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Miami-Dade County, Florida

EPP- RFP No. 876

CRANDON PARK GOLF COURSE FORECADDIE SERVICES

2.0 SCOPE OF SERVICES

2.1 Background/Introduction

Miami-Dade County Parks, Recreation and Open Spaces (PROS) Department is one of the busiest and largest leisure service agencies in the United States, and is the first park and recreation agency in the State of Florida to receive the Governor's Sterling Award (2009), and the Governor's Sustained Excellence Award (2013) which recognizes organizations and businesses in Florida that have successfully achieved performance excellence within their management and operations. Each year, approximately 25 million people use PROS to safely recreate, enjoy nature, become more physically fit, and to connect with neighbors, friends and pets. PROS's owns and operates five golf courses which serve approximately 207,629 patrons annually. For additional information on PROS, visit <http://www.miamidade.gov/parks>.

The County is soliciting proposals from experienced and capable parties or organizations to manage and operate forecaddie services, and related services at Crandon Park Golf Course (Crandon).

The objective of the solicitation is to provide the patrons of the golf course with Forecaddie services, and related services that are normally associated with the golf industry.

2.2 General Description and Amenities of Crandon

Crandon is located at 6700 Crandon Blvd., Key Biscayne, Florida, just ten minutes from downtown Miami. This championship 18-hole golf course is the only public golf course on Biscayne Bay, and is considered one of the most beautiful and difficult Par-72 courses in the state of Florida. Crandon has been rated in the top ten golf courses by Golf Week and one of America's top 75 upscale golf courses by Golf Digest.

Amenities at Crandon are as follows:

- Lighted driving range
- Grass hitting, putting, pitching and chipping practice areas
- Golf carts
- Tournament, League and group outing events
- Junior golf program
- Pro shop stocked with latest golf apparel.
- Equipment rentals
- Sports Grill's world famous Special Grilled Chicken wings
- Single rider carts for people with disabilities are available (24-hours advance notice required).

2.3 Preferred Qualification Requirement

The selected Provider should have:

- A. A minimum of five (5) years' experience in the management and operation of forecaddie and related services at public and/or resort golf courses.
- B. The financial capacity to maintain operations at the facility.
- C. A substantial knowledge of the legal requirements that are involved in this type of operation.

2.4 Services to be Provided

A. General Services

The selected Provider shall:

- 1) Provide an operation that is available to the general public during designated hours (course open to closure). The selected Provider shall not undertake any activity, which interferes with the operation of the golf course.
- 2) Be operational within thirty (30) days of the contract award.
- 3) Market and promote forecaddie services and related services at the golf course.
- 4) Submit a schedule of intended hours of operation and staff levels to PROS for approval. At a minimum, Forecaddies shall be available, by appointment or set schedule, during the regularly scheduled operating hours (6:30am-8:30pm) of the golf course. PROS may require changes in hours of operation or staff levels, if in the discretion of PROS; such a change is desirable or necessary in providing services.
- 5) Employ and ensure a qualified full-time on-site Manager, with experience in the management of this type of operation, is on duty whenever a Forecaddie is on the course.
- 6) Ensure that staff is properly trained to provide quality service.
- 7) The selected Provider shall ensure that selected Provider's staff is distinctively uniformed so as to be distinguishable as the selected Provider's staff and not as employees of PROS. Selected Provider's employees shall at all times wear, in a conspicuous and visible manner, an identification badge that displays his/her photograph and full name while on County property, and when in direct contact with golf patrons and the general public.
- 8) Provide prompt and efficient customer service, adequate to meet all reasonable demands of the golf patrons.
- 9) Ensure golf patrons receive complaint resolutions within 72 hours of notification.
- 10) Be responsible for acquiring and maintaining all equipment necessary for the management and operation of forecaddie services, and related services.
- 11) Comply with the Crandon Park Master Plan (Attachment A), at all times.
- 12) Take proper care of the work area, and facilities provided by the County(refer to Section 2.6). The selected Provider shall use the same in a careful manner and shall, at its own cost and expense, repair any County property damaged by the selected Provider's operation.
- 13) Pick up trash in and around the selected Provider's designated area and empty all trash cans in these areas into the park's dumpsters.
- 14) Accept full responsibility for the security and protection of selected Provider's equipment, other personal property and money used in connection with the operation. Storage is available on site in designated areas only. Selected Provider shall in no way inhibit or impair PROS staff from accessing the storage area.
- 15) Observe, obey, and comply with all rules and regulations adopted by the County and all laws, ordinances and/or rules and regulations of PROS or other governmental units and agencies having lawful jurisdiction, which may be applicable to the operations under this contract. Failure to do so will constitute a breach of the contract.
- 16) Have a written hurricane plan in place, approved by PROS, on how to prepare their designated area for a potential approaching storm. The selected Provider shall follow the County's emergency evacuation and hurricane plan as set forth for the facility.

B. Forecaddie Services

The selected Provider shall:

- 1) Manage and operate Forecaddie services, and related services at the facility, as stipulated in the schedule of intended hours (Section 2.4 A (2) above).
- 2) Provide a trained Forecaddie at each tee-time. Tee time will be from course opening to 2:00 pm during the high demand season of November 1 – April 30. Forecaddies will not be mandatory after 2:00 pm and optional for those requesting the services.
- 3) It is anticipated that a Forecaddie will not serve more than four golfers at any tee time.

The Forecaddie will work on behalf of each golfer in the group to provide the following services:

- a) Hole descriptions and general target areas
- b) Keeping track of all golf balls in play and direct each golfer to his/her ball
- c) Care for the course by racking bunkers and replacing/repairing divots

- d) Yardages
- e) Attend the flagstick
- f) Move the play along in an efficient manner

C. Special Events

PROS shall retain the right to provide services during special events and to schedule special events that may preclude Forecaddies from operating during a given event. PROS will use reasonable efforts to notify the selected Provider as early as possible of these special events, but in no event later than two weeks prior to the special event

2.5 Background Screening

In accordance with Miami-Dade County Ordinance No. 08-07 titled Chapter 26, Park and Recreation Department Rules and Regulations, Article III, The Shannon Melendi Act (the Act), all selected Provider's personnel, and volunteers that will provide any service at the golf course, must be in compliance with the requirements set forth under the Act prior to the scheduled start of employment or volunteerism.

The requirements are as follows:

- A. Background checks shall be conducted by a professional background screener. The selected Provider shall obtain and maintain a report as to whether each child event worker, park vendor, staff member or volunteer is listed on the National Sex Offender Public Registry.
- B. A comprehensive report and analysis shall be obtained from no less than two independent databases/sources, on the nationwide criminal history of such child event worker, park vendor, staff member or volunteer. This background information shall be part of the background check report that shall be kept and maintained by the selected Provider and be available to law enforcement personnel upon request.
- C. The selected Provider shall ensure that all its personnel and volunteers have been verified as being United States Citizens or having legal immigrant status prior to and throughout employment.
- D. The selected Provider shall conduct background checks every three years after start of service and shall retain all records demonstrating compliance with the background screening required herein for not less than three years beyond the end of the contract term. Any subsequent arrest of selected Provider's personnel and volunteers shall be reported to the selected Provider within 48 hours of such arrest.

2.6 County Responsibilities

The County will ensure that each group of golfers playing from November 1-April 30 whose tee-time is between course opening to 2:00pm will be accompanied by at least one Forecaddie. Exceptions to this provision may include Crandon Golf Staff, Crandon Golf Volunteers, and designated complimentary and/or promotional rounds.

The County will also provide the selected Provider:

- A. Approximately 132 square feet of office space in "as is" condition at the Cart Barn. The office will include electricity, a computer, a phone and one phone line.
- B. Approximately 450 square feet of space adjacent to the Cart Barn to serve as a break area for the selected Provider's on-duty staff.
- C. Access to the golf course for training of Forecaddies.

2.7 Performance Review

The management and operation of forecaddie services will be evaluated on a monthly basis to ensure performance meets the requirements of the contract as a result of this solicitation. An Annual Performance review will be conducted at the end of each contract year, and the selected Provider, shall provide financial documentation (i.e., balance sheet, profit & loss and tax returns if applicable) for PROS's as part of this review.

2.8 Additional Services

The selected Provider may provide additional services and/or use additional or substitute space as approved by PROS. Additional services must be associated with, and be incidental to Forecaddie Services. Additional services, additional space and substituted space provided, must have prior approval by PROS. Such services, additional space and substituted space may be modified only by written request of the selected Provider to PROS's, and upon approval by the PROS's Director. Pricing for the additional services will be negotiated with the selected Provider during the approval request. Such approval shall be in writing at least 30 days prior to implementation of the modification. The following are examples of additional services which may be provided by the selected Provider:

- 1) Club cleaning
- 2) Cart cleaning
- 3) Cart staging
- 4) Bag drop monitoring
- 5) Divot repair
- 6) Ball mark repair
- 7) Regular caddie services including carrying one or two sets of clubs.

2.9 Compensation

The County will pay the selected Provider a Management Fee for the administration and oversight of the Forecaddie Services requested in the Scope of Services, Section 2.0. Additionally, the County will compensate the selected Provider for each use of a Forecaddie, commencing 30 days from the effective date of the contract. The selected Provider shall invoice the County at the end of the month for which the compensation is due. Prior written approval for any cost not considered a standard service or a part of the management fees associated with the administration and oversight of these services, must be approved by the County's Project Manager.

The selected Provider shall state the monthly Management Fee for the administration and oversight of the Forecaddie Services as well as the rate for the use of a Forecaddie on Form B-1, Price Proposal Schedule.