



**REQUEST FOR PROPOSALS**  
**GOLF RESERVATION SERVICES**

**August 2, 2010**



## PROPOSAL OVERVIEW

The Minneapolis Park and Recreation Board (the Board) is seeking a highly qualified vendor to provide golf reservation services. The Minneapolis Park and Recreation Board has retained an outside vendor to provide electronic Tee Sheet capabilities and telephone and Internet Reservation services since 1996.

The Board has developed the following information in an effort to identify for Proposer(s) the responsibilities of the Minneapolis Park and Recreation Board.

## PARK SYSTEM OVERVIEW

Minneapolis Parks and Recreation System is a diverse system of nearly 6,400 acres of land and water, which hosts approximately 6 million visitors annually. It encompasses more than 170 park properties, including:

- Regional, city and neighborhood parks
- Playgrounds and tot lots
- Gardens and picnic areas
- 49 neighborhood recreation centers
- 5 - 18 hole golf courses, 1 - 9 hole executive golf course, 1 - 9 hole par three golf course and 3 golf learning centers
- 396 baseball and softball diamonds
- 183 Tennis Courts
- 11 supervised beaches
- 4 swimming pools
- 37 outdoor ice rink sites
- 1 indoor ice skating and hockey complex
- 60 miles of parkways
- 50 miles of walking paths
- 50 miles of biking / skating paths
- Wirth Winter Recreation Area

Additionally, there are many Minneapolis cultural and historic amenities, which are located on parkland, and are administered by the Park Board, such as:

- Minneapolis Sculpture Garden
- Minneapolis Institute of Arts
- Historic Fort Snelling (leased)
- Steven's House
- Godfrey House
- Longfellow House

Finally, the Board plays hosts to some of the Twin Cities' largest events. In 2009 these events alone attracted over 500,000 attendees. Major events include the following:

- MS Walk - Lake Harriet / Minnehaha (April)
- Get In Gear Walk / Run (April)
- March of Dimes (April)
- Animal Humane Society (May)



- Aids Walk (May)
- Stand for Children (June)
- Stone Arch Festival of the Arts (June)
- Pride Festival (June)
- 4<sup>th</sup> of July Celebration / Fireworks (July)
- Uptown Art Fair (August)
- Minneapolis Bike Tour (September)

### **CURRENT GOLF OPERATIONS**

The Board currently manages 108 holes of golf at 6 different facilities. The Board operates 5 - 18 Hole Regulation Golf Courses, 1 - 9 Hole Executive Golf Course, 1 - Par 3 Golf Course and 3 - Golf Learning Centers, all of which are First Tee Golf Facilities. Currently, the Board employs an electronic tee sheet that allows for staff and customers to book tee times in person at the pro shop, through a call center operated by the second party vendor or via the internet. Electronic Tee sheets are only used at the 18 Hole Golf Courses. Reservations at the Executive 9 Hole Golf Course and at the Par 3 Golf Course are done manually. Reservations are not taken at the Learning Centers. Customers are limited only by established Board policies governing tee time reservations. The electronic tee sheet is not networked with any other system. Golf staff are each issued a course login name, a user name and a password that when entered correctly, allows for access to the tee sheet anywhere there is an internet connection, including in the office, at home, or in the pro shop. The staff login name also allows and or restricts certain reservation booking activities.

#### **18 Hole Championship Golf Courses**

1. Columbia
2. Gross National
3. Wirth
4. Hiawatha
5. Meadowbrook

#### **9 Hole Executive Golf Course**

Fort Snelling

#### **Par 3 Golf Course**

Wirth Par 3

#### **First Tee Learning Centers**

1. Columbia
2. Gross National
3. Hiawatha



## **PROPOSAL FORMAT AND REQUIREMENTS**

### **Operation Scope**

Proposer should provide a detailed presentation on the proposed reservation system operations. A "Minimum Proposal Information Required" questionnaire is included to complete the minimum information required in the proposal.

### **Experience**

Outline the number current golf courses under contract for reservation services. Include the most recent corporate audited financial statement for your corporation or other mechanism to demonstrate corporate financial strength.

### **Length of contract and renewals**

The Board has an interest in a 5 year contract with up to 2 – 2 year renewals. Outline the proposed terms, length and options as part of the proposal.

### **Proposal Presentations**

The Board will require Proposers to make a formal presentation of their respective proposals. An agenda of specific interest points identified by the Board may be provided to respondents prior to the presentation date. Specific interest points may vary by Proposer.

### **Evaluation Process**

The Board has outlined the minimum requirements to be provided as part of the RFP process.

A panel comprised of golf course managers and assistants will review the proposals, interview top candidates and recommend the preferred vendor to the Board's General Manager of Administration. The General Manager of Administration will recommend one vendor to the Minneapolis Park and Recreation Board of Commissioners for approval.

### **Proposer Operational Plan**

The Board will place significant emphasis on the Proposer's ability to present a strategic, innovative operational plan. The number and quality of golf courses under contract is a significant factor. Cost and service levels, corporation financial strength and viability are also major factors.

### **Proposer Experience and Qualifications**

The Board requires that each Proposer possess substantial experience relative to golf reservation operations. All golf courses under contract and contact person for each golf course under contract must be provided.



## Evaluation Schedule

Listed below are the dates and times by which stated actions must be taken or completed. If the Board determines, in its sole discretion, that it is necessary to change any of these dates and times it will issue an Addendum to this RFP. All listed times are local time in Minneapolis, MN.

Date/Time	Action
August 2, 2010	Request for Proposal released.
1 p.m. CST on August 20, 2010	<p>Pre-proposal Meeting – Wirth Golf Club, 1301 Theodore Wirth Parkway, Golden Valley, Minnesota, 55422</p> <p>Proposers not familiar with the Minneapolis Park and Recreation Board Golf Operations or proposers with general questions and or concerns concerning this RFP are invited to this informal meeting. Proposers are not required to attend this meeting.</p>
4 pm CST on September 10, 2010	<p>Proposal Due Date</p> <p>All Proposals are due on this date. All proposals must be received in the office of Tim Kuebelbeck, Director of Golf, Minneapolis Park and Recreation Board, 1301 Theodore Wirth Parkway, Golden Valley, Minnesota, 55422</p>
By October 29, 2010	Selected Proposal Presentations - to be scheduled
By November 26, 2010	Recommendation to the Minneapolis Park and Recreation Board General Manager of Administration.
By January 1, 2011	Board Approval and Executed Contract.



## **Board Rights**

The Board may reject any or all proposals or parts of proposals, to accept part or all of and to create a project of lesser or greater scope than described in this Request for Proposal, or the respondent's reply based on the financial components submitted. The Board also reserves the right to cancel the contract without penalty, if circumstances arise which prevent the Board from completing the project.

## **Proposal Submission**

Proposals are due by 4:00 p.m. CST on September 10, 2010. Submit proposals to:

**Tim Kuebelbeck**  
**Director of Golf**  
**Minneapolis Park & Recreation Board**  
**1301 Theodore Wirth Parkway**  
**Golden Valley, MN 55422**  
**(612) 370.4843**  
**612) 334.1623 (f)**  
[tkuebelbeck@minneapolisparks.org](mailto:tkuebelbeck@minneapolisparks.org)



## **MINIMUM PROPOSAL INFORMATION REQUIRED**

Please address the following questions and or issues in your Proposal

### **Computer Software, Hardware and Architecture**

1. Internet technology and architecture.
2. Tee Sheet software technology, architecture and infrastructure requirements.
3. Hours of operation for Internet reservations and call center operations.
4. Ability to customize reservations to established Minneapolis Park and Recreation Board policies.
5. Ability to duplicate or modify existing Tee Sheet software to allow for other facility or programming bookings, including reservation sheets for rental halls, on-line calendar function that allows customers to receive current availability information on facilities or programs, on-line reservations for golf lessons, clinics or leagues.
6. Performance standards for Internet reservations, electronic tee sheet availability and call center operations. Address back up systems employed to correct any malfunction of proposed reservation system.

### **Electronic Tee Sheet**

1. Ability to change tee time intervals on a daily basis.
2. Ability to book group outings and leagues in advance.
3. Ability to book various types of tournaments, including speedy play, full shotguns and modified shotguns.
4. Ability to attach notes to a reservation or group reservation.
5. Ability to view reservations booked on both the front 9 and the back 9.
6. Ability to search for past and future reservations based on a customers name and or telephone number.
7. Ability to generate various reports normally associated with golf operations, including starter reports, no-show reports, tee time utilization reports, customer cancellations, cancellation numbers, number of rounds played by each customer at each location, customer round history, daily rounds played report, rounds played by type report, daily note report on customers, rounds generated by zip codes and area codes and reports that include player histories, including the number of rounds played, the number of rounds cancelled, a customer report that shows any staff reports on the customer, including no-show violations, invalid credit cards.
8. Ability to track rounds based on the month, day or time of play.
9. Customer membership privileges – does the system allow for extending privileges to customers that have a membership level and how does the system keep updated from season to season based on membership renewals.
10. Database capabilities, including the type of customer information stored. Please address duplicate records and how your system is updated with current customer information. Also, include database ownership on customers.
11. Ability to search among golf courses for a time for a customer and produce the best available tee time offering to the customer based on certain criteria, including location, distance and available tee times.
12. Ability to close tee times or remove tee times from customers and or call center staff.



### Call Center Operations

1. Ability to communicate local information through call center operations.
2. Referrals within the Minneapolis Park and Recreation Board Golf System through the call center, including tracking of referrals and pass-alongs.
3. Ability to transfer phone calls from call center to golf course.
4. Call Center Staff Training, including customer service and the ability of staff to differentiate between the various golf course policies under contract.
5. The cost differential between a contract that includes the operation of a call center and a contract that does not include a call center operation.

### Other Opportunities

1. Marketing, including initiatives, direct e-mail campaigns, surveys and links to various websites.
2. Programming – how does your proposal allow for on-going changes within the golf market, including implementation of new staff ideas including changes to existing software or programs. Describe ownership of the software and the ability to evolve in a timely fashion to new Board initiatives.
3. Connectivity to any POS Systems.

### Equipment and Service Pricing

1. Pricing for hardware and any peripherals necessary to implement the reservation system at the Pro Shop at each location, including, but not limited to screens, keyboards, hard drives, caches, printers.
2. Pricing for software to access the electronic tee sheet at each location, including all and any license costs.
3. Pricing for any additional costs associated with the proposal, including call center operations, phone line requirements and costs for Internet access.
4. Pricing for any additional opportunities available through the proposer, including direct e-mail marketing, course surveys, facility rentals (hall rentals), scheduling for PGA Pro's private lessons, group lessons and clinics and on-line reservations for various programs offered through the Minneapolis Park and Recreation Board Golf Courses.