

REPORT OF GENERAL MANAGER

APPROVED
APR 15 2009

NO. 09-086

DATE April 15, 2009

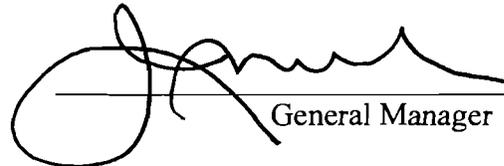
C.D. 6

**BOARD OF RECREATION
and PARK COMMISSIONERS**

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: **WOODLEY LAKES GOLF COURSE RESTAURANT CONCESSION –
REQUEST FOR PROPOSALS (RFP)**

R. Adams _____	J. Kolb _____
H. Fujita _____	*F. Mok <u><i>FM</i></u>
S. Huntley _____	K. Regan _____
V. Israel _____	M. Shull _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the Woodley Lakes Golf Course Restaurant Concession Request for Proposals (RFP) for a five-year Concession Agreement, with two (2) five-year renewal options exercisable at the sole discretion of the General Manager, substantially in the form on file in the Board Office, subject to review and approval of the City Attorney as to form;
2. Direct the Board Secretary to transmit the RFP, concurrently, to the City Attorney for review and approval as to form, and the United States Army Corps of Engineers; and,
3. Authorize staff to advertise the RFP and conduct the RFP process for the Concession, subsequent to City Attorney review and approval as to form.

SUMMARY:

The Woodley Lakes Golf Course is located at 6331 Woodley Avenue, Van Nuys, CA 91406 and includes an 18-hole golf courses operated and maintained by the Department. The Woodley Lakes Golf Course Restaurant Concession provides food and beverage (non-alcoholic and alcoholic) at the restaurant and halfway house and provides banquet services to patrons of the golf course and to the community.

REPORT OF GENERAL MANAGER

PG. 2

NO. 09-086

The Concession has been operated by OmniEnt Corporation on a month-to-month basis since October 31, 2003. In calendar year 2008, the Concession generated \$400,120 in gross receipts and paid \$32,010 in rent to the Department.

Staff has developed and is now ready to release at the direction of the Board, an RFP for this concession. With this RFP, the Department will seek a qualified, experienced, and financially sound operator who will meet or exceed the Department's expectations in all operational and financial areas, and optimize service to the public and profitability to the business.

Proposal and Contractual Provisions

1. Proposal Deposit: A \$5,000 proposal deposit will be required with the submission of each proposal.
2. Term: Five years, with two (2) five-year renewal options, at the sole discretion of the General Manager.
3. Rental Terms: The monthly rent will be based on a percentage of gross revenue as submitted by the proposer. The rent was previously 5% of food and beverage (alcoholic and non-alcoholic) from the restaurant and halfway house and 5% from banquet services.
4. Concession Improvements: Required improvements include painting the interior and exterior of the facility, providing new flooring, and installation of new restaurant furniture and decor. Optional improvements proposed in addition to those required will be evaluated and scored by the panel.
5. Utilities: The operator will pay for gas and electricity directly to the service provider as separate meters are installed at this location. The Department will pay for water.
6. Contractual and Financial Terms: The City will enter into an agreement whereby the City has no financial responsibility or liability for the operation and the City will share in profits in the form of a percentage of gross revenue.
7. Faithful Performance Deposit: A Faithful Performance Deposit will be required to be maintained for the duration of the agreement in the amount of Twenty-Five Thousand Dollars (\$25,000).

REPORT OF GENERAL MANAGER

PG. 3

NO. 09-086

Evaluation Process

Proposals will be evaluated in two levels. Level I will be a check and review by staff for required compliance and submittal documents. Level II will be a comprehensive evaluation of the proposals by a panel of non-City employees. Proposers must successfully pass Level I to proceed to Level II.

RFP Evaluation Criteria Areas

For the purposes of evaluation, the responsive proposals to Level I will be evaluated on the criteria below (Level II):

- 1) Ability to Finance (15 points)
- 2) Background and Experience (20 points)
- 3) Proposed Business Plan (20 points)
- 4) Proposed Rent Payment (20 points)
- 5) On-Going Refurbishment, Improvements, and Maintenance (15 points)
- 6) Concession Improvements (10 points)

The RFP documents will be advertised in several periodicals; available on the Department's website; and posted on the Los Angeles Business Assistance Virtual Network (BAVN). In addition, a letter inviting bids will be mailed to over two hundred organizations and individuals from a mailing list maintained by the Concessions Unit. The anticipated time of completion for the RFP process is approximately eight to twelve months. The Golf Division has reviewed the RFP and provided input.

A conference will be held approximately one month after the release of the RFP in order to provide potential proposers with a review of the submittal documents, compliance documents, and requirements for the Good Faith Effort Subcontractor Outreach as required by Executive Directive No. 2001-26, Riordan Series and Board's Policy (Board Report No. 177-89).

FISCAL IMPACT STATEMENT:

Releasing the Request for Proposals has no impact on the Department's General Fund.

Report prepared by Melanie Torres, Senior Management Analyst I, Concessions Unit, Administrative Resources Section, Finance Division