

**TOWN OF WEST HARTFORD**  
**REQUEST FOR PROPOSAL**  
**FOR**  
**GOLF PROFESSIONAL**

**BID # 210012**



**TOWN OF WEST HARTFORD**  
**REQUEST FOR PROPOSAL (RFP)**  
**GOLF COURSE PROFESSIONAL**

**POSITION:**           **Head Golf Professional**  
**Rockledge Golf and Buena Vista Golf Courses**  
**Contracted Position starting January 1, 2021**

**BACKGROUND:**     The Town of West Hartford is seeking proposal submissions from qualified parties for Golf Professional services for the Town. Rockledge Golf Club is an award-winning, 18-hole municipal golf course located in West Hartford, CT. Known for its beautiful landscaping and meticulous maintenance, Rockledge Golf Club has been voted *Hartford Magazine's* "Best Public Golf Course" for 11 consecutive years and one of *Golf Digest's* "Best Places to Play." Located on 152 acres on South Main Street in the southern part of Town, Rockledge offers a championship layout with a maximum total yardage of 6,436 yards. The course is a par 72 for men and women.

Rockledge Golf Club is equipped with two practice greens, a driving range with four target greens and a practice sand bunker. The facility includes a clubhouse with a restaurant, driving range, locker rooms and pro shop. The average number of rounds is 38,000 rounds and the course is normally open from late March through December weather permitting.

The nearby Buena Vista Golf Course is a 9-hole executive-style course located in the Buena Vista Recreation Complex.

**POSITION:**

- The Golf Professional is responsible for the entire golf operation and excellent experience of every member and guest during the golf season from March 1 to November 30, or as determined by the Golf Course Superintendent and/or Director of Leisure Services.
- The Golf Professional will lead overall efforts and activities to foster and develop an active and engaged member base, and to promote and welcome any and all guests to the club.
- With leagues and tournament schedules, the Golf Professional is responsible for the smooth execution of these events and coordination of department calendars to ensure a conflict free schedule.
- The Golf Professional will have a staff of returning and or new employees, and will be responsible for the scheduling and execution of the golf department

responsibilities including outside operations, pro shop support and golf course oversight.

- The Golf Professional will also be responsible to utilize and organize the tee sheet and monitor all play to ensure all golfers can enjoy their round of golf.
- The Golf Professional will coordinate and run a junior golf program, complete with summer camp, personalized and group lessons and PGA Jr league.
- The Golf Professional will manage his/her own pro shop and be responsible for maintaining stock sufficient to satisfy the membership and tracking pro shop credit.

#### **SUMMARY OF ESSENTIAL RESPONSIBILITIES:**

- Outside Operations
  - Management of cart fleet and staging
  - Daily upkeep of driving range including picking balls, and clearing and sanding tees
  - Maintaining standards of member and guest service
- Golf course management
  - Weekly coordination with superintendent on course conditions, any maintenance issues, upcoming course maintenance needs
  - Oversight of daily course setup with special attention to tournaments and events
  - Lead the organization of member and outside tournament operations while working closely with grounds superintendent
  - Required weekly updates of golf course and golf play news to Department Director
- Clinics and Jr golf/ Golf Camp
  - Annual junior clinic
  - JR PGA league
  - Ladies clinics, weekly / monthly
  - Pro may share revenue from camps or youth clinics offered through Leisure Services
- Golf lessons
  - Lessons are encouraged as a service to our members and a draw for public players and possible new members
  - Club facilities include a driving range with grass and mat tees
  - Course available for playing lessons
  - Pro keeps revenue from lessons
- Pro shop
  - Responsible for stocking the shop to suit member needs and attract public
  - Seasonally relevant curated selection of goods
  - Issuing pro shop credit for most tournaments and leagues
  - Pro keeps all revenue from pro shop

**QUALIFICATIONS:** The Applicant must possess the following credentials or experience:

- Class “A” level PGA accredited and a member in good standing;
- Minimum of five (5) years of working experience at a golf course, including experience in merchandising and managing a pro shop;
- Bachelor’s degree in Golf Management or other business related field;
- Have experience training, developing, and managing a pro shop staff as well as starters and rangers to deliver a high level of customer service;
- Ability to support multiple golf course stakeholders, including Department Director, Golf Course Superintendent, Restaurant operator, members of golf clubs and leagues, high school coaching staff and the general public;
- Solid working knowledge of business software, including MS Office and point-of-sale technologies;
- Be able to develop teaching programs with a special emphasis on junior golf;
- Tournament administration experience;
- Excellent interpersonal and public relation skills, marketing skills, social media competency, and communications skills via social media and email marketing; demonstrate enthusiasm, self-motivation and initiative;
- Display civic leadership potential;
- Proof of a line of credit sufficient to purchase merchandise for the pro shop, liability insurance of \$1,000,000 and bonding of \$100,000.

**COMPENSATION:** This is a contractual position that contains an employment retainer in addition to merchandise revenue, lesson and club repair revenue, a percentage of gross cart and driving range rental and other incentives relating to daily play and outings. Some aspects of the compensation package are negotiable.

Retainer level could range from \$50,000 to \$80,000, with a total annual compensation package potential of \$80,000 to \$100,000 or more.

The Town may consider hiring staff for Pro Shop, Starters, and Rangers, or may consider providing a stipend to the Golf Pro to hire them as outside staff. A stipend may be considered for one assistant golf pro.

Pro Shop rental to cover utilities and storage area may be negotiated.

The Golf Professional will answer directly to the Director of Leisure Services. The Professional is expected to devote full time to the operation of golf course

during the golfing season. This will require six days per week with a minimum of 7 hours per day during the golf operating season, or whenever the course is deemed playable by the Golf Superintendent and Director of Leisure Services.

## **RFP RESPONSES**

### ***A. Submission Requirements***

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the response to the RFP include the following:

1. Cover Letter: A cover letter outlining your qualifications and any other information you feel may be helpful to the selection committee in evaluating your qualifications. Letter shall also include a statement by the respondent accepting the general terms, conditions, and requirements contained in this RFP.
2. Resume of work experience.
3. Cost proposal for an Annual Management Fee shall be inclusive and provide itemized costs associated with the individual elements of the scope of services. Some aspects of the compensation package are negotiable. Therefore, please submit Annual Management Fee Proposal for Years 1 – 5 including percentages of revenue collected from cart rentals and range use.
4. Provide complete contact information on at least three (3) references from current or previous Golf Courses (private or public).

\*Due to COVID19, the Town Hall has restricted entry. For this bid, we are allowing for electronic submissions. Electronic submissions are required by **12:00 Noon on December 16, 2020**. In order to provide an electronic submission you must be registered in our vendor database. Please see the vendor registration instructions. Once registered, you will gain access to the bid and the bid documents. Please follow the prompts when submitting your price structures. If you have questions regarding electronic submission, please do not hesitate to contact Tammy Bradley via email at [tammyb@westhartfordct.gov](mailto:tammyb@westhartfordct.gov).

An original reply to this RFP of the Proposer's information must be delivered to the following:

Peter Privitera  
Director of Financial Services  
Town of West Hartford  
Department of Financial Services  
50 South Main Street  
West Hartford, CT 06107

**B. Prime Respondent Responsibility & Third Party Relationships**

The Proposer should clarify its relationships with parties supplying portions of the RFP solution and specify the portions that each party is providing.

**C. Instructions to Proposers**

1. At the date of opening, it will be presumed that each Proposer has made a thorough examination of all information relative to the services to be performed under this contract; is satisfied as to the actual conditions and requirements of the services; and has read and become familiar with the RFP documents.
2. The Town reserves the right to reject proposal for any reason the Town deems advisable and to award a contract to any of the Proposers of service at the sole discretion of the Town. Any item required in this request for Proposal that is not included in a respondent's Proposal shall be specifically noted. If there are no specifically noted exclusions in a Proposal it will be assumed that the Proposer accepts and understands all of the requirements of this RFP.
3. Questions/Inquiries: Any questions or clarifications about this RFP should be addressed to Tammy Bradley, Sr. Buyer, Town of West Hartford, 50 South Main Street, West Hartford, Connecticut 06107 at [tammyb@westhartfordct.gov](mailto:tammyb@westhartfordct.gov). **All questions must be submitted no later than 3:30 PM on December 1, 2020.** Please reference the specific section that is the subject of your question. The Town will respond to each question in writing in the form of an addendum and posted on the Town's website. Questions submitted after the deadline above may not be answered.
4. All RFP responses will be considered confidential information and will not be available for public viewing until a contract award is made.
5. Any proposals must be valid for a period of 120 days from the due date.
6. Vendors who are furnished a copy of this RFP are requested to submit a receipt acknowledgement as soon as possible indicating their intention to participate in the RFP process to ensure timely receipt of potential corrections, cancellation and addenda. Acknowledgements shall be emailed to Tammy Bradley, Sr. Buyer, Town of West Hartford, at [tammyb@westhartfordct.gov](mailto:tammyb@westhartfordct.gov).
7. Proposers shall provide insurance coverage per the attached Indemnification and Insurance Exhibit.

**D. Taxes**

The Town is a qualified tax-exempt institution and as such is not liable for any federal, state, or local excise, sales, use, property or other taxes that Proposer may incur as a result of this agreement. The successful Proposer will be obligated to pay property taxes to the Town with respect to any of the Proposer's taxable personal property, motor vehicles or real estate within West Hartford which may be used in conjunction with the performance of this agreement.

***E. Indemnification***

Proposers accept and agree to the attached Indemnification and Insurance Exhibit.

***F. Compliance with Laws***

Proposer shall operate and maintain all properties and perform all of the services required in the RFP in full compliance with all appropriate federal, state and local laws and regulations.

***G. Non-Discrimination***

The Proposer in performing under this agreement shall not discriminate against any workers, employee or applicant or any member of the public because of race, creed, color, religion, age, sex, marital status, national origin, mental retardation or physical disability, including but not limited to blindness, unless it is shown by Proposer that such disability prevents performance of the work involved, in any manner prohibited by the laws of the United States or the State of Connecticut, nor otherwise commit an unfair employment practice. Proposer will take affirmative action to insure that applicants are employed and that employees are treated during employment without regard to their race, creed, color, religion, age, sex, marital status, national origin mental retardation or physical disability, including but not limited to blindness, unless it is shown by Proposer that such disability prevents performance of the work involved, in any manner prohibited by the laws of the United States or the State of Connecticut, nor otherwise commit an unfair employment practice. Proposer agrees that this non-discrimination clause will be incorporated in all contracts entered into by it with suppliers of services or materials, contractors and sub-contractors and all labor organizations furnishing skilled, unskilled and craft unions skilled labor or whom may perform any such labor or services in connection with this agreement.

***H. Contract for Services***

The Town and Proposer expressly agree that this is an agreement for the provision of the specific services herein described; that Proposer is to perform those services for the term set forth herein and pursuant to the provisions of this agreement; that the Proposer(s) are independent contractors, not employees of the Town, for these purposes and as such neither they nor their employees are entitled to any Town employment benefits, including without limitation, life and health insurance, vacation and sick leave, pension rights or workers compensation.

***I. Public Information & Ownership of Documents***

All proposals submitted and information included therein or attached thereto shall become public records upon their delivery to the Town. All documents created by the Proposer during the completion of their contract requirements shall become the property of the Town, including any data bases and information systems that are created.

**J. Examination of Documents**

Proposers shall thoroughly examine and be familiar with these Proposal documents. The failure or omission of any Proposer to examine these documents shall in no way relieve any Proposer of obligations with respect to this Request for Proposal. The submission of a Proposal shall be taken as prima facie evidence of compliance with this paragraph. The response and the Request for Proposal shall become part of any agreement by reference.

**K. Selection Process**

The Selection Committee will determine finalists based on the following criteria:

- The Respondent's understanding of the intent, purpose, and scope of the RFP as evidenced by the quality of the proposal submitted including specific background, qualifications and relevant experience of the Golf Professional to provide services.
- The background and experience of the Respondent in providing similar services elsewhere, including working with Golf Courses of similar size, and the quality of services performed, either for other municipal or private sector clients.
- The specific background, qualifications and relevant experience of the Golf Professional designated to provide services.
- Competitiveness of proposed fee, although the Town is not bound to select the respondent who proposed the lowest fees for services. The Town reserves the right to negotiate fees with the selected respondent.

The Proposal will be evaluated by a Selection Committee who will select a group of finalists. The finalists shall be interviewed\*\* to determine, all factors considered, the most qualified and capable firm to provide services to the Town to recommend to the Town's Purchasing Agent for contract award.

\*\* Due to COVID19 restrictions, interviews will be held via WebEx. Respondent must provide an email address to receive the WebEx e-vite.



## ANNUAL MANAGEMENT FEE PROPOSAL

Golf Professional Compensation Package is comprised of numerous parts, some of which are fixed (annual retainer), some of which is shared revenue (percentage of carts, range, camps/clinics), some of which are all earned by the Professional (merchandise, private lessons). The Town of West Hartford suggests a retainer fee of between \$50,000 and \$80,000 and profit sharing of cart rentals of up to 10% and range rentals of up to 20%, with the flexibility of developing incentives if various revenue benchmarks are met. However, the Town would like to receive a proposal from the Professional regarding the components of compensation.

The undersigned hereby makes an offer of the following amount for annual Golf Professional Services located at Rockledge/Buena Vista Golf Courses:

Proposed Annual	Retainer Fee	Written Amount
1. Season 2021	\$ _____	Dollars
2. Season 2022	\$ _____	Dollars
3. Season 2023	\$ _____	Dollars
4. Season 2024	\$ _____	Dollars
5. Season 2025	\$ _____	Dollars

The Town shall pay the Professional a portion of revenues collected for the usage of golf carts, range balls and bag storage. The Professional proposes to receive the following compensation from the rentals outlined below:

Equipment	Percentage Requested By Pro
Power Cart (18)	
Power Cart (9)	
Pull Cart (18)	
Pull Cart (9)	
Small Range Ball Bucket	
Med Range Ball Bucket	
Large Range Ball Bucket	
Range "Pass"	
Bag Storage	
Camps/Clinics	

Season 1 (2021) Stipend for Assistant Professional:

\$ \_\_\_\_\_ Dollars

**Exhibit A**  
**Indemnification and Insurance**  
**Golf Professional Contract**

For purpose of this Exhibit, the term "Lessor" shall also include their respective agents, representatives, employees, Lessors of any tier; and the term "Town of West Hartford and West Hartford Board of Education" (hereinafter called the "Town") shall include their respective boards, commissions, officers, officials, employees, agents, representatives and volunteers.

**I. INDEMNIFICATION**

- A. To the fullest extent permitted by law, the Lessor shall release, defend, indemnify, and hold harmless the Town of West Hartford, West Hartford Board of Education, and their respective boards, commissions, officers, officials, employees, agents, representatives and volunteers from any and all suits, claims, losses, damages, costs (including without limitation reasonable attorneys' fees), compensation, penalties, fines, liabilities or judgments of any name or nature for bodily injury, sickness, disease, or death; and/or damage to or destruction of real and/or personal property; and/or financial losses (including, without limitation, those caused by loss of use) sustained by any person or concern, including officers, employees, agents, Lessors of any tier, or volunteers of the Town of West Hartford and West Hartford Board of Education, or the Lessor, or by the public, even if caused by the negligence of the Town, so long as the injury to person, property or financial losses is caused or alleged to have been caused in whole or in part by any and all negligent or intentional acts, errors or omissions of the Lessor, its officers, agents, Lessors of any tier, or anyone directly or indirectly employed by them arising from or related to the performance of this Contract, including any violation or non-compliance with any federal, state, local statute, ordinance, rule, law or regulation.
- B. This duty to indemnify shall not be constrained or affected by the Lessor's insurance coverage or limits, or any other portion of the Contract relating to insurance requirements. It's agreed that the Lessor's responsibilities and obligations to indemnify shall survive the completion, expiration, suspension or termination of the Contract.

**II. INSURANCE**

**A. Insurance Requirements**

1. The Lessor shall obtain and maintain at its own cost and expense all the insurance described below continuously for the duration of the Contract, including any and all extensions, except as defined otherwise in this Exhibit.
2. Lessor's policies shall be written by insurance companies authorized to do business in the State of Connecticut, with a Best's rating of no less than A:VII, or otherwise approved by the Town.
3. All policies (with the exception of Worker's Compensation) shall be endorsed to include the Town of West Hartford, West Hartford Board of Education, and their respective boards, commissions, officers, officials, employees, agents, representatives, and volunteers as an Additional Insured. The coverage shall include, but not be limited to, investigation, defense, settlement, judgment or payment of any legal liability. Blanket Additional Insured Endorsements are deemed acceptable. Any Insured vs. Insured language shall be amended to eliminate any conflicts or coverage restrictions between the respective Insureds.
4. When the Town or the Lessor is damaged by failure of the Lessor to purchase or maintain insurance required under this Exhibit, the Lessor shall bear all reasonable costs including, but not limited to, attorney's fees and costs of litigation properly attributable thereto.

**B. Required Insurance Coverages:**

1. **Commercial General Liability:** \$1,000,000 each occurrence / \$2,000,000 aggregate for premises/operations, products/ completed operations, contractual liability, personal injury and broad form property damage. Policy to include Fire Legal Liability with a limit of \$100,000.

2. **Golf Cart Liability and Physical Damage:** \$1,000,000 combined single limit per occurrence for bodily injury and property damage arising out of golf cart operations. Policy to include collision and comprehensive physical damage coverage for any golf cart used for the purpose of this contract.
3. **Workers' Compensation and Employer's Liability:** Statutory coverage in compliance with the Workers' Compensation laws of the State of Connecticut or applicable to the work to be performed. Policy shall include Employer's Liability with minimum limits of \$100,000 each accident, \$500,000 disease/policy limit, \$100,000 disease/each employee.

The Lessor represents that they are currently in compliance with all requirements of the State of Connecticut Workers' Compensation Act and that it shall remain in compliance for the duration of the Contract. The Lessor agrees that Workers' Compensation is their sole remedy and shall indemnify and hold harmless the Town from all suits, claims, and actions arising from personal injuries to the Lessor, however caused. This indemnity shall not be affected by a lapse of Workers' Compensation coverage and/or if the Lessor failed, neglected, refused or is unable to obtain Workers' Compensation insurance.

4. **Personal Property:** All personal property of the Lessor are the sole risk of the Lessor. The Lessor agrees to indemnify, defend and hold harmless the Town from any and all losses or damages, however caused, to any and all personal property belonging to the Lessor.

#### C. Additional Terms

1. **Minimum Scope and Limits:** The required insurance shall meet the minimum scope and limits of insurance specified in this Exhibit, or required by applicable federal, state and/or municipal law, regulation or requirement, whichever coverage is greater. Providing proof of compliance with the insurance requirements described in this Exhibit is not intended, and shall not be construed to exclude the Town from additional limits and coverage available to the Lessor.

Acceptance by the Town of insurance submitted by the Lessor does not relieve or decrease in any manner the liability of the Lessor arising out of or in connection with this Contract. The Lessor is responsible for any losses, claims and costs of any kind which exceed the Lessor's limits of liability, or which may be outside the coverage scope of the policies, or a result of non-compliance with any laws including, but not limited to, environmental laws. The requirements herein are not intended, and shall not be construed to limit or eliminate the liability of the Lessor that arises from the Contract.

2. **Certificates of Insurance:** The Lessor shall provide certificates of insurance, policy endorsements, declaration page(s) or provisions acceptable to the Town confirming compliance with this Exhibit and thereafter upon renewal or replacement of each required policy of insurance. Upon request, the Lessor agrees to furnish complete copies of the required policies.
3. **SubLessors:** Lessor shall cause all Lessors of any tier, acting on its behalf, to comply with this Exhibit. The Lessor shall either include its Lessors as an Insured under its insurance policies or furnish separate certificates of insurance and endorsements for each subLessor.
4. **Premiums, Deductibles and Other Liabilities:** Any and all related costs, including but not limited to, deductibles, retentions, losses, claim expenses, premiums, taxes, and audit charges earned are the sole responsibility of the Lessor.
5. **Occurrence Form, Primary and Non-Contributory:** All required insurance coverage shall be written on an occurrence basis, except as defined otherwise in this Exhibit. Each required policy of insurance shall be primary and non-contributory with respect to any insurance or self-insurance maintained by the Town.
6. **Waiver of Rights of Recovery:** Both the Lessor and Lessor's insurers shall waive their rights of recovery or subrogation against the Town.
7. **Claim Reporting:** Any failure of the Lessor to comply with the claim reporting provisions of the required insurance policies shall not relieve the Lessor of any liability or indemnification in favor of the Town for losses which otherwise would have been covered by said policies.

8. Cancellation Notice: Each required insurance policy shall not be suspended, voided, cancelled or reduced except after thirty (30) days prior written notice has been given to the Town, ten (10) days for non-payment of premium.
9. Compliance: Failure to comply with any of the indemnification or insurance requirements may be held a willful violation and basis for immediate termination of the Contract