



REQUEST FOR PROPOSAL PRO SHOP OPERATIONS

City of Moorhead Municipal Golf Courses

Holly Heitkamp, Moorhead Parks and Recreation Director

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The Request for Proposal is for exclusive rights to operate a retail Pro Shop for the City of Moorhead at the City of Moorhead owned municipal Golf Courses.



Parks & Recreation

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REQUEST FOR PROPOSAL FOR PRO SHOP OPERATIONS THE MEADOWS & VILLAGE GREEN MUNICIPAL GOLF COURSES

I. Statement of Objectives

The City of Moorhead (the “City”) is seeking a vendor that would provide a retail Pro Shop at the City’s two municipal golf courses. Vendors are invited to submit a Business Plan Proposal (“Proposal”) to provide the Pro Shop service at The Meadows Public Golf Course - 401 34th Street South (“The Meadows”), and Village Green Public Golf Course - 3421 Village Green Boulevard (“Village Green”). The City desires to select a qualified vendor (“Vendor”) and enter into an agreement granting exclusive retail Pro Shop service rights to the successful Vendor. Proposals must be delivered to the Moorhead Parks and Recreation Department, 2400 4th Ave South, Moorhead MN, by **4:00 PM, Friday, January 10, 2020.**

II. Facility Descriptions

- A. The Meadows features a 18 hole golf course with a club house featuring casual dining and banquet facilities for special events. The Meadows is open daily to the public, typically March through the end of November. The Pro Shop is on the upper level and consists of 418 square feet of retail space.
- B. Village Green is also a 18 hole golf course with a club house featuring 1,000 square feet of indoor seating area to accommodate up to 60 people, as well as a large patio adjacent to the golf course to accommodate up to 40 people. Village Green is open daily to the public, typically March through the end of November. The retail space in the Pro Shop is approximately 720 square feet of space.

III. Vendor’s Responsibility

- A. Proposals must include the following:
 - 1. Details of previous experience running a retail Pro Shop. (minimum 2 years)
 - 2. A business plan for the retail sales of golf merchandise at both Municipal Golf Courses.
 - 3. The plan should include information on how to address golf shop prizes during tournament, leagues and outings when cash prizes are not an option.

4. Staffing – Hours of Operation
 - a. Proposal should include a staffing plan.
 - b. The city is willing to coordinate with the vendor on staffing the operations of the Pro Shop.
 - c. Background checks on all employees in the Pro Shop would be required.
 - d. The appropriate attire and decorum of Vendor’s staff, employees, agents, and representatives. Vendor’s staff will not consume alcohol while working on City property. Vendor’s staff must be dressed professionally with a polo shirt, pants or shorts of appropriate length, and closed-toed shoes.
5. Equipment
 - a. Vendor will supply all equipment necessary to run a Pro Shop.
 - b. The city owns a point of sale system at The Meadows and has a till at Village Green that is available to receipt payment for Pro Shop merchandise.
6. Cleanliness and Clutter
 - a. City expectation is to have enough space between displays to be handicapped accessible.
 - b. Display areas are to be dusted and kept clean at all times.
7. Security / Alarms:
 - a. In the event Vendor’s staff requires after hour access and activates a security alarm in error, the cost associated with responding to said alarm will be the responsibility of Vendor.
 - b. Vendor is responsible for all items in the Pro Shop and City will not be responsible for theft of products.
 - c. City has security cameras and can assist vendor with offender identification and monitoring
8. Receipt of Money / Payment to City:
 - a. A detailed plan on receipting money and reporting sales including special orders, should be included.

City will pay Vendor by the 30th day of each month in an amount equal to no more than 90% of the gross sales of Pro Shop Sales attributable to the prior month’s operation which amount will be dependent on the total package agreement negotiated between the parties, including expenditure of city resources related to the Pro Shop.

- b. On a monthly basis, Vendor will file a report that sets forth the gross daily receipts by the respective golf course.

- c. The City will maintain the right to inspect Vendor's books and records in connection with the golf course Pro Shop Operation. An annual audit by the City Finance Department or State Auditor may be performed upon notice from the City to Vendor.

IV. City Responsibility

- A. The City will make the golf course facilities available and maintained.
- B. The City will provide and pay costs associated with all facility utilities not including internet fees for the Point of Sale system.

V. Insurance

- A. The City will maintain appropriate insurance for its buildings, personal property, and liability coverage for both clubhouses and golf courses.
- B. Vendor is responsible to insure its personal property and carry insurance in the amount of \$1,000,000 general liability per occurrence and \$2,000,000 in aggregate with a deductible of not more than \$10,000. Vendor's insurance policies must name the City of Moorhead as an additional insured.

VI. Agreement

- A. Upon selection of a qualified Vendor, the City and Vendor will enter into a multi-year agreement setting forth the specific terms and conditions, as generally contained within this Request for Proposal.
- B. Pro Shop service will be provided during the entire golf season, typically between March and November.
- C. Vendor will hold the City harmless and indemnify the City for all costs, including attorney fees, incurred by the City from any and all third party claims arising from or related to services provided by Vendor, and/or its staff, employees, agents, and representatives pursuant to the proposed agreement.

VII. Vendor Selection Process

- A. Sealed, written Proposals will be accepted until **4:00 PM, Friday, January 10, 2020**. A hard copy of the Proposal can be mailed or delivered to the following address:

Moorhead Parks & Recreation Department
Pro Shop RFP
2400 4th Avenue South
Moorhead, MN 56560

- B. Proposals will be evaluated based on the following:
1. Consistency with the Statement of Objectives in Section I, including proposed services, plans for delivery of the proposed services, and familiarity with golf course operations;
 2. Qualifications and experience of Vendor, minimum two years in the retail golf Pro Shop industry;
 3. A detailed business plan addressing requirements in Section III;
 4. Vendor's plan/process for collecting revenue addressing the Point of Sale system and reimbursement percentage to the City, if different than 10% of the gross sales of all sales attributable to the prior month's Pro Shop operation; and
 5. Conditions, if any, attached to the Proposal.
- C. Applicants may be invited to participate in an interview and formal presentation, at the sole discretion of the City.
- D. The City Council, at its sole discretion, will select Vendor and reserves the right to reject any and all Proposals. In the event the City Council rejects the Proposals, it may resubmit the Request for Proposals, at its sole discretion. The City Council reserves the right to rescind its selection of any Vendor under this Request for Proposals in the event that the City cannot reach an agreement with the selected Vendor.

Any questions or requests for clarification may be directed to Holly Heitkamp, Moorhead Parks and Recreation Director, at (218) 299-5340 or holly.heitkamp@cityofmoorhead.com.