities must be approved by the Macon-Bibb County Government.

The successful respondent must obtain and maintain all necessary permits, certificates and licenses.

The successful respondent is expected to work with local, state, regional, and national amateur and professional golf associations to ensure that current ranking and certifications are received and maintained. Any desired changes must be approved by the Macon-Bibb County Government.

If alcohol beverages, including beer and wine, are sold or dispensed on the premises that comprise the Bowden Golf Course at any time during the term of the Lease or any extension thereof, the respondent covenants that it will at all times comply with all laws of the State of Georgia and Macon-Bibb County governing the sale of such beverages.

The respondent covenants adequately staff the golf course, pro shop and all other areas of the leased premises during the term of this Lease and any extension thereof for the operation and use of the leased premises as described previously and to keep the premises open for such use continuously and without interruption for such hours and such time as are customary for said operation and use.

The respondent shall hire, train and evaluate starters, rangers and other course employees it deems necessary to staff the operation adequately.

The respondent covenants to give the Macon-Bibb County an annual financial statement on a consistent basis from year to year concerning its operation of the golf course and other related services, prepared by a certified public accountant in accordance with generally accepted accounting principles, within ninety (90) days after the close of the respondent's fiscal year for each year falling completely or partly within the term of this Lease or any extension thereof. The respondent shall also submit other financial information within a reasonable time after reasonable requests made from time to time by the Macon-Bibb County Government.

The respondent covenants to pay all taxes levied on all equipment, goods or other personal property it owns and uses in connection with the golf course, pro shop and other parts of the leased premises during the term of this Lease or any extension thereof. The leased premises shall be exempt from municipal real property taxes ordinarily levied by the Macon-Bibb County as long as they are owned by said Government.

The respondent covenants not to discriminate with respect to employment, hiring, membership and use and enjoyment of the golf course and related facilities on the basis of race, color, creed, religion, age, sex, marital status, national origin, or physical or mental disability in violation of the laws of the United States or of the State of Georgia, nor otherwise to commit any unfair employment practice prohibited by law, except that the respondent may base an adverse hiring, termination or other employment action upon physical or mental disability if the respondent affirmatively establishes that the disability prevents satisfactory performance of the work involved. The respondent further covenants to take affirmative action to promote nondiscrimination, to display the provisions of this nondiscrimination clause conspicuously in the pro shop and any other appropriate areas of the leased premises, and to incorporate these nondiscrimination provisions in all contracts executed with labor unions and suppliers of materials and services.

The respondent shall permit individual golfers and groups to use the golf course, pro shop and other facilities on a daily basis by paying green fees at the golf course. The respondent covenants not to assign this Lease in whole or in part or sublet all or any part of the leased premises without the Macon-Bibb County Government's prior written consent in each instance nor to use or permit the use of the leased premises for any purposes other than those described herein without the Macon-Bibb County Government's prior written consent. Any assignee or sub lessee shall be required in advance to furnish appropriate character references to the Town and to demonstrate adequate financial capability and appropriate experience. Any consent by the Town to any assignment or subletting shall not constitute a waiver of the necessity for such consent to any subsequent assignment or subletting. The prohibition against assignment or subletting shall be construed to cover any assignment or subletting by operation of law. Notwithstanding any assignment or sublease, the respondent shall remain primarily liable under this Lease and shall not be released from performing any of its terms and covenants, but the respondent and its assignee shall thereafter be jointly and severally liable for the full and faithful performance of the respondent's obligations under this Lease.

Macon-Bibb County Government shall limit the number of days per year for which the golf course is exclusively used and devoted to private tournament play and other special golf events, such limit being consistent with maintaining the golf course as a public facility.

#### IV. SUBMITTAL FORMAT AND REQUIREMENTS

Submissions must be limited to a total of fifty (50) pages each submission must be organized in a manner to display the required information in easily accessible tabs labeled as follows:

Firm's History / Background

- Letter of Interest
- History of the Firm (including years in business) including financial condition and ability

- to perform all obligations
- Contact information (including address(es), telephone/Fax numbers, email, etc.
- Structure of the firm (include principal(s), project team, if applicable)

#### Experience

- Resume(s) of key personnel
  - Include a statement if any of the owners, officers, employees, or agents, or their immediate family members is currently, or recently in the past, an employee of Macon-Bibb County or has any responsibility, authority business, or contractual relationship with the County.
- Reference list
  - Provide names, addresses, and telephone numbers of at least management and operations references and at least two (2) financial or banking references in connection with providing managements and operations services as requested in this RFP, especially any from other local government operations.
  - Provide a list of contracts held by your firm for similar services that have been discontinued within the last five years with a statement indicating the reasons for termination.
- List of projects with similar scope and size, noting the following:
  - General Administration
  - Marketing
  - Ticketing
  - Physical upkeep of the property.
  - Operations and Maintenance
  - Financial Management
  - Security
  - Community Involvement
  - Parking Managements
  - Concessions and Catering (including ABC licenses)
  - Enter additional elements of experience relevant to RFP scope

#### Project Approach

- Detailed plan for accomplishing the Management of Bowden Golf Course in Macon-Bibb County including:
  - Provide an explanation of the overall philosophy on how you propose to manage the Bowden Golf Course
  - Describe proposed marketing and promotional concepts that will achieve the goals of providing a variety of events and activities which serve the entertainment and cultural needs of the community while generating economic benefits and enhancing the quality of life for citizens in Middle Georgia.
  - Provide a proposed Operations Plan that includes, but is not limited to:
    - Event set-up and tear down
    - Event Services
    - Site Maintenance
    - Security
    - Physical upkeep of the building
    - Parking Management
  - Provide an explanation of how the Management intends to handle Customer Service complaints.



Project Timeline

- Provide a project schedule outlining each identified deliverable

Price Proposal

The County seeks to maintain a strong financial position limiting any subsidy required from County Funds. A responsive proposal should provide a strategy for minimizing the annual operating expenses and maximizing the annual operating revenues of the Bowden Golf Course. Include a detailed proposed line item budget/operating preform covering:

- Summary of Events
- Revenues
- Operating Expenses
- Management Fee

In addition, the responding party should include any other expenses, costs, or budgetary concerns that would need to be budgeted for by the County and provide a proposed fiscal arrangement for the operation of such facilities.

V. SCORING (total possible number of points = 100)

- Experience – Maximum 40 points
- Project Approach – Maximum 20 Points
- Project Timeline – Maximum 20 Points
- Price – Maximum 20 Points

Scoring will be performed by a team of reviewers utilizing the Point Allocation Guidelines.

VI. AWARD BASIS

Award will be recommended to the respondent with the highest number of points.