

Cordova Recreation and Park District

Request for Proposals
Cordova Golf Course
Restaurant Concessionaire



INTRODUCTION/BACKGROUND

The Cordova Recreation and Park District (“District”) was established in 1958 to serve the parks, recreation and open space needs of the unincorporated areas of Sacramento County including Gold River, Larchmont, Mather, Rosemont and Riviera East and what is now the City of Rancho Cordova. Serving a population of over 110,000, it is one of the largest special districts in the Sacramento region.

With 35 parks, 7 facilities and over 600 acres of land, the District is home to a wide variety of neighborhood and community parks, special use facilities, two community swimming pools, the Hagan Community Center in Hagan Community Park, the Neil Orchard Senior Activities Center, Mather Sports Center, the Cordova Golf Course and the Cordova Shooting Center. The affordable cost of living, and several other quality of life indicators, has ensured continued population growth within District boundaries.

PURPOSE

Cordova Recreation and Park District is requesting proposals from qualified and recognized restaurant concessionaire firm(s) or individual(s) for the purpose of operating the restaurant facilities for the sale of food, beverage, including beer, and other items appropriate to such a restaurant concession in order to enhance the customer experience, as specified in this Request for Proposal (RFP).

PROJECT FACTS

The following provides information regarding the Cordova Golf Course:

- Established in 1954; purchased by the District in 1972
- Located at 9425 Jackson Highway, Sacramento CA 95826 (County of Sacramento)
- 18-hole public course; Par 63; 4,832 yards back (tees) / 4,760 middle / 2,484 forward
- Practice facility – putting green; lighted driving range on grass and mats
- Pro and retail shop
- Restaurant Bar N Grill with course beverage cart
- Lessons and golf club repair
- 18-hole FootGolf on the front 9
- Cart barn and corporation yard
- Three ponds, two green nurseries, on course restroom

INTENT OF OPERATIONS

Intent is for the concessionaire to solely use the premises as operation of a restaurant facility. Concessionaire agrees that all items to be served, sold and offered for sale, and prices to be charged, shall at all times be subject to the approval of Park District, which may direct that any such items not be served, sold or offered for sale to the public by Concessionaire at this facility.

All food and beverage items offered for sale by Concessionaire shall be clearly marked as to price, either on the item itself, on the menu, or on a sign located on the premises. Such sign shall consist of lettering and figures which are clearly and easily read. The prices of all food and beverage items offered for sale shall be competitive with the prices of similar items at other comparable restaurant facilities in this community.

Concessionaire agrees to supply and have ready for sale at all times, each and every food and beverage item and any other articles of merchandise offered for sale by this concession, in sufficient quantity to satisfy the demands of the patrons of the Cordova Golf Course. Concessionaire further agrees to make available to all customers at no extra charge, items such as napkins, cream and sugar, spoons, paper cups, mustard, ketchup and such other items deemed necessary for the proper operation of these restaurant facilities.

Concessionaire agrees that the restaurant facilities shall be open and available for use by members of the general public during all hours of operation of the Cordova Golf Course, and at such additional activities such as formal competition and tournaments, and during such additional times as directed by Park District.

Concessionaire will be responsible for hiring personnel while the District retains the right to consult/oversee hiring decisions/practices. All employees will be the responsibility of the Proposer to pay salaries and wage fees per California State and Federal Wage laws. They agree that one employee over the age of twenty-one (21) years will be present at all times that beer or tobacco products are offered for sale, which employee will be responsible for the sale of such items to only those members of the public legally entitled to purchase beer and/or tobacco products. Concessionaire and its employees engaged in the operation of these restaurant facilities shall wear clothing suitable and clean for the operation of such facilities.

The Proposer shall provide the District with monthly revenue and operating expenditure reports as well as assist in preparation of the annual budget. The District will assist with oversight physically and fiscally, utility expense responsibility, and support of recreation growth at the golf course.

The equipment owned by the District, and available for use by the concessionaire is: (2) Electronic Range with Hood, (1) Three-way Sink, (1) Ice Machine, (11) picnic tables. The current concessionaire has offered to negotiate the transfer of other necessary restaurant/kitchen furnishings and remaining stock. Please contact the Golf Course "Hackers" Restaurant for details.

SCOPE OF WORK

The concessionaire shall address and provide all the information requested under this proposal in connection with goals, objectives, and provisions for the previously described project. The scope of services shall, at a minimum, include and provide the following:

A. Concessionaire Provides Products and Services

1. High quality culinary products, meals, and beverages for the restaurant, bar, and onsite catering service (tournaments or events, as needed) for the golfing community and the general public at a reasonable price and in sufficient quantity.
2. An aesthetically pleasing atmosphere of product and service delivery.
3. A clean and sanitary maintenance and operations program which conforms to all County of Sacramento food service and liquor dispensing regulations and health codes.
4. An experienced operator who can order, purchase, dispense, inventory, track, control, and handle the products, materials and supplies involved in concession functions.
5. An accurate and efficient means of business accounting and operations record keeping and reporting system.
6. An operation which is reliable, responsible and responsive to the needs of the customers, patrons and Cordova Recreation and Park District.
7. Standard equipment for proper refrigeration of display and storage.
8. Any cable television, music licensing or information technology use.
9. Follow and abide by all employment laws, Federal and California.

B. District Provides Accommodations

1. The entire restaurant, kitchen, lounge eating area, storage room, and outdoor eating area located at 9425 Jackson Highway, Sacramento.
2. Stove, oven, hood and fire suppression unit.
3. Ice machine.
4. Furnishings include outside picnic tables and seating.
5. Utilities including electricity and water.

C. Current Concessionaire Equipment/Furnishings

1. Willing to discuss and negotiate sale and transfer of refrigeration, tables, chairs, kitchen utensils, remaining product stock.
2. Transfer of liquor (on site public sale of beer) license.
3. Soda dispensing machine on lease (and can continue per Concessionaire-vendor agreement).

TIMELINE FOR RFP PROCESS AND SELECTION

January 18, 2017:	CRPD Board approval of release of RFP
January 19, 2017:	RFP issue date and advertised on the CRPD website
February 20, 2017:	FINAL PROPOSAL DEADLINE
March 18, 2017:	Tentative Board consideration and selection
April 12, 2017:	Initiate work (estimated and negotiated)

SUBMITTAL REQUIREMENTS

Number of Copies: One (1) hard copy and one (1) electronic copy
Deadline: February 20, 2017 at 5:00PM

Hard Copy

Cordova Recreation and Park District
Attn: Matt Goodell, Finance Manager
2729 Prospect Park Drive, Suite 230
Rancho Cordova, CA 95670

Electronic Copy

mgoodell@crpd.com

Format: Proposals should be 8½x11 inches bound in a single document and organized in sections following the order below. Electronic copies should be in PDF format.

Contents: The submittal should include, but not be limited to, the following:

1. **Annual Operational Plan**
 - a. Estimated annual budget
 - b. Months, days and hours of planned operation
 - c. Organization contact, telephone number, email and physical address
2. **Menu and Pricing**
 - a. Example of the food variety offering
 - b. Pricing for each item
3. **Restaurant Maintenance**
 - a. Example of schedule for bussing, garbage removal, floor cleaning, etc.
 - b. Cleaning manner of counters, beverage dispensers, kitchen grill, utensils, dishes, etc.
4. **Improvements and Marketing**
 - a. Recommendations for future facility and/or marketing improvements
 - b. Include how these improvements would be financed
5. **Proposed Lease Agreement**
 - a. Your proposed flat fixed facility monthly rent payment and/or percentage of gross receipts of food and beverage sales

SELECTION PROCESS AND CRITERIA

Qualified proposals will be reviewed by a selection committee comprised of District staff. If necessary, the District may conduct interviews. The District reserves the right to negotiate a contract based on the submittals received. The CRPD Board of Directors will approve the final contract before work can begin.

The selection of a company will use the following criteria:

- Basic submittal requirements met
- Overall approach outlined in proposal
- Business and marketing plan strategies, proposed food offerings and pricing
- Company experience with similar restaurant contracts
- Team member experience and qualifications
- Feedback from references provided

This request for proposals does not commit the District to awarding a contract, to pay any costs incurred in the preparation of proposals/statements of qualifications for this request, or to procure or contract for services. The District reserves the right to accept or reject any or all submittals received as a result of this request, to negotiate with any qualified company or to modify or cancel in part or in its entirety this request if it is in the best interest of the District to do so.

DOCUMENTS FOR REVIEW

- A. Cordova Golf Course Green Fee Rates and Schedules
- B. Financial and Performance Measures
- C. Images of Golf Course
- D. Draft Concessionaire Agreement

Please visit our website for more course information: cordovagc.com

CONTACT INFORMATION

Cordova Recreation and Park District
Matt Goodell, Finance Manager
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Rancho Cordova, CA 95670
(916) 842-3320
mgoodell@crpd.com

A. CORDOVA GOLF COURSE GREEN FEE RATES AND SCHEDULES

Cordova Golf Course is one of the few remaining affordable courses in the greater Sacramento area. In addition to our already reasonable rates we offer senior and junior discounts, multi-play discounts, and other specials. CURRENT RATES (note: Rates are subject to change without notice):

Round Type and Other Items Available	Weekday	Weekend and Holidays
18 Holes	\$ 19	\$ 24
9 Holes	13	15
Early Back 9	9	11
18 Hole Twilight – 18 Holes Only	13	15
Super Twilight – Unlimited	9	11
Senior 18 Holes	16	24
Senior 9 Holes	10	15
Junior 18 Holes (also support YouthOnCourse)	10	10
Junior 9 Holes	5	5
FootGolf 18 Holes – After 12pm	15	15
Ball Rental	3	3
FootGolf Cart	10	10
Multi-Play Cards – 10 Rounds (M-TH)	170	
Multi-Play Cards – 10 Rounds (M-TH) Seniors	140	
Multi-Play Cards – 10 Rounds with Cart	100	100
Golf Carts 18 holes per Rider / Twilight	13/10	13/10
Golf Carts 9 holes Single / Double	6/8	6/8
Hand Cart	3	3
Range: Lighted, Mats, Grass, Srixon		
Range Balls – Large (100 balls)	9	9
Range Balls – Medium (60 balls)	7	7
Range Balls – Small (30 balls)	4	4
Range Prepaid Key (10% off)	100	100
Range Prepaid Key (5% off)	50	50

B. FINANCIAL AND PERFORMANCE MEASURES

Previous five (5) years of audited financial history (rounded) and performance measures.

Operating Measure	2015	2014	2013	2012	2011
Revenue	<u>\$ 985,300</u>	<u>\$ 873,200</u>	<u>\$ 719,200</u>	<u>\$ 1,079,400</u>	<u>\$ 942,800</u>
Play	893,800	774,300	632,500	975,800	842,800
Retail	77,000	86,400	76,000	93,900	87,500
Restaurant (net)	14,500	12,500	10,700	9,700	12,500
Expenses	<u>\$ 1,094,200</u>	<u>\$ 854,700</u>	<u>\$ 1,040,100</u>	<u>\$ 1,004,600</u>	<u>\$ 1,218,900</u>
Labor	550,100	516,600	647,800	609,500	704,000
Materials	458,500	233,700	303,400	293,600	445,300
Resale Goods	57,900	65,000	65,000	39,900	45,000
Debt/CIP/Other	27,700	39,400	23,900	61,600	24,600

NOTES:

- Restaurant is actual revenue recognized by the District (about 12% of total revenue \$100k avg)
- Last five years the course booked between 40,000 and 50,000 rounds annually
- Previous decades rounds played were 60,000 in 2000s; 95,000 in '90s; and over 100,000 in '80s
- "Play" revenue is green fees, cart rentals and driving range
- Lesson, club pair and interest revenue are not included
- Labor expense includes both pro shop starters and maintenance staff
- Professional commission contract is recognized in Materials Expense
- Depreciation Expense is not reflective in the above expenditures, strictly annual O&M

C. IMAGES OF THE GOLF COURSE

