RESOLUTION NO. R-2015-169

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, RANKING THE TOP THREE FIRMS TO PROVIDE GOLF COURSE MANAGEMENT SERVICES; AND AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO NEGOTIATE AN AGREEMENT BETWEEN THE HIGHEST RANKED FIRM, AND THE CITY OF HOLLYWOOD TO BE CONSIDERED BY THE CITY COMMISSION AT A LATER DATE.

WHEREAS, the Department of Parks, Recreation and Cultural Arts desires to retain management services for the operation of Hollywood Beach Golf and Country Club and Eco Grande Golf Club; and

WHEREAS, on November 25, 2014, Request for Proposals (RFP) Number 4442-15-IS was electronically advertised via BidSync in accordance with the City's Purchasing Ordinance, Section 38.42(A); and

WHEREAS, the RFP provided for two options, a lease contract or a management/lease hybrid contract for City consideration; and

WHEREAS, RFP-4442-15-IS was opened at 3:00 p.m. on January 30, 2015, and resulted in the following four (4) responses:

McCumber-Wright Venture, LLC
Hollywood, FL

Billy Casper Golf, LLC
Vienna, VA

Down to Earth Golf, LLC
Tangerine, FL

Coral Hospitality, LLC
Naples, FL ; and

WHEREAS, the RFP document's Selection Process required a review to score/rank the responsive proposals based upon the Evaluation Criteria (Qualifications, Demonstration of Financial Strengths, Development Capacity and Operational Plan) and develop a short list consisting of the Proposers receiving the highest point ratings for oral interviews; and

WHEREAS, on April 7, 2015, the proposals were evaluated by a six (6) member committee representing the Community & Economic Development Department, Finance/Budget Department, Community Redevelopment Agency, Parks, Recreation & Cultural Arts Department, the National Golf Foundation and a City Resident; and

WHEREAS, Coral Hospitality, LLC was deemed non-responsive for failure to submit the Hold Harmless & Indemnification Form, the Noncollusion Affidavit, the Public Entities Crime Form, Certifications regarding Debarment, the Drug-Free Workplace Form, the Acceptance of Gifts Form, and a W-9 form; and

WHEREAS, the three (3) responsive proposals received were evaluated and oral presentations were held on April 7, 2015, the scores were compiled to arrive at the following rankings, (highest score), first choice to third choice:

1.	McCumber-Wright Venture, LLC	425	
2.	Billy Casper Golf, LLC	422	
3.	Down to Earth Golf, LLC	240	; and

WHEREAS, a minimum term of ten (10) years will be considered and negotiated, however a longer term may be available depending on the cost and magnitude of the capital improvement program; and

WHEREAS, award is subject to the City's receipt and approval of all insurance certificates required by the City's Risk Manager, and indemnity to the City, along with signed Statement of Hold Harmless and Indemnity in favor of the City;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA:

<u>Section 1:</u> That it herby ranks the three (3) firms to contract for Golf Course Management Services at Hollywood Beach Golf and Country Club and Eco Grande Golf Club as follows:

1. McCumber-Wright Venture, LLC
2. Billy Casper Golf, LLC

<u>Section 2:</u> That it hereby approves and authorizes the negotiation by the appropriate City Officials, of an agreement between the highest ranked firm and the City of Hollywood, embodying the terms and conditions of the RFP approved by the City Commission this date, in a form acceptable to the City Manager and approved as to form and legality by the City Attorney to be considered by the City Commission at a later date.

RESOLUTION AUTHORIZING TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH THE HIGHEST RANKED FIRM TO PROVIDE GOLF COURSE MANAGEMENT SERVICES AT HOLLYWOOD BEACH GOLF AND COUNTRY CLUB AND ECO GRANDE GOLF CLUB

Section 3: That, if the appropriate City Officials are unable to negotiate an agreement with the highest ranked firm, they are hereby authorized to commence contract negotiations with the next ranked firms, in order, until an agreement is reached, if any, and said agreement will be considered by the City Commission at a later date..

Section 4: That this resolution shall be in full force and effect immediately upon its passage and adoption.

PASSED AND ADOPTED this 17 day of June, 2015.

PETER BOBER, MAYOR

ATTEST:

PATRICIA A. CERNY, MMC, CITY CLERK

APPROVED AS TO FORM AND LEGALITY
for the use and reliance of the
City of Hollywood, Florida, only.

JEFFREY P. SHEFFEL, CITY ATTORNEY