

This Request for Proposal (RFP) is issued by the City of Wells for the purpose of soliciting written and oral proposals from qualified Offerors to operate, maintain and manage the City of Wells Municipal Golf Course—also known as Chimney Rock Golf Course and related club house facilities. The City is seeking an operator that has experience and knowledge in operating golf courses and shows strength in customer service commitment and employee performance and general club house operations.

The intent of the RFP is to award a contract to the winning offeror in the form of an initial one (1) year contract with a possible additional three (3) year contract for a total of a four-year (4) contract. The contract extensions may either be on an annual basis or as a single three year renewal at the sole discretion of the City. An operating contract/agreement may be made to a responsive offeror whose bid conforms to the requirements of the RFP and is most advantageous to the City of Wells, price and other factors considered.

It is the goal of the City to continue the safe and efficient operation of the Golf Course as well as utilize the municipal golf course facilities to benefit the health of City of Wells residents and its visitors. Thus, the City intends to enter into an agreement with a capable operator that will both operate and develop golf and other activities related to golf. The successful offeror will have daily control over the club house and will be responsible for its full time operation.

Importantly, in addition to providing a venue where golf can be enjoyed by the public, it is a goal of the City to increase all of the following: a) the golf course's membership, b) total annual rounds played at Chimney Rock Golf Course, and ultimately, c) revenue generated by the golf course for the city and professional. The City seeks proposals which offer an effective marketing plan to promote Chimney Rock Golf both locally and out of town. Thus, **proposals should have a specific section which detail the offeror ideas to increase golf revenues.** Importantly, the City also seeks to encourage offeror's proposals that address thinking "outside the box" and utilize the golf course facilities for both golf and other recreational activities that enhance local transient lodging taxes.

Offeror shall submit as part of their bid proposal an operational management plan setting out how they propose to operate, manage and develop Chimney Rock Golf Course and Clubhouse. This will include hours of operation, tournament schedule, improvements to the club house, increased utilization of the golf course (i.e. marketing golf and marketing other than golf activities at Chimney Rock Golf Course).

Offerors are encouraged to present activities in addition to the current nine (9) holes of golf which will increase the utilization of the golf course and offer residents other enjoyable, healthy recreational activities. Offerors are also highly encouraged to detail activities to promote Junior Golf and assist with Golf instruction offered at the local schools.

Offerors will be required to present an oral presentation and will be rated on the basis of their proposals identifying means to :

- Provide a pleasant area that allows residents and visitors to enjoy golf
- Increase annual revenue generated by Chimney Rock Golf Course
- Increase membership
- Assist with organization of local Men's, Women's and Youth golf association
- Increase rounds of golf played on an annual basis for men, women and youth

- Increase activities to offer additional recreational activities for visitors and residents to help stimulate our local economy
- Increase activities to utilize golf facilities to educate/train young and adult golfers

**DUTIES AND REQUIREMENTS:**

1. Supervision of the starting of play by golfers.
2. Official Starters on Tournament events
3. Collection and remittance of greens fees and membership fees
4. Maintenance of rental equipment , (i.e. carts, clubs)
5. Provide a safe operating fleet of carts to handle the requirements of the course; take cart reservations either by phone, in person or by computer; deliver carts to the starting area; return carts to storage area each evening; account for all carts at end of day; collection of fees for use of carts, report any maintenance issue to City manager.
6. Supervision of play on the course
7. Competent golf instruction for a variety of skill levels
8. Maintain supplies in the club house
9. Maintain and pick range balls
10. Enforcement of all rules and regulations relative to the golf course
11. Operate and maintain a friendly, reputable pro shop, practice range and golf course
12. Maintain a pro shop in a clean, presentable, and well stocked condition; keep the pro shop open during normal hours of operation
13. Provide range balls that are in a reasonable condition for rental; develop convenient system for dispensing range balls; keep range tee area neat.
14. Operate a concession area for lunches, tournaments and special events.
15. Maintain score cards
16. Maintain a close professional relationship with the City Manager, Administrative Staff and Public Works staff.
17. Organize, advertise and operate golf tournaments.
18. Actively promote golf through clinics and educational seminars
19. Coordinate with non-profit groups for golf tournaments
20. Market Chimney Rock and events via internet, radio, brochures, newspaper and Chimney Rock Golf Association.
21. Actively promote the Junior Golf Program
22. Operate the clubhouse meeting and eating area to include the outside congregating area
23. Provide other services i.e. golf club repair, drink cart etc which are closely connected to the playing of golf.

Written proposals shall be due to the City of Wells, P.O. Box 366, Wells, NV 89835 no later than August 31, 2017. Oral Presentations will be scheduled during the regular City Council meetings on second or fourth Tuesday of every month at 7:00pm. Questions can be referred to Jolene Supp, City Manager, 775-752-3355 or wellscityhall@frontier.com.