



# Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

## **TOWN OF SIMSBURY REQUEST FOR QUALIFICATIONS (RFQ) GOLF COURSE PROFESSIONAL SERVICES SUMMARY**

The Town of Simsbury is seeking proposal submissions from qualified parties for Golf Professional Services for the Simsbury Farms Golf Course facility located at 100 Old Farms Road, West Simsbury, Connecticut.

The Simsbury Farms Golf Course is a public owned golf facility where daily operations are overseen by a golf professional. The Simsbury Farms Golf Course is managed by Simsbury's Culture, Parks and Recreation Department and is open to the public on a seasonal basis. The course hosts approximately 32,000 rounds of golf each year. The Simsbury Farms Golf Course is located in the western end of the town within the Simsbury Farms Recreation Complex which features a seasonal public aquatics facility, seasonal ice rink, tennis and paddle tennis courts and a playground. For more information on the golf course please visit <http://www.simsburyfarms.com>

The complete Golf Course Professional Services Request for Qualifications (RFQ) is available online at: <https://www.simsbury-ct.gov/finance/pages/public-bids-and-rfp>

The Town of Simsbury reserves the right to accept or reject, without prejudice, any or all submissions or to waive any irregularities therein, or to accept the submission deemed to be in the best interest of the Town of Simsbury.

Questions regarding this RFQ should be directed to Thomas Tyburski, Director of the Culture, Parks and Recreation Dept, [tyburski@simsbury-ct.gov](mailto:tyburski@simsbury-ct.gov). In order to receive consideration, all questions must be submitted by 1:00pm on November 11, 2020. A response to all relevant questions will be provided prior to the close of business on November 13, 2020 via addendum that will be posted on the Town website at: <https://www.simsbury-ct.gov/finance/pages/public-bids-and-rfp>

Statement of qualifications must be received by **12:00pm on Friday, November 20, 2020**. Complete statement of qualifications and proposal materials, clearly marked "Golf Course Professional Services RFQ" shall be sent to Amy Meriwether, Finance Director, 933 Hopmeadow Street, Simsbury, CT 06070. Only printed copies will be accepted. No statement of qualifications will be accepted after the date and time specified.

8:30 - 7:00 Monday  
8:30 - 4:30 Tuesday through Thursday  
8:30 - 1:00 Friday

*An Equal Opportunity Employer*  
[www.simsbury-ct.gov](http://www.simsbury-ct.gov)

Telephone (860) 658-3200  
Facsimile (860) 658-9467

**TOWN OF SIMSBURY  
REQUEST FOR QUALIFICATIONS (RFQ)  
GOLF COURSE PROFESSIONAL SERVICES**

**I. Introduction: General Information**

The Town of Simsbury is soliciting a statement of qualifications from qualified parties for Golf Professional services for the Simsbury Farms Golf Course facility located at 100 Old Farms Road, West Simsbury, Connecticut.

The Simsbury Farms Golf Course is a public owned golf facility and operated by a golf professional hired by the Town of Simsbury. The Simsbury Farms Golf Course is managed by Simsbury's Culture, Parks and Recreation Department and is open to the public on a seasonal basis. The course hosts approximately 32,000 rounds of golf each year. The Simsbury Farms Golf Course is located in the western end of the town within the Simsbury Farms Recreation Complex which features a seasonal public aquatics facility, seasonal ice rink, tennis and paddle tennis courts and a playground. For more information please visit <http://www.simsburyfarms.com>

The Russell Shaw Club House building was built in 2001, photos depicting the features and amenities of the building are included as an attachment to this bid document. The awarded Golf Professional shall have access to this building to include a Pro Shop, private office space, and storage.

**II. Submission and Deadline**

Statement of qualifications must be received by **12:00pm on Friday, November 20, 2020**. Complete statement of qualifications and proposal materials, clearly marked 'Golf Course Professional Services RFQ' shall be sent to Amy Meriwether, Finance Director, 933 Hopmeadow Street, Simsbury, CT 06070. Only printed copies will be accepted. No statement of qualifications will be accepted after the date and time specified.

Questions regarding this RFQ should be directed to Thomas Tyburski, Culture, Parks and Recreation Director at [tyburski@simsbury-ct.gov](mailto:tyburski@simsbury-ct.gov). In order to receive consideration, all questions must be submitted by 1:00pm on November 11, 2020. A response to all relevant questions will be provided prior to the close of business on November 13, 2020 via addendum that will be posted on the Town website at:

<https://www.simsbury-ct.gov/finance/pages/public-bids-and-rfp>

**III. Background and Existing Environment**

The Town of Simsbury was incorporated as Connecticut's twenty-first town in May 1670. It is centrally located in the heart of the New York-Boston corridor, and is located 20 minutes northwest of Hartford and 20 minutes southwest of Bradley International Airport. Simsbury operates under a Town Manager-Board of Selectmen form of government with the Town Manager serving as the Chief Executive Officer responsible for overseeing the day-to-day operations of the Town.

The Town has a land area of approximately 34.5 square miles and a population of 24,407. It is bordered by five municipalities: Avon, Bloomfield, Canton, East Granby, and Granby. The Town is traversed by State Route 10 and US Route 202, US Route 44, and State Routes 167, 185, 189, 309 and 315 and is bisected by the Farmington River.

The 18-hole Simsbury Farms Golf Course is located at 100 Old Farms Road, West Simsbury CT 06092. Simsbury Farms Golf Course was originally designed by Geoffrey Cornish. One of the finest in the area, the course is a challenging layout for players of all abilities. The course also includes a fully stocked pro shop, restaurant and banquet tent. The facility was opened to the public in 1972.

#### **IV. Scope of Services**

Services to be provided by the selected consultant include but are not limited to the following:

##### **Adherence to Policy:**

- Any contract(s) or purchase order(s) resulting from this RFQ will be managed by the Director of the Simsbury Culture, Parks and Recreation Department at the direction of the Town Manager of the Town of Simsbury, CT.
- The Golf Professional shall be familiar with and shall implement and adhere to all written policies, procedures, rules and regulations of the Culture, Parks and Recreation Department as set forth in the Town of Simsbury Golf Course Policy Manual, as such manuals may be amended by the Culture, Parks and Recreation Commission from time to time.
- The Town will provide copies of the Town of Simsbury Golf Course Policy Manuals to the awarded Golf Professional and will provide written notice of any amendments thereto.
- The Golf Professional will be subject to all ordinances, policies and procedures established by the Town, including the Simsbury Code of Ethics. Through the contract the Golf Professional will certify that they do not have any conflicts of interest as described in the Code of Ethics, they will be required to sign the acknowledgment form.

##### **Advisory Activities:**

- The Golf Professional shall respond reasonably to and cooperate with residents and users of the Golf Facilities, Golf Course Superintendent, the Golf Course Restaurant Operator, and the Culture, Parks and Recreation Commission.
- The Golf Professional is expected to render professional advice, opinions, assistance and services consistent with the terms of the contract as reasonably required from time to time for the proper management of the Golf Facilities.

- The Golf Professional shall participate on all committees established by the Culture, Parks and Recreation Commission with the approval of the Director of Culture, Parks and Recreation such as the Golf Rates/Fees Subcommittee and Golf Course Improvements Subcommittees.
- The Golf Professional shall report problems, incidents and accidents on the golf course to the Director of Culture, Parks and Recreation promptly.

**V. Responsibility for fees**

The Golf Professional shall supervise the collecting of all fees on behalf of the Town at the advertised rate set by the Town (including golf fees, season passes, discount cards, reserved starting times, locker rentals, golf carts and driving range, and any other golf course related fees.)

The Golf Professional shall have full responsibility for all such fees and shall be responsible for securing all received funds until such time that they can be delivered to the Administration Office of the Culture, Parks and Recreation Department.

All financial operations required to be undertaken by the Golf Professional may be audited by the Town's Finance Department and/or auditors at any time.

The Town provides computer hardware, online point of sale and tee reservation system. The Town is currently utilizing Club Prophet for these services.

**VI. Budget Responsibilities**

The Golf Professional shall cooperate with the Director of Culture, Parks and Recreation and the Golf Course Superintendent to develop and present to the Simsbury Board of Selectpersons and Town Manager a detailed proposed annual budget, including revenues and operating and capital expenditures. It is expected that the Golf Professional will conduct operations and make purchases related to the golf course operation in accordance with the Town's established annual budget guidelines.

**VII. Golf Facilities Operation**

The Golf Professional shall keep the Golf Facilities open to the general public and actively provide all necessary supporting services whenever deemed appropriate for play by the Golf Professional in its reasonable discretion and at other times

The Golf Professional shall ensure that any tournaments held at the Golf Facilities are properly managed in accordance with local standards and do not unreasonably interfere with the use of the Golf Facilities by the public.

The Golf Professional shall provide a golf instruction program for any golfer seeking lessons.

The Golf Professional shall assist the Men's, Women's, and Senior Club's to ensure active and successful golf programs.

The Golf Professional shall be responsible for the rental of power golf carts to golfers on behalf of the Town of Simsbury. The Town reserves the right to negotiate with the golf professional on a lease for a fleet of powered golf carts. The Golf Professional shall keep the cart storage area clean. He/She shall keep the golf carts fueled, cleaned and washed. He/She is responsible for transporting the golf carts to and from the cart storage and first tee area. The Golf Professional shall maintain a record of all maintenance problems with the power carts; the Golf Professional shall be responsible for the maintenance of power carts. The Golf Professional is authorized to provide additional golf carts for special tournaments that exceed 128 golfers at a price authorized by the Culture, Parks and Recreation Director.

#### **VIII. Responsibility for Driving Range**

The Golf Professional shall supervise the operation of the driving range and rental of practice balls in the area provided for that purpose.

The Golf Professional shall have the responsibility to assign necessary staff to properly service the area, provide new balls and mats annually, dispensing machine, partitions, racks and ball retrieving equipment to operate the driving range. Any equipment needed for the operation of the driving range, including range balls, mats, baskets and ball retrieval equipment, shall be paid for by the Town.

#### **IX. Pro Shop**

The Golf Professional shall maintain the Pro Shop in a clean and orderly condition and ensure the surrounding grounds are kept clean and in good repair.

The Golf Professional shall agree to open the Pro Shop one half hour before the first scheduled tee time, and shall not close until dark when the last Golfer is off the course.

The Golf Professional shall have the exclusive right to sell golf merchandise at the course and shall maintain a satisfactory inventory to start the season shall retain inventory at that level through September 30 annually. Financial, inventory and sales records shall be made available to the Director of Culture, Parks and Recreation annually.

The Golf Professional shall retain all profits made from the operation of the Pro Shop and likewise will bear the burden of all losses. It is expressly understood that the Golf Professional shall pay for all merchandise in his/her own name.

The Golf Professional shall be prohibited from selling any food, beverage, or any other similar items while the Golf Course Restaurant is open.

**X. Cooperation with the Golf Superintendent**

The Golf Professional will work cooperatively with the Town's Golf Superintendent notifying him/her of all golf activities, making recommendations for course improvements and notifying the Golf Superintendent of any maintenance deficiencies in the Golf Facilities or, if applicable, the Russell Shaw Club House.

The Golf Superintendent shall have the responsibility for the maintenance and use of the Golf Facility grounds, if applicable, the Russell Shaw Club House. Recommendations for hiring and firing of grounds personnel and supervision of ground personnel shall be solely that of the Golf Superintendent.

The Golf Professional shall not be responsible for any breach or default under the contract arising from or relating to the failure of the Golf Superintendent to implement the reasonable recommendations of the Golf Professional.

**XI. Work Schedule/Hours of Operation for the Facility**

During the golf season, which shall be determined annually by the Director of Culture, Parks and Recreation but shall be no shorter than from March 1 to December 1 (7 days/week) of each year, the Golf Professional shall be present at the Golf Facilities when they are open, except for times when the Golf Professional is permitted to be absent.

Golf play and starting times are to be determined by the Town. (7 days/week).

The driving range is to open one half hour before the first starting time and to remain open until one half hour before dusk. (7 days/week)

Cart rentals should be available to coincide with the operations of the course. (7 days/week)

Days absent for the Golf Professional would include four (4) days off in each month of the golf season (non-cumulative) and days required for the participation in out-of-town professional golf tournaments. Prior notice to the Director of Culture, Parks and Recreation is required.

The Golf Professional shall be responsible for the timely opening and closing of the Golf Facilities on a daily basis.

When the Golf Professional is unavailable a responsible staff member is to be designated in their absence.

The Golf Professional shall ensure that all staff are properly trained with respect to their job function and maintain a high standard.

**XII. Additional Duties**

The Golf Professional agrees to accept such other duties as are consistent with the position of Golf Professional, the provisions of this RFQ, and as the Director of Culture, Parks and Recreation with the prior approval of the Town Manager, shall reasonably designate and provide to the Golf Professional in writing.

**XIII. Accommodations for the Golf Professional**

- Retail store space.
- Private office space.
- Storage space.

**XIV. Additional Golf Staff**

The selected Golf Professional will hire, train, supervise and pay for the following staff:

- Assistant Professional
- Rangers
- Pro Shop Services
- Other Professional Duties (lessons, bookkeeping, etc.)

The Professional shall be responsible for the payment of all payroll taxes, worker's compensation insurance, unemployment compensation and other legally required benefits. The Professional will be required to provide supervisory duties as directed by the Director to facilitate an orderly and efficient golf operation.

**XV. Minimum Qualifications**

The Golf Professional must meet the following minimum requirements to be considered for this contract:

- Class A – PGA Head Professional
- Minimum of seven (7) years of experience in a golf course setting. Municipal golf course experience is highly desirable.
- Must possess skills and expertise necessary to manage a full service Pro Shop.
- Experience managing a golf course.
- Ability to both attract and retain players at the Simsbury Farms Golf Course.
- Outstanding written, verbal and non-verbal interpersonal communication skills.
- Strong business skills with an ability to generate and maximize profits. This includes the ability to initiate and provide programs and services that will generate additional revenues.
- Successful history of attracting and running golf tournaments including marketing and promotion, rules of golf and interpretation and maximizing the golf experience for tournament participants.
- Experience with Junior Golf Programs.
- Must possess excellent customer service skills

## **XVI. Proposals**

The Town of Simsbury will not be liable for costs incurred in the preparation of the response to this RFQ or in connection with any presentation before the Town.

In order to be considered for this proposal, all submittals must include the following:

- Completed and signed proposal form, submitted with a letter addressed to Amy Meriwether, Finance Director, which includes a statement by the respondent accepting all terms and conditions contained in this RFQ. The letter should also include a brief discussion of the vendor's background, experience, and ability to perform this contract in accordance with the Scope of Services. The letter must be signed by the interested party. The letter must also provide the name, title, address, and telephone number for the person who may be contacted for the purpose of clarifying any information provided in the submission. The respondent shall deliver one (1) complete original proposal and one (1) complete copy of the proposal to the Director of Finance, Amy Meriwether, before the deadline.
- All addenda acknowledged and submitted with proposal where required.
- Provide complete résumé with experience, work history including the names of other golf courses that you have worked for in the past, expertise, qualifications and success in providing the requested services. List size and type of course, i.e. private, semi-private, and municipal, with emphasis on pro shop, golf cart, and driving range operation and management.
- Provide a sample inventory of all products intended for sale.
- Include a minimum of two (2) business references and two (2) personal references.
- Provide a copy of the Golf Professional's certification as a Class "A" PGA Head Professional.
- Provide a # year income/expense projection (budget) for this contract.
- Explain how the Golf Professional's background, experience and knowledge will ensure the success of this contract and the satisfaction of the golfers at the Simsbury Farms Golf Course.
- Describe the approach and philosophy you will utilize in performing the required duties emphasizing best business practices and customer service.
- Describe your knowledge and understanding of local and surrounding economic, recreational, and competitive factors and conditions.



- Provide a summary of your proposal which may include any additional information to support or strengthen your submittal. You may also include any ideas or innovations which would benefit the revenue stream or operational efficiencies of the Golf Course and related facilities.
- Provide your proposed annual management fee, inclusive of gross receipts tax. Please use the Annual Management Fee Proposal Form.
- Identify key members of the company/partnership, including those who will be responsible for the day-to-day operation of the Golf Facility in the absence of the Golf Professional. Each individual must possess sufficient ability to manage and resolve issues and/or problems within their defined area of responsibility.
- Submit a current certificate of liability/automobile/property and worker's compensation insurance.

## **XVII. RFQ Process and Anticipated Timeline**

Candidates will be evaluated based on the following criteria:

- Demonstrated experience and qualifications.
- Examples of past performance in a similar role.
- Competitiveness of Fee Proposal. The Town is not bound to select the respondent who has proposed the lowest price but rather the respondent offering the best value for services requested. The Town reserves the right to negotiate fees with the selected respondent. It is the intent of the Town to award to a single Golf Professional.

Based on the responses received, the Town may choose to continue or cancel the RFQ process.

## **XVIII. Interview Process**

Upon review of all proposals received, multiple respondents may be selected to present their proposal to the Town.

If interviews are required, they will be scheduled as promptly as possible.

Selected finalist may be asked to provide current financial statements and/or submit to background/credit report check. This review is to determine the applicant's ability to make the required investment to fulfil the obligations associated with the operation and management of this Golf Facility.

## **XIX. Timeline**

The anticipated RFQ schedule is as follows:

RFQ Issued	October 30, 2020
Questions Due	November 11, 2020
Response to Questions Posted	November 13, 2020
RFQ Materials/Proposals Due	November 20, 2020 at 12pm
*Interview Selected Respondents	Week of December 7, 2020
Select Respondent	By December 14, 2020
Commencement of Services	On or around January 1, 2021

The Town reserves the right to modify this timeline following receipt of RFQ responses.

## **XX. Insurance and Indemnification**

The selected applicant will be required to furnish certificates of insurance, including general liability, umbrella liability, automobile, and workers compensation with the following minimum limits:

<u>General Liability:</u>	\$1,000,000
<u>Umbrella Liability:</u>	\$5,000,000
<u>Auto Liability:</u>	\$1,000,000
<u>Professional Liability:</u>	\$1,000,000
<u>Worker's Compensation:</u>	Statutory
<u>Employer's Liability:</u>	\$1,000,000

Contractor coverage shall be primary and non-contributory. The Town of Simsbury shall be named as additional insured on the general liability, umbrella liability and automobile liability policies. Each policy shall include a waiver of subrogation in favor of the Town. All policies shall be kept in force throughout the duration of the project, with an extended reporting period of 36 months after the agreement terminates.

To the fullest extent permitted by law, the consultant shall indemnify, defend and hold harmless the Town of Simsbury and its agents and employees from and against all claims, damages, losses and expenses, including reasonable attorney's fees to the extent caused by the negligent acts, errors or omissions of the consultant, or those for whom the consultant is legally responsible in the performance of the work.

## **XXI. Fee Proposal**

## ANNUAL MANAGEMENT FEE PROPOSAL FORM – Page 1

The undersigned hereby makes a request to be compensated the following amounts for the contract period for annual Golf Professional Services at the Simsbury Farms Golf Course:

Annual Requested Retainer Fee	Written Amount
1. Season 2021 \$ _____	\$ _____
2. Season 2022 \$ _____	\$ _____
3. Season 2023 \$ _____	\$ _____
4. Season 2024 \$ _____	\$ _____
5. Season 2025 \$ _____	\$ _____

The Town is also amenable to compensating the Professional a portion of revenues collected for the usage of golf carts, range balls and bag storage. The Professional requests the following compensation from the rentals outlined below:

Equipment	Percentage of Revenue Requested by Pro
Power Cart (18)	
Power Cart (9)	
Senior Cart (18)	
Senior Cart (9)	
Pull Cart (18)	
Pull Cart (9)	
Small Range Ball Bucket	
Med Range Ball Bucket	
Large Range Ball Bucket	
Sr./Jr. Range Ball Bucket	
Range 65 "Pass"	
Range 100 "Pass"	
Bag Storage	

## **ANNUAL MANAGEMENT FEE PROPOSAL FORM – Page 2**

The undersigned is expected to attach the following documents to support their proposal to provide Golf Professional services:

- Transmittal/cover letter
- Résumé: Qualifications/Experience of Applicant(s)
- Income/Expense (Budget) Projection
- Responses to requests for information contained proposal instructions
- Business & Personal References
- Fee Proposal
- Proof of Insurance

**Name**\_\_\_\_\_

**Title**\_\_\_\_\_

**Address**\_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax**\_\_\_\_\_

**Signature**\_\_\_\_\_

END OF SECTION