

Butler Pitch and Putt

Golf Course Concession

RFP Response, Evaluation and Recommendation

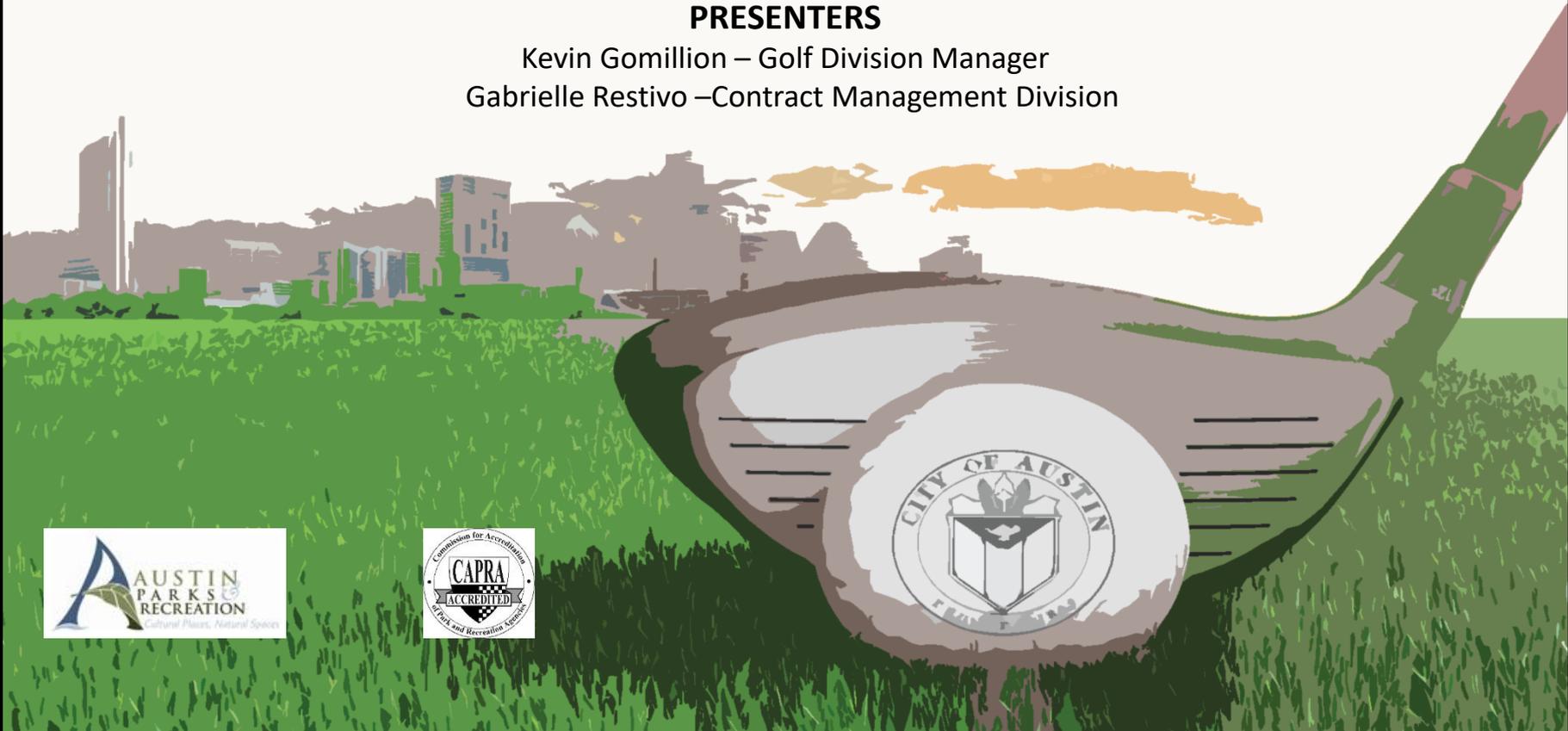
AUSTIN PARKS AND RECREATION BOARD

May 28, 2019

PRESENTERS

Kevin Gomillion – Golf Division Manager

Gabrielle Restivo – Contract Management Division



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Solicitation Overview

- **History of golf course**
- **Goals of the solicitation**
- **Timeline of the solicitation**
- **Criteria used to evaluate RFP responses**
- **Points awarded responsive bidders**
- **Staff's recommendation to PARB**

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Background

- Nine-hole short iron par golf course located in Town Lake Park
- Designed by Winston Kinser in 1949, opened in 1950
- Operated by the Kinser family since its opening
- Current contract term:
 - Option 2: August 13, 2014 – August 12, 2019
- Total revenue over contract life: **\$493,277**



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Solicitation Goals

Capital Improvement Plan

- Enhance golf course, clubhouse, ancillary facilities & site
- Preserve iconic, historic setting
- Operate with highest standards for public safety, environmental integrity and public enjoyment
- Increase public use
- Enhance programming and special event opportunities

Leverage Public Parkland and Assets

- Provide a quality and affordable golf experience for the public
- Enhance player's skills- develop community through game of golf
- Provide a public benefit through partnerships and collaboration
- Maximize revenue share potential

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Solicitation Timeline

- **03/25/2019 – RFP Published**
- **04/09/2019 – RFP Close Date**
 - 3 proposals were received
 - 1 of the 3 deemed non-responsive
- **04/16/2019 – RFP Evaluation**
- **04/25/2019 – Recommended Awardee Posted
Online at Austin Finance**

**Non-responsive Proposer filed protest- Purchasing Officer responded to protest*

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RFP Evaluation and Point Allocation

	POINTS
Operational Concept and Solutions; Fee Proposal; Responsiveness to Terms and Conditions; Completeness and Thoroughness of the Technical Data and Documentation	30
Experience and Personal Qualifications	20
Good Organization and Management Practices	10
Capital Improvement Plan and Schedule	27
Disabled Veteran Business Enterprise (SDVBE)	3
<u>Local Business Presence</u>	<u>10</u>
Total points	100

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Evaluation Matrix

Solicitation Number: RFP 6200 CRR3004

Description: Management and Operations of the Butler Pitch and Putt Golf Course

		Pecan Grove Golf Partners	Butler Golf Association, LLC	Butler Pitch and Putt, Inc.
EVALUATION CRITERIA	MAX POINTS			
Operational Concept and Solutions, Programs, Services and Fee Proposal	30	25	10	*
Capital Improvement Plan and Schedule	27	22	4	*
Demonstrated Company Experience/Qualifications	20	20	7	*
Evidence of Good Organization & Management Practices	10	10	2	*
Local Business Presence	10	10	10	*
SDVBE –Disabled Veterans Enterprise	3	0	0	*
Total	100	87	33	*

***Deemed Non-Responsive**

NOTE: As per Section 252.049 of the local government code, contents of a proposal shall remain confidential until a contract is awarded. Therefore, the matrix will include points awarded for price, but exact pricing will not be disclosed.

Source: https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=129792

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Contracts and Concessions Committee Action

- On May 14, 2019, staff presented the recommendation for the successful proposer, Pecan Grove Partners, to the Contracts and Concessions Committee.
- After the Committee discussed the proposal, it did not pass on consent agreement.

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Next Steps

- 06/20/2019 – City Council Contract Award
- 08/12/2019 – Current Contract Expiration Date
- 08/13/2019 – Anticipated Start Date of New Contract

Staff Recommendation

The Parks and Recreation Board make a recommendation to City Council for approval of the negotiation and execution of an agreement with the successful proposer, Pecan Grove Golf Partners, to provide the management and operation of the Butler Pitch and Putt Golf Course.

