



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** December 13, 2021

SUBJECT: Discuss the status of the Iron Horse Golf Course management contract request for proposals and city staff selection committee recommendation.

PRESENTER: Antonio Evangelista, Recreation Operations Manager

GENERAL DESCRIPTION:

The management services at Iron Horse Golf Course have been provided contractually since the course opened in 1992. Throughout these years, the services have been provided by Arcis Golf, although the management company name has changed a few times during the agreement periods due to change in corporate ownership.

The last management agreement was approved in February 2012 for a term of five (5) years with two one-year options for an extension. In February 2019, the contract with Arcis Golf was extended for an additional three (3) years due to the golf course undergoing extensive renovation to the greens, tees, bunkers and drainage. Staff felt that it was in the best interest of the city and the golf course to maintain management services with Arcis during this renovation period. No additional extension options remain, and the current agreement will expire in March 2022.

In accordance with the city's current agreement, upcoming contract expiration, and in accordance with the city's Public Purchase Policy and process; the city published a request for proposals (RFP) on October 1, 2021 for the management of Iron Horse Golf Course with the bid due date of October 28, 2021. The RFP process gives the city the opportunity to request proposals from golf management firms, select the most competitive firms to interview, and ultimately choose the most qualified firm to negotiate a contract and present to the City Council for consideration. The RFP document includes multiple criteria for evaluation and various questions firms respond to that aide staff in measuring and comparing a firm's overall competitiveness. The criteria include, but are not limited to, financial performance, management costs, service standards, revenue development, overall guest experience mission, and overall course management experience.

A pre-bid conference was held at Iron Horse Golf Course on October 19, 2021, with seven potential interested golf management firms in attendance.

As of the RFP deadline of October 28, 2021, seven request for proposals were received for the staff selection committee to review. The selection committee, made up of six city staff members, met in person on November 12, 2021 to review, discuss and score each



proposal document. The proposals were evaluated on the following criteria, which was presented to City Council during the work session on September 27, 2021: cost of management fee, workplace culture, revenue development, quality of references, comparable experience, ability to budget and operate within a council approved budget, firm's organization and formation of management team for Iron Horse, and firm's financial stability.

After thorough review of the seven proposals, the committee selected four golf management firms to present to the committee in person. Interviews with each of the four selected firms were conducted on November 29 and 30, 2021. After the in person interviews were complete, the selection committee met three additional times to summarize and score the RFP document in conjunction with the presentation interviews. On December 7, 2021, the selection committee provided an overview to the City Manager of the interviews and the comparison of the two highest scored firms as well as selection committee's recommendation.

The purpose of this work session item is to review the status of the RFP timeline, the selection committee's recommendation, and receive input from the City Council regarding the selection committee's final recommendation prior to the initiation of contract negotiations.