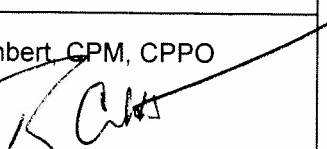


# MANATEE COUNTY GOVERNMENT

## SOURCE SELECTION

<b>SUBJECT</b>	MAINTENANCE/ MANAGEMENT AND OPERATIONS OF MANATEE AND BUFFALO CREEK PUBLIC GOLF COURSES	<b>DATE POSTED</b>	Date Posted on: 6/6/2011 Mymanatee.org: <u>6/6/2011</u>
<b>PURCHASING REPRESENTATIVE</b>	Melissa Assha, Purchasing x3056	<b>DATE CONTRACT SHALL BE AWARDED</b>	To Be Determined through Negotiations
<b>DEPARTMENT</b>	Financial Management, Purchasing Division	<b>CONSEQUENCES IF DEFERRED</b>	Delay in receipt of revenue
<b>SOURCE RECOMMENDATION</b>	Request for Proposals #11-0481BG/MA	<b>AUTHORIZED BY</b> <b>DATE</b>	R.C. Cuthbert, CPM, CPPO 6/6/2011 
<b>ACTION DESIRED</b>			
Authorization to enter into negotiations with the top ranked firm, Pope Golf, LLC of Sarasota, FL, for the purpose of providing MAINTENANCE/ MANAGEMENT AND OPERATIONS OF MANATEE AND BUFFALO CREEK PUBLIC GOLF COURSES			
<b>ENABLING/REGULATING AUTHORITY</b>			
Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.) Manatee County Purchasing Ordinance Chapter 2-26; Article IV, Source Selection; Section 2-26-40, Policies			
<b>BACKGROUND/DISCUSSION</b>			
<ul style="list-style-type: none"> <li>• The Parks and Recreation Department requires maintenance/management and operations of manatee and Buffalo Creek Public Golf Courses.</li> <li>• Revenue Generating</li> <li>• Background/discussion continued on page 2</li> </ul>			
<b>SUMMARY</b>			
<b>RESULTS</b> . Authorization to enter into negotiations with the top ranked firm, Pope Golf, LLC of Sarasota, FL,			
<b>ATTACHMENTS: (List in order as attached)</b>		<b>INSTRUCTIONS TO BOARD RECORDS:</b>	
N/A		N/A	
<b>COST</b>	N/A	<b>SOURCE (ACCT# &amp; NAME)</b>	Revenue Generating
<b>COMMENTS</b>	N/A	<b>AMT./FREQ. OF RECURRING COSTS (ATTACH FISCAL IMPACT STATEMENT)</b>	N/A

- Manatee County expects that this Request for Qualifications and Proposals will result in an award of a limited license to Manage Maintenance and Operations at County Golf Courses located at Buffalo Creek Golf Course, 8100 Erie Road, Palmetto, Florida 34222 and Manatee Golf Course, located at 6415 53<sup>rd</sup> Avenue West, Bradenton, Florida 34210. The term of the Agreement will be for a period of three (3) years from the effective date of the Agreement(s), with an optional extension for an additional three (3) years at the sole discretion of the County.
  - Manatee County Firms:  
There were no Manatee County firms found that would provide the products and services required by the RFP.
  - Local firms:  
  
Pope Golf, LLC
  - **Other** firms:  
Billy Casper Golf, Vienna, Virginia  
CKT Asset Management Company, Tampa, Florida  
Championship Golf Course Services, Bradenton, Florida  
Cypress Golf Management, Orlando, Florida  
Kemper Sports, Northbrook, Illinois  
Puregolf, Scottsdale, AZ
  - Appropriate proposal procedures were followed. The Request for Proposal (RFP) was directly solicited to thirty four (34) firms who provide this service.
  - The Selection Committee consisted of:  
Dan Schlandt, Deputy County Administrator  
Cindy Turner, Director of Parks and Recreation  
Melissa Assha, Contract & Buyer Manager, Financial Management Department
  - The Selection Committee convened 4/15/2011 and short-listed the following firms:  
Billy Casper Golf, Vienna, Virginia  
CKT Asset Management Company, Tampa, Florida  
Pope Golf, Sarasota, Florida
  - Oral presentations were made by the short-listed firms on 5/12/2011.
- The Selection Committee convened on 5/12/2011 and ranked the firms as follows for the purpose of negotiating a contract with the top ranked firm:
- Ranked #1, Pope Golf of Sarasota, Florida. This top ranked firm demonstrated exceptional qualifications and a revenue share plan via their proposal and oral presentation. Being familiar with the Manatee County area, offering an aggressive revenue sharing plan and having a history of successful performance on similar local projects gave this firm the edge.

- Ranked #2, Billy Casper Golf of Vienna, Virginia. The firm presented its professional capabilities in a clear and concise manner via their proposal response. It has a successful history of providing similar services as required in the Scope of Service of the Request for Proposal and provided acceptable references. However, was ranked second by the Selection Committee due to less of an investment overall for the period proposed.
- Ranked #3, CKT Asset Management of Tampa, Florida. This firm submitted an informative proposal detailing their experience with property management. The firm was ranked #3 when compared to the higher ranked firms as it did not exhibit the relevant experience and depth of knowledge of golf management as the top two ranked firms.

The remaining proposal respondents were not ranked, although well qualified they were not selected based on a comparison of capabilities of the selected firm.

Championship Golf Course Services, Bradenton, Florida  
Cypress Golf Management, Orlando, Florida  
Kemper Sports, Northbrook, Illinois  
Puregolf, Scottsdale, AZ

- The Agreement will be managed by the Parks & Recreation Department



**Fw: RFP - 11-0481BG, Golf Course Operations - Approval to Negotiate**  
**Melissa Assha** to: Blair Getz

06/06/2011 02:36 PM

Melissa Assha Fw: RFP - 11-0481BG, Golf Course Operations - Approval to Negotiate

Melissa W Assha  
Contract & Buyer Manager  
Manatee County Purchasing Division  
941-749-3056

----- Forwarded by Melissa Assha/MCG on 06/06/2011 02:35 PM -----

From: Ed Hunzeker/MCG  
To: "Melissa Assha" <melissa.assha@mymanatee.org>  
Date: 05/31/2011 09:07 PM  
Subject: Re: RFP - 11-0481BG, Golf Course Operations - Approval to Negotiate

Please proceed with negotiations.

Ed

On May 31, 2011, at 3:33 PM, "Melissa Assha" <[melissa.assha@mymanatee.org](mailto:melissa.assha@mymanatee.org)> wrote:

Hello Mr. Hunzeker,  
Please see below. Let me know if I can offer any additional information.

Thank you,  
Melissa W Assha  
Contract & Buyer Manager  
Manatee County Purchasing Division  
941-749-3056

----- Forwarded by Melissa Assha/MCG on 05/31/2011 03:21 PM -----

From: Melissa Assha/MCG  
To: Ed Hunzeker/MCG@MCG  
Cc: Rob Cuthbert/MCG@MCG, Blair Getz/MCG@MCG  
Date: 05/25/2011 05:32 PM  
Subject: RFP - 11-0481BG, Golf Course Operations - Approval to Negotiate

Mr. Hunzeker,

We are communicating the recommended selection of Pope Golf of Sarasota, Florida for Public Golf Course Operations. Negotiation shall be engaged to determine the final cost.

Staff will proceed with the posting of the selection and beginning negotiations upon your confirmation to proceed. If you choose, you may direct staff to present this recommendation to the Board of County Commissioners for consideration.

Thank you.  
Melissa W. Assha  
Contract & Buyer Manager  
Manatee County Purchasing Division

The County is interested in awarding a license agreement to an experienced golf management firm to operate, manage and maintain its two (2) municipal golf courses.

The RFP was advertised locally in the Bradenton Herald, posted on the County's website and provided to the Manatee County Chamber of Commerce for release to members.

Proposals were received from the following firms:

**Manatee County** firms:

There were no Manatee County firms found that would provide the products and services required by the RFP.

**Local** firms:

Pope Golf, Inc., Sarasota, FL

**Other** firms:

Billy Casper Golf, Vienna, Virginia  
CKT Asset Management Company, Tampa, Florida  
Championship Golf Course Services, Bradenton, Florida  
Cypress Golf Management, Orlando, Florida  
Kemper Sports, Northbrook, Illinois  
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Puregolf, Scottsdale, AZ

Melissa W Assha

Contract & Buyer Manager  
Manatee County Purchasing Division  
941-749-3056