



CITY OF SANTA BARBARA

PARK AND RECREATION COMMISSION REPORT

AGENDA DATE: July 23, 2008

TO: Park and Recreation Commission

FROM: Business Services, Parks and Recreation Department

SUBJECT: Golf Professional Concessionaire At Santa Barbara Golf Club
Request For Proposal Process

RECOMMENDATION: That the Commission hear a report on the process to recruit a new Golf Professional Concessionaire at Santa Barbara Golf Club.

DISCUSSION:

Request for Proposal Process

Richard Chavez, Director of Golf at Santa Barbara Golf Club, is retiring as of December 1, 2008. In March, 2008, the Department engaged the services of a professional consulting firm who are experts in the golf professional contract business in Southern California. The consultant has assisted in the process of preparing the Request for Proposals (RFP), which is sent to qualified applicants, and will also perform an extensive financial analysis to ascertain whether the finalist applicants have the financial resources to sustain a successful business as the golf professional at Santa Barbara Golf Club. The concessionaire finalist will enter into a contract with the City of Santa Barbara for golf professional concession services.

The RFP is a document which lists the minimum requirements for the position and many suggested requirements which may be met or added to. These requirements assist in finding the most qualified concessionaire who can provide the high quality services to the golfer through the concession at the golf course. The basic operations of a golf professional concessionaire are the operation of the pro shop with golfer starter services and merchandise sales, golf cart sales and the operation of the driving range.

The RFP was issued on Friday, June 20, 2008 and it was sent to all Professional Golf Association (PGA) members in the United States and other persons who have inquired about the position.

Finalists for the position are selected by determining which applicant/proposer meets or exceeds the RFP requirements and has the skills and abilities to operate the golf professional concession.

The time schedule for the RFP process is (this time schedule may be adjusted due to unforeseen circumstances):

	<u>Action</u>	<u>Responsibility</u>	<u>Date</u>
1.	Issue of RFP	City	06/20/08
2.	Pre-Proposal Conference	Proposors	07/02/08
3.	Submission of Proposal	Proposors	07/24/08
4.	Selection of Finalists	City	08/01/08
5.	Interviews of Finalists	Interview Committee	08/12/08
6.	Notify Finalist	City	08/19/08
7.	Finalize Contract	City and Finalist	09/02/08
8.	Protest Deadline	Proposors	09/09/08
9.	Contract Award	City Council	10/14/08
10.	Concession begins	Concessionaire	12/01/08

Interview Panel Members for Golf Professional Concession

At their regular meeting of July 9, 2008, the Golf Advisory Committee (GAC) nominated two members of the GAC to serve on the interview panel for the new golf professional concession. Other interview panel members being considered are: a clothing merchandiser; a manager from the City's Finance Department, and the Parks and Recreation Business Manager. This variety of experience and expertise in the business functions of the a golf concessionaire, will assist the Department with making the best choice for the future golf professional at Santa Barbara Golf Club.

PREPARED BY: Nancy Woods, Parks and Recreation Business Manager

APPROVED BY: Nancy L. Rapp, Parks and Recreation Director