

Director of Golf - Request for Proposals P-57-99.RFP

(City Council on November 23, 24 and 25, 1999, adopted this Clause, without amendment.)

The Economic Development and Parks Committee recommends the adoption of the following joint report (October 22, 1999) from the Commissioner of Economic Development, Culture and Tourism and the Chief Financial Officer and Treasurer:

Purpose:

To report on the results of the Request for Proposals (P-57-99.RFP) for a Director of Golf for the City's five golf courses, and to make a recommendation for negotiation of an Agreement with the recommended proponent.

Financial Implications and Impact Statement:

Funding is provided for in the Parks and Recreation Golf Courses Operations Budget. There are no other financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) the proposal submitted by Golf Plus Marketing Inc., being the highest overall evaluated score, in response to the Request for Proposal (P-57-99.RFP) be accepted at a cost not to exceed \$1,541,014.00, inclusive of GST, over the five-year term of the contract; and
- (2) City Staff be authorized to negotiate and enter into an agreement with Golf Plus Marketing in a form satisfactory to the Commissioner of Economic Development, Culture and Tourism and the City Solicitor.

Background:

The non-maintenance operations for the City's five public golf courses have been carried out by an outside contractor since 1993. The existing Agreement expires at the end of 1999, and in July 1999, a Request for Proposals (RFP) was issued seeking a firm to manage golf operations for the City. This opportunity was advertised for two days in the Globe and Mail and placed on the City of Toronto web site. Three proposals were received from:

- (a) Curiston Corporation;
- (b) Bruce Bundy Golf Enterprises Inc.; and
- (c) Golf Plus Marketing Inc.

The proposals were initially reviewed and scored by a formal selection committee and following the initial round of evaluation, all three proponents were invited to provide presentations of their proposals and were interviewed by the selection committee.

Comments:

Based on the initial round of proposal evaluations, and the presentations and interviews conducted, the Selection Committee scored Golf Plus Marketing Inc. with the highest overall rating.

The evaluation process for this RFP was structured to look at a variety of different areas related to golf operations. The evaluation criteria included relevant experience, financial returns, and overall quality of submission and understanding of the RFP, and the greatest weight in the first part of the process, was given to the proponents' track record and to the financial return to the City outlined in the proposals. The interview phase of the evaluation process looked at the coherence and vision of the proposal, and gave an opportunity to probe perceived issues and weaknesses associated with the proposals. All proponents were requested to present their proposal and were asked the same set questions in the interview process.

The current operators, Golf Plus Marketing Inc., scored well in terms of experience and qualifications. As the successful operator of the non-maintenance aspect of the City's golf courses for the past six years, they have a proven track record. Their proposal was clearly superior with regard to experience, vision, quality of services proposed, customer service standards, and understanding of the requirements of the RFP.

The Manager of the Fair Wage and Labour Trades Office has reviewed the Golf Plus proposal and has reported favourably on the firm recommended.

Conclusions:

Staff are confident that the proposal submitted by Golf Plus Marketing will provide the City, and its golfers with a continued high level of service at a competitive price. In addition, Golf Plus has proposed some improvements to the operation and product offering at the golf courses over the length of the contract. Some minor details of the new relationship will still have to be negotiated upon approval of the recommendation.

It is, therefore, recommended that authority be granted to negotiate and enter into an agreement with Golf Plus Marketing, being the highest overall evaluated score, in a form and content that is satisfactory to the Commissioner of Economic Development, Culture and Tourism and the City Solicitor.

Contact:

Mr. John Macintyre, Director of Parks and Recreation, Central Services and The Waterfront,
Tel: 397-4451; Fax: 392-8565; Email: jmacinty@mtal.metrodesk.metrotor.on.ca;
Mr. Lou Pagano, Director of Purchasing, Tel: 392-7311; Fax: 392-0801; Email:
lpagano@city.toronto.on.ca.