



## CITY COUNCIL MEMORANDUM

**FROM:** The Office of the City Manager   **DATE:** September 27, 2021

**SUBJECT:** Discuss the request for proposals for awarding the Iron Horse Golf Course management contract.

**PRESENTER:** Paulette Hartman, Deputy City 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 and upcoming agreement expiration, staff is preparing to release a request for proposals (RFP) for the management contract of Iron Horse Golf Course. The RFP will be released in accordance with the city's Public Purchase policy and process. 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.

The purpose of this work session item is to review the core categories and evaluation criteria, and receive input from the City Council regarding final evaluation criteria.

Key points included within the Iron Horse RFP are:

- *Scope of the Project* - The City of North Richland Hills (City) is requesting competitive sealed proposals from interested golf course management companies to operate, maintain, and market Iron Horse Golf Course, an 18-hole municipal golf course for the City of North Richland Hills, Texas. The City is seeking a golf management firm to provide a high quality golfing experience for North Richland Hills residents and regional residents consistent with the City's objectives. Through the application of best practices in public golf management, the City expects to carry on the tradition of high quality management of the course that is consistent with the City's commitment to providing overall excellence to our golfing community.
- *Community and project background* –Information about the City of North Richland Hills, the positive effect that the completion of Loop 820 highway construction had on the course's accessibility, as well improved water flow throughout the course.
- *General Description of Iron Horse Golf Course* - Information regarding the significant investment made by the City with the 2019 renovation to improve irrigation, drainage, playability of the course, as well as clubhouse and clubhouse grounds.
- *City Objectives:*

Iron Horse is an amenity to the residents and guests of North Richland Hills. The course provides a friendly, active, and welcoming environment that promotes community to golfers, event attendees, visitors, and guests of the restaurant alike.

The following minimum objectives are outlined:

Exceptional customer service, financial stability, quality golf operations, maintenance standards to preserve the City's investment, quality food and beverage operations, active promotions and marketing, overall community commitment, and accurate financial reporting.

Staff is requesting a five (5) year commitment from a partner that shares the City's vision for Iron Horse Golf Course.

- *Evaluation Criteria:*

A selection committee will score the competitive sealed proposals to narrow down a list of up to four (4) firms to interview.

Scores will be determined based on the following criteria, which will be presented to council during the work session: cost of management fee, workplace culture, revenue development, quality of references, and 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.