

# Jimmy Clay/Roy Kizer Golf Complex Food Concession Agreement

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**PARKS & RECREATION BOARD**

**SEPTEMBER 27, 2016**

**KEVIN GOMILLION  
GOLF DIVISION MANAGER**

# Presentation Overview

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## Food & Beverage Concession Contract

- Objective
- Solicitation Process
- Outreach Efforts
- Evaluation
- Next Steps



# Objective

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**Status Update:** The scope of work and solicitation concept was brought before the Parks and Recreation Board's (PARB) Concessions and Contracts Committee on January 12, 2016.

Goals for establishing new vendor contract:

1. Establish a longer term agreement allowing adequate time for the Contractor to recoup its capital expenditure investment for improvements to indoor and outdoor eating areas
2. Create a more sustainable service concession to maximize revenue for the Golf Enterprise Fund.
3. Expand the demographic service area of the food concession through effective marketing and advertising
4. Provide the finest and best catering that will attract and maintain golf patrons and the surrounding community
5. To meet and exceed the customer's needs in terms of quality of food and excellence of service.

# Solicitation Process

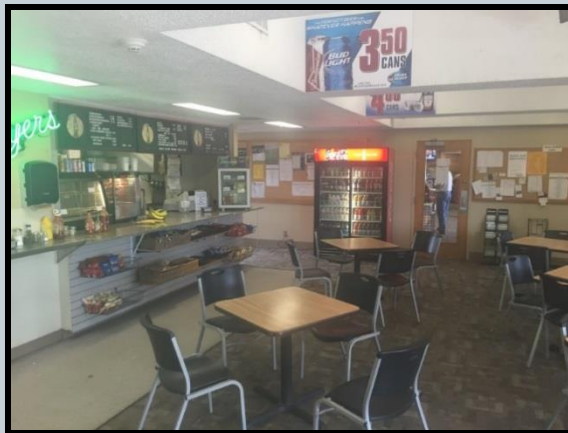
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- 03/16/16: Corporate Purchasing Office (CPO) held a pre-solicitation meeting with vendors at Clay/Kizer Golf Complex
- 04/11/16: CPO issued Request for Proposal (RFP) SMBo104 for food and beverage concession at Clay/Kizer Golf Complex
- 04/27/16: Pre-Proposal Conference
- 05/24/16: Proposal closing date
- 05/24/16: CPO received three (3) proposals
- 06/09/16: Evaluation Panel met and identified areas in the proposals that required additional clarification. Respondents were asked to provide a *Best and Final Offer* (BAFO).
- 06/30/16: Evaluation Panel met and reviewed additional proposal clarifications and BAFO information from respondents
- 06/30/16: Evaluation Panel submitted their recommendation to award the contract to Ryan Sanders Sport Services, LLC (RS3)

# Outreach Efforts

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- 02/09/16: Provided Corporate Purchasing with contact information of local concession/restaurant vendors as well as golf course concession contractors in the region and state
- 03/16/16: Conducted pre-solicitation meeting with vendors
- 03/24/16: Presented solicitation background to Golf Advisory
- 04/11/16: Advertised in the American Statesman for five weeks



# Evaluation Criteria

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- **Experience and Qualifications: 15 points**
  - Qualifications and relevant experience of company and personnel
- **Vision and Concepts: 15 points**
  - Values, purpose, goals and atmosphere
  - How different interests are managed
  - Golf course as a public facility
  - The needs of golfers and the surrounding community
  - Maximizing revenue
- **Operating Plan – 30 points**
  - Implementation plan
  - Proposed services, including staffing; marketing; customer service plan and improvements
  - Start-up/transition plan
- **Financial Plan – 30 points**
  - Sound financial plan that includes a budget forecast and access to capital
- **Local Business Presence – 10 points** (Yes \_\_\_/ No \_\_\_)

# Evaluation Matrix

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## OFFERORS

Ryan Sanders Sports Services, LLC  
 Players Concessions  
 Touchstone Golf, LLC

### RFP EVALUATION MATRIX

Food and Beverage Concession at Clay-Kizer Golf Complex  
 RFP SMB0104

EVALUATION FACTORS	# Possible Points	Ryan Sanders Sports Services, LLC	Players Concessions	Touchstone Golf, LLC
LOCAL BUSINESS PRESENCE	10	0	10	0
Experience and Qualifications	15	14	14	13
Vision and Concept	15	14	4	11
Operating Plan	30	29	13	17
Financial Plan	30	24	20	7
<b>Total</b>	<b>100</b>	<b>81</b>	<b>61</b>	<b>48</b>

NOTE: As per Section 252.049 of the local government code, contents of a proposal shall remain confidential until a contract is awarded or as directed by the Texas Attorney General's Office.

# Next Steps

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- 09/27/16: Present recommendation to Parks and Recreation Board
- 10/06/16: Seek approval to negotiate and execute contract by Austin City Council
- 10/08/16: Transition of new concession contract operations at Clay/Kizer Golf Complex

PARD staff requests the Concessions and Contracts Committee make a recommendation to the Parks and Recreation Board to recommend to Austin City Council to authorize the negotiation and execution of an agreement with the selected vendor, Ryan Sanders Sports Services, LLC to provide concession services at the Jimmy Clay/Roy Kizer Golf Complex.