

Commodity Code 98831

CITY OF CARLSBAD

REQUEST FOR PROPOSALS NO. 2017-19 GOLF SHOP MANAGEMENT SERVICES FOR LAKE CARLSBAD MUNICIPAL GOLF COURSE CARLSBAD, NEW MEXICO

The City of Carlsbad will accept proposals at the office of the Purchasing Manager, 101 N. Halagueno, Carlsbad, NM 88220 or P.O. Box 1569, Carlsbad, NM88221-1569, Room 114 until 5:00 p.m., October 13th, 2017, for Golf Shop Management Services for the Lake Carlsbad Municipal Golf Course.

Request for Proposals may be obtained at the office of the Purchasing Manager, noted above between 8:00 a.m. and 5:00 p.m. Monday through Friday or will be mailed upon written or telephone request to the Purchasing Manager at (575) 234-7905.

Proposals will be reviewed by committee appointed by the Procurement Manager with a recommendation made to the Governing Body of the City of Carlsbad.

The City of Carlsbad reserves the right to reject any or all proposals received and in the case of ambiguity or lack of clearness to determine the best proposal or to reject the same and waive irregularities and technicalities.

/s/ Matt Fletcher, CPO
Purchasing Manager

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PROCEDURES AND REQUIREMENTS

1. Proposals must be received at the office of the Purchasing Manager on or before the date and time specified in the Request for Proposals. Late proposals will not be considered. The filing date and time marked or stamped on the sealed envelope by the City of Carlsbad shall be conclusive evidence of the time and date each proposal is filed.
2. Proposals must be clearly marked on the outside of the envelope: “**RFP No. 2017-19, Golf Shop Management Services.**” Proposals shall be submitted to: Purchasing Manager, Municipal Building, 101 N. Halagueno Street, Carlsbad, NM 88220 or P.O. Box 1569, Carlsbad, NM 88221-1569.
3. Proposals transmitted to the City facsimile will not be considered.
4. It is the intent of the City of Carlsbad to enter into a contract with a successful proposer for Golf Shop Management Services with the terms and conditions of such contract to be subject to the approval of the Carlsbad City Council.
5. The Procurement Code of the State of New Mexico imposes civil and criminal penalties for its violations. In addition, the New Mexico Criminal Statutes impose felony penalties for illegal bribes, gratuities and kickbacks.
7. This RFP in no manner obligates the City of Carlsbad or any of its department’s to use any Offeror’s services until a valid written contract is awarded and approved by appropriate authorities and a purchase order is presented to the winning offeror authorizing the service to be performed.
8. This RFP may be canceled at any time and any and all proposals may be rejected in whole or in part if it is determined that such action to be in the best interest of the City of Carlsbad.
9. Any inquiries or requests regarding this procurement should be submitted, in writing, to the Procurement Manager at the following email address:

msfletcher@cityofcarlsbadnm.com

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10. Offerors may contact ONLY the Procurement Manager regarding this procurement. Other City of Carlsbad employees or Evaluation Committee members do not have The authority to respond on behalf of the City. Protests of the solicitation or award must be delivered by mail to the Purchasing Manager.
11. Pursuant to NMSA 1978, § 13-1-172, ONLY protests delivered directly to the Purchasing Manager in writing and in a timely fashion will be considered to have been submitted properly and in accordance with statute, rule and this Request for Proposals. Emailed protests will not be considered as properly submitted.
12. Offerors will be allowed to withdraw their proposals at any time prior to the deadline for receipt of proposals. The Offeror must submit a written withdrawal request addressed to the Procurement Manager and signed by the Offeror's duly authorized representative.

The approval or denial of withdrawal requests received after the deadline for receipt of the proposals is governed by the applicable procurement regulations.
13. An Offeror may submit an amended proposal before the deadline for receipt of proposals. Such amended proposals must be complete replacements for a previously submitted proposal and must be clearly identified as such. The City of Carlsbad personnel will not merge, collate, or assemble proposal materials.
14. Any cost incurred by the potential Offeror in preparation, transmittal, and/or presentation of any proposal or material submitted in response to this RFP shall be borne solely by the Offeror.
15. Any contractual agreement that may result from this RFP shall specify that the prime contractor is solely responsible for fulfillment of all requirements of the contractual agreement with a City of Carlsbad which may derive from this RFP. The City of Carlsbad when entering into a contractual agreement with a vendor will make payments to only the prime contractor.
16. The City of Carlsbad requires that all Offerors agree to be bound by the General Requirements contained in this RFP. Any Offeror's concerns must be promptly submitted in writing to the attention of the Procurement Manager.

The City of Carlsbad discourages exceptions from the contract terms and conditions as set forth in the RFP. Such exceptions may cause a proposal to be rejected as non-responsive, when, in the sole judgment of the City (and its evaluation team), the proposal appears to be conditioned on the exception, or correction of what is deemed to be a deficiency, or an unacceptable exception is proposed which would require a substantial proposal rewrite to correct

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17. This RFP and any agreement with an Offeror which may result from this procurement, shall be governed by the laws of the State of New Mexico.
18. Only information supplied, in writing, by the City of Carlsbad through the Procurement Manager or in this RFP should be used as the basis for the preparation of Offeror proposals.
19. All documents submitted in response to the RFP shall become property of the City of Carlsbad and may be subject to public disclosure upon request, in accordance with the Open Records Act.
20. Any confidential information provided to, or developed by, the contractor in the performance of the contract resulting from this RFP shall be kept confidential and shall not be made available to any individual or organization by the contractor without the prior written approval of the City of Carlsbad.

The Contractor(s) agrees to protect the confidentiality of all confidential information and not to publish or disclose such information to any third party without the written permission of the City of Carlsbad.

21. Offeror must complete, sign, and return the Campaign Contribution Disclosure Form. This requirement applies regardless whether a covered contribution was made or not made for the positions of Mayor, Carlsbad City Council or Municipal Court Judge. Failure to complete and return the signed unaltered form will result in disqualification.
22. To ensure adequate consideration and application of NMSA 1978, § 13-1-21 (as amended), Offerors must include a copy of their preference certificate with their proposal. Certificates for preferences must be obtained through the New Mexico Department of Taxation & Revenue:

<http://www.tax.newmexico.gov/Businesses/in-state-veteran-preference-certification.aspx>

A. New Mexico Business Preference

B. New Mexico Resident Veterans Business Preference

In addition to a copy of the certification, the Offeror should sign and complete the Resident Veterans Preference Certificate form, as provided in this RFP (Appendix D)

The City of Carlsbad shall not award a business both a resident business preference and a resident veteran business preference.

The New Mexico Preferences shall not apply when the expenditures for this RFP includes federal funds.

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GOLF SHOP MANAGEMENT SERVICES

The City of Carlsbad is seeking proposals for golf shop management services at Lake Carlsbad Municipal Golf Course. The facility is located at 901 North Muscatel Street, Carlsbad, NM 88220. The facility consists of a 6,512 yard, par 72, 18-hole regulation course that is laid out on hilly terrain that winds its way through the Chihuahuan Desert landscape.

The City also maintains an executive 9-hole par 3 course that plays to 1.305 yards and runs along the banks of the Pecos River.

The courses are open six and a half (6.5) days a week throughout the year with approximately 40,000 rounds of golf played annually. The course is closed for play on Tuesday mornings until noon to address maintenance needs that can't be addressed during normal hours of operation.

Facilities also include a driving range, two practice putting greens with chipping area, 150 to 200 private carts and a fully functional golf pro shop, golf cart storage building, small kitchen and dining area, and a meeting room that is available to rent for public events.

Course maintenance is the responsibility of the City. The Lake Carlsbad Municipal Golf Course is the only municipal golf course in Eddy County.

For more information about Lake Carlsbad Municipal Golf Course please visit the following link: <http://www.cityofcarlsbadnm.com/ParksRecGolfCourse.cfm>

Proposals will be received in the office of the City Purchasing Manager, 101 N. Halagueno, Room 114, Carlsbad, New Mexico 88220 until 5:00 p.m. on October 13th, 2017. Proposals shall be sealed and marked clearly on the exterior of the envelope or folder: "RFP No. 2017-19 Golf Shop Management Services."

The successful proposal will be the one that is most advantageous to the City. This determination will be based on price and other factors which are set forth at length in the body of this Request for Proposal.

Minimum Mangement Services Required

1. Operation of the Lake Carlsbad Golf Shop, which shall include but not be limited to:
 - a. Receipt and accounting of all greens fees, permit fees, etc., and weekly remittance of such fees as required to the City Treasurer.

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- b. Sales of goods and services normally provided by professional golf shops including sales of golf equipment, golf apparel, club repair, golf instruction, etc.
 - c. Furnishing of adequate motorized golf carts for rental by the public (a maximum of 200 private carts are allowed to operate on the course).
2. Management of course play
- a. Enforcement of course rules, regulations and golf course etiquette to insure optimum access and minimize slow play and damage to the course and pertinent facilities.
 - b. Management and coordination of tournament play as may be required from time to time.
 - c. Cooperation with City officials and golf committees
 - i. Cooperation with the Mayor, City Administrator, City Council and Golf Course Advisory Board as may be required in matters pertaining to the Golf Course.
 - ii. Cooperation with user golf groups and organizations in promoting recreational opportunities and tournament play.
 - iii. Cooperation with the City Golf Course Superintendent.
3. General Matters
- a. Employment of adequate personnel to perform all duties required to properly staff the golf shop.
 - b. Furnishing of adequate liability and workman's compensation insurance in statutory amounts or as otherwise reasonably required by the City.

Term of Contract

The City will seek to negotiate a Professional Services contract with the successful proposer, the term of which shall be (4) four years beginning January 1, 2018.

Format of Proposals

Proposals shall be typed double space on 8 ½ x 11 inch paper on one side only of each page. Each section shall be appropriately tabbed and indexed and the number of pages shall not exceed the maximum number of pages specified for each section.

Proposal

Section I. Qualifications and Experience of the proposer (5 pages maximum).

- A. Proposers shall provide a detailed narrative of their qualifications and experience, identifying all prior positions managing a golf shop.
- B. Proposers shall provide a photocopy of any documents as they may deem appropriate to demonstrate their professional qualifications.

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Section II. Operations of the Golf Shop (5 pages maximum).

- A. Proposers shall provide a detailed narrative describing the various services they intend to provide in the Golf Shop, including but not limited to equipment sales, and club repair and fitting.
- B. Proposers shall provide a letter of credit or other such documentation attesting to their financial ability to provide for and maintain a full service golf shop in accordance with golf industry standards.

Section III. Management of course play (5 pages maximum).

- A. Proposers shall address in narrative form how they intend to manage play on the golf courses to ensure optimum access, enforce course rules, regulations, golf course etiquette, and minimize slow play.
- B. Proposers shall provide a narrative detailing their experience in planning, managing, and implementing tournament play and similar activities.
- C. Proposers shall detail their ideas as to how to further promote recreational as well as tournament play on the Municipal Golf Courses.

Section IV. Financial Terms and Contractual conditions (5 pages maximum).

- A. Proposer shall detail all financial terms and conditions proposed between themselves and the City. In addition, proposer shall complete the following:

	<u>Mgt Share %</u>	<u>City Share %</u>
1. Golf Cart Rentals	_____	_____
2. Golf Cart Storage	_____	_____
3. Green Fees	_____	_____
4. Merchandise Sales	_____	_____
6. Private Cart Trail Fees	_____	_____
7. Driving Range	_____	_____
8. Lesson Fees	_____	_____
9. Health Insurance	_____	_____
11. Retainer (Annual dollar figure)	_____	_____

The proposer shall propose a percentage for each item that shall represent the proposer's share of income, and the City's share.

(The sum for each item must equal 100 %)

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- B. Proposer shall detail a management plan for the operation of the Golf Shop, including funding sources for inventory. Inventory to include golf carts, all merchandise, and driving range supplies.
- C. Proposer shall detail any special non-monetary contractual conditions they would propose between themselves and the City.

V. Evaluation Criteria

Proposals shall be evaluated by a committee appointed by the City Procurement Manager. Including but not limited to Golf Course Advisory Board Members and City staff.

Proposal's will be evaluated as follows:

1. Qualifications and Experience: 20 points maximum
2. Operation of Golf Pro Shop: 15 point maximum
3. Management of course play: 15 points maximum
4. Financial and Contractual terms: 50 points maximum

Total Possible Points 100