

Proposal Evaluation Summary
Evaluation of Municipal Golf Course Operations – RFP #PUR1215-114
Proposals opened March 29, 2016

Evaluators: Sandi Fowler (Assistant City Manager), Casey Drew (Finance Director), Sven Leff (Parks & Recreation Director), Lisa Miller (Golf Operations Manager)

Proposals received in alphabetical order:

1	Global Golf Advisors	Phoenix, AZ / Toronto, CN	\$57,620
2	Green Golf Partners	Danville, IN	\$60,000
3	Kemper Sports Co.	Northbrook, IL	\$60,000
4	Morningstar Golf	Princeton, NJ	\$50,000
5	National Golf Foundation	Jupiter, FL	\$48,800
6	On Course Operations	Dallas, TX	\$39,300 + travel
7	Sirius Golf Advisors	Dallas, TX	\$40,000

Top three proposals in alphabetical order:

1. Global Golf Advisors Phoenix, AZ/Toronto, CN

Facts:

1. International golf consulting firm with offices in Toronto, Ontario, Phoenix, Arizona, and Dublin, Ireland.
2. Plan to commit a team of nine professional staff to the project.
3. Plan to spend 3-4 days on site in Cedar Rapids.
4. Good understanding of the challenges faced by municipal owned golf courses and the need to strike a balance between social, political, and business needs.
5. Financial proposal of \$57,620 slightly over competitive range.

2. Kemper Sports Co. Northbrook, IL

Facts:

1. Large company based in Northbrook, IL with over 5,500 employees company wide.
2. Experience is more focused on managing golf operations than strictly consulting - currently partner with 38 municipalities to manage their golf operations.
3. Plan to dedicate seven regional consultants to the project.
4. Plan to make 3-4 visits to Cedar Rapids to spend 1-2 days at each golf course.
5. Clear understanding of the City's need for strategies to achieve the goal of not having to subsidize golf operations.
6. Financial proposal of \$60,000 slightly over competitive range.

3. National Golf Foundation

Jupiter, FL

Facts:

1. Organization comprised of approximately 3,500 members representing every facet of the industry.
2. Extensive experience helping municipalities understand and maximize public-sector golf operations.
3. High level of objectivity because they do not design, finance, construct, or operate golf courses – strictly focus on consulting.
4. Project team includes five primary staff members dedicated to the project.
5. Plan to spend 8-10 days on site in Cedar Rapids to include at least one full day at each location.
6. Competitive financial proposal of \$48,800.

Recommendation for Award:

The evaluation team ranked each proposal independently and unanimously chose National Golf Foundation as the top proposal for the following reasons:

1. Most relevant consulting experience with other municipal golf courses.
2. High level of objectivity because focus is solely on consulting rather than design, finance, construction, management, etc.
3. Clear understanding of the City's current situation and goals for the project.
4. Competitive financial proposal.