Memorandum

MIAMI-DADE COUNTY

Date: December 4, 2007

Agenda Item No. 8(M)(1)(C)

To: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

From: George M. Burgess
County Manager

Subject: Waiver of Formal Bids to Negotiate an Agreement with Johnson and Wales University to Provide a Professional Golf Management Program at the Country Club of Miami Golf Courses

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Recommendation

It is recommended that the Board approve a waiver of formal bid procedures and authorize the negotiation of an agreement with Johnson and Wales University to utilize the Country Club of Miami Golf Courses for a period of not less than five (5) years for a Professional Golf Management (PGM) program sanctioned by the Professional Golfers' Association (PGA), and provide assistance to the Miami-Dade Park and Recreation Department (PRD) Golf Division in the provision of customer service programming, golf course maintenance and staffing assistance for golf events.

Scope

The Country Club of Miami, located at 6881 NW 178 Street is open to all residents and visitors of Miami-Dade County. The proposed agreement is expected to have a County-wide impact.

Fiscal Impact/Funding Source

There is no direct fiscal impact to the County related to this proposed agreement.

Track Record/Monitor

Established in Rhode Island in 1914, Johnson and Wales University opened its North Miami Campus in 1992, offering two and four year programs in Culinary Arts, Foodservice Management, Business Administration, Accounting, Criminal Justice, Fashion Merchandising, Hospitality and Restaurant Management, Sports/Entertainment Management and various other programs. The addition of the Professional Golf Management Program, part of the Hospitality College, will offer bachelor degrees in the Sports Administration Program with an emphasis on PGA/PGM and foodservice hospitality. Johnson and Wales would be the only university in southeast Florida offering this type of curriculum.

The negotiated agreement will be monitored and administered by the PRD. If Johnson and Wales University is not selected by the PGA/Professional Golfers' Management Program (PGA/PGM™) to offer this program than the agreement will not be executed on behalf of the County.

Background

The PRD manages and operates six (6) golf courses throughout the County. These golf courses are diverse. They provide the public a wide range of options that are both challenging for the experienced player while also offering less experienced players the opportunity to enjoy the game at courses suited for their level of play and enjoyment. The PRD seeks continuously to recruit, train and retain qualified staff with an interest in golf course management.

To assist in developing qualified golf course management professionals for Miami-Dade golf courses, Johnson and Wales University, a not-for-profit University licensed by the State of Florida, Board of Independent Colleges and Universities has proposed a partnership with the County and the PRD. This partnership will establish a framework for providing the PRD access to student interns and other University resources to assist in all areas of management and operations at County golf courses. The University will be allowed to utilize the Country Club of Miami Golf Courses during non-peak usage to not only provide practice and playing experience, but to also provide training in a newly proposed PGA/PGM™ curriculum. This agreement will not exclude other college or university golf management programs from placing interns or providing other assistance at any other County golf courses. As in the past, the PRD will welcome any requests to place interns.

The University is currently seeking approval from the PGA to become one of only 17 colleges and universities currently sanctioned to be a PGA/PGM™ . The program gives students the opportunity to acquire the knowledge and skills necessary for success in the golf industry through extensive classroom studies, internship experience and player development. The PGA/PGM™ is a 4 1/2-to-5 year college curriculum for aspiring PGA Professionals structured as an educational program. In addition to classroom studies, each student is required to complete an internship of at least 16 months at eligible golf facilities and pass a Playing Ability Test (PAT) in order to become a PGA member.

In order for Johnson and Wales University to become sanctioned to provide this program by the PGA it must either own a golf course, or have a use agreement with a golf course that guarantees access for a period of no less than five (5) years. This is required to assure the PGA that students that enter the program in the first year will have the opportunity to complete the 4 1/2 to 5 year program by having access to a golf facility.

The PRD Golf Division will benefit from the presence of Johnson and Wales University at the Country Club of Miami by providing trained staff, internship assistance, maintenance assistance and tournament operations staffing for existing uses of the facility and the ability to expand golf programs available to the public. The University anticipates having 40 students enrolled in the first class and 40 new students each year thereafter. By the end of the first four year cycle there potentially could be 160 students training and working with the staff at County golf courses. This translates into having available thousands of dollars worth of quality volunteer hours. In the past, college interns successfully worked in the golf pro shop and golf course maintenance projects such as sand trap refurbishment and spray programs. The control, operation and availability of the facility to the public will not be impacted by this proposal.

Johnson and Wales has a proven track record of providing quality service programs through their facilities nationwide. They will provide the golf community with a quality degree program in Golf Course Management Studies, currently not available to the local golf industry. The result will be having trained personnel available to the substantial golf community in Miami-Dade County. It is anticipated that Johnson and Wales will also bring private sector support and national and international public relations and marketing by recognizing the Country Club of Miami as the program playing facility. For these reasons, it is in the best interest of the County to waive formal bid procedures. The negotiated agreement will be formally presented to the Board of County Commissioners for approval.

Alex Muñoz
Assistant County Manager

MEMORANDUM
(Revised)

TO: Honorable Chairman Bruno A. Barreiro and Members, Board of County Commissioners

DATE: December 4, 2007

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Agenda Item No. 8(M)(1)(C)

Please note any items checked.

_____ **"4-Day Rule" ("3-Day Rule" for committees) applicable if raised**

_____ **6 weeks required between first reading and public hearing**

_____ **4 weeks notification to municipal officials required prior to public hearing**

_____ **Decreases revenues or increases expenditures without balancing budget**

_____ **Budget required**

_____ **Statement of fiscal impact required**

✓ **Bid waiver requiring County Manager's written recommendation**

_____ **Ordinance creating a new board requires detailed County Manager's report for public hearing**

✓ **Housekeeping item (no policy decision required)**

✓ **No committee review**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 8(M)(1)(C)
12-04-07

RESOLUTION NO. _____

RESOLUTION AUTHORIZING WAIVER OF FORMAL COMPETITIVE BID PROCEDURES PURSUANT TO SECTION 5.03(D) OF THE HOME RULE CHARTER AND SECTION 2-8.1(B) OF THE CODE OF MIAMI-DADE COUNTY BY TWO-THIRDS VOTE OF THE BOARD MEMBERS PRESENT; AUTHORIZING NEGOTIATION OF AN AGREEMENT WITH JOHNSON AND WALES UNIVERSITY TO UTILIZE THE COUNTRY CLUB OF MIAMI AS A TRAINING, INTERNSHIP AND TEACHING FACILITY FOR A PERIOD OF NOT LESS THAN FIVE (5) YEARS

WHEREAS, this Board desires to accomplish the purpose outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board finds that it is in the best interest of the County to waive formal bid procedures pursuant to Section 5.03(D) of the Home Rule Charter and Section 2-8.1(B) of the Code of Miami-Dade County by two-thirds (2/3) vote of the Board members present, and authorizes the negotiation of an agreement with Johnson and Wales University for the use of the Country Club of Miami for a period of no less then five (5) years for a Professional Golf Management program sanctioned by the Professional Golfers' Association, and provide assistance to the Miami-Dade Park and Recreation Department Golf Division in the provision of customer service programming, golf course maintenance and staffing assistance for golf events in order to comply with the sanctioning requirements of the PGA/Professional Golfers' Management Program (PGA/PGM™). The Board authorizes the County Mayor or his designee to negotiate such agreement for and on behalf of Miami-Dade County, and thereafter seek authorization and approval of the final agreement from this Board prior to execution.

The foregoing resolution was offered by Commissioner , who moved its adoption. The motion was seconded by Commissioner and upon being put to a vote, the vote was as follows:

Bruno A. Barreiro, Chairman
Barbara J. Jordan, Vice-Chairwoman

Jose "Pepe" Diaz	Audrey M. Edmonson
Carlos A. Gimenez	Sally A. Heyman
Joe A. Martinez	Dennis C. Moss
Dorrin D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

The Chairperson thereupon declared the resolution duly passed and adopted this 4th day of December, 2007. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF COUNTY
COMMISSIONERS

HARVEY RUVIN, CLERK

Approved by County Attorney as
to form and legal sufficiency.

Monica Rizo

By:_____
Deputy Clerk