

# **CITY OF BARTLESVILLE REQUEST FOR PROPOSALS**

## **Comprehensive Strategic Review of Golf Course Management Model**

**Please Submit Eleven (11) Paper  
Copies and One (1) Electronic PDF by:  
June 7, 2024 at 2:00PM**

**City of Bartlesville  
401 S Johnstone Ave.  
Bartlesville, OK 74003**



**REQUEST FOR PROPOSALS (RFP):  
COMPREHENSIVE STRATEGIC REVIEW OF GOLF COURSE MANAGEMENT MODEL**

**Estimated RFP Schedule**

RFP Issued:	May 6, 2024
Final Date for Questions Related to RFP:	May 30, 2024
Proposal Deadline:	June 7, 2024
Applicant Interviews:	June 17-21, 2024*
Selection of Consultant by City Council:	July 1, 2024*

*\*Exact dates are subject to change at the CITY's discretion*

Any interested individual may request to be on an email list to receive updates on the RFP process, including addenda to the RFP if any are issued. The City of Bartlesville may alter the RFP at any time.

**Submittal Instructions**

Written proposals and an electronic PDF must be received by the City of Bartlesville no later than 2PM CDT on June 7, 2024. Proposals received after this deadline will not be accepted or considered.

Send proposals to:  
Jason Muninger  
City Clerk  
City of Bartlesville  
401 S. Johnstone Ave  
Bartlesville, OK 74006

Direct questions regarding the RFP to:  
Laura Sanders  
Assistant City Manager  
(918) 338-4201  
[lsanders@cityofbartlesville.org](mailto:lsanders@cityofbartlesville.org)

## **Introduction**

The City of Bartlesville (CITY) is seeking proposals from consultants/firms to guide the CITY with the strategic direction of the Adams Municipal Golf Course (ADAMS) located in Bartlesville, Oklahoma. Please note that this RFP requests the services of a consultant to facilitate and complete a comprehensive strategic planning service aimed at identifying and outlining the future strategic direction of the 18-hole municipal golf course. The objective of this Request for Proposal (RFP) is to solicit proposals from experienced and knowledgeable entities capable of conducting an in-depth analysis, engaging stakeholders, and developing a model that aligns with our course's goals and objectives. The CITY is aware that there are a variety of perspectives, models, and approaches available to structure the golf course; therefore, the successful firm should be able to discern which model or model(s) will be the best fit for the Adams Municipal Golf Course. The successful firm will be required to demonstrate its ability to meet these requirements. The CITY encourages any inquiries with respect to the expectations and/or scope of work sought through this proposal by email to the CITY – Attention Laura Sanders, [ljanders@cityofbartlesville.org](mailto:ljanders@cityofbartlesville.org). All inquiries will receive a response.

A consultant/firm will be selected for this project based on criteria stated in “Evaluation of Proposals”. All proposals received by 2PM CDT on June 7, 2024 will receive full consideration.

## **RFP Process**

It is expected that one (1) consultant will be selected as a result of the RFP, although the CITY is under no obligation to award a contract as a result of the selection process. Based on the proposals received, the selection committee (comprised of CITY staff and COUNCIL member(s)) will select individuals/firms to be interviewed. As a result of those interviews the top-rated consultant will be selected for contract negotiations.

## **Background**

Bartlesville is a unique city in northeast Oklahoma. It is located within a 30-minute drive of Oklahoma's second largest city, Tulsa. However, this city of 37,000 people does not define itself by this proximity. Instead, Bartlesville is recognized as the birth place of global energy companies (two of whom still hold significant presences in Bartlesville), high skylines, world class cultural amenities, a vibrant downtown, and excellent schools.

Adams is an 18-hole Championship Golf Course that was established in 1963. It measures 6,745 yards from the championship tees. The course meanders through the beautiful Eastern Oklahoma terrain that is interwoven with Turkey Creek. The creek has been coffer dammed to provide beautiful ponds that come into play on 12 of the 18 holes. The fairways and rough are Bermuda grass and the greens are Pen Cross Bent for a fast pace of putting. ADAMS is a valued community asset. Many fundraising events take place at ADAMS with funds in excess of \$1.5

million per year being raised.

Any additional information can be found on the CITY's and the ADAMS websites and may be reviewed by all potential firms/consultants. Additional information and supporting materials can be found at <http://www.cityofbartlesville.org/> or <http://www.adamsmunigolf.com/>

### **Scope of Services**

As envisioned, the scope of services for this proposal will include the following components.

### **Visioning**

1. The consultant(s) will evaluate comparable facilities to determine their management structure, existing contracts/agreements of personnel and how they are compensated; the number of employees they have on the course and in the pro shop; the number of volunteers and how they are compensated; assess inventory of merchandise; assess food and beverage sales; examine course and membership fee schedules and other revenue; evaluate cart management including fees; and evaluate transfers to the golf course from the City's general fund and/or other subsidies.
2. The consultant(s) will evaluate ADAMS to determine their management structure, existing contracts/agreements of personnel and how they are compensated; the number of employees they have on the course and in the pro shop; the number of volunteers and how they are compensated; assess inventory of merchandise; assess food and beverage sales; examine course and membership fee schedules and other revenue; evaluate cart management including fees; and evaluate transfers to the golf course from the City's general fund and/or other subsidies.
3. Conduct an analysis of all the data gathered and compile, in depth analysis comparing the ADAMS model to comparable municipal courses.
4. Submit recommendations for appropriate management structure and be prepared to present those recommendations to a steering committee and the City Council.

### **Proposal Submission Requirements**

1. Cover letter of interest and transmittal not to exceed two pages in length.
2. Legal name of the consultant firm, address, phone, fax, and email address, year the firm was established, and type of business.
3. An organization chart indicating roles of all individuals and firms involved in this project, as appropriate. Include brief resumes for all individuals identifying their qualifications and experience. The name of the person intended to be the project coordinator for this Strategic

Plan and a list of recently completed projects relevant to the scope of this RFP.

4. A clear articulation to the firm's approach to be used in this project including a proposed schedule and description of the proposed methods of public involvement.
5. A summary of qualifications, related experience and references.
6. Proposed scope of work and, project approach and plan to accomplish the work. Describe in detail your firm's project approach and methodology in managing and implementing a project of this size and scope and experience of developing and supporting the implementation of a comprehensive strategic plan. Key elements include:
  - a. Project Understanding
  - b. Project Methodology and Deliverables
  - c. Roles & Responsibilities
  - d. Project Management
7. A minimum of three (3) examples of relevant written work related to comprehensive strategic review of golf course management model, with no less than one example prepared on behalf of a local government organization or comparable entity.
8. Fee schedule and proposed fee to accomplish the work (separate, sealed envelope marked Fee Schedule).
9. Proposals must be complete in order to be considered by the evaluation committee.

Submittals may be mailed or delivered to Jason Muninger, City Clerk, City of Bartlesville, 401 S. Johnstone Ave., Bartlesville, OK 74003. Applicants must submit ten (10) hard copies in a sealed envelope(s). The envelopes shall be clearly marked on the exterior to denote both the names of the submitting firm and the particular professional services contract for which the proposals are offered, "Comprehensive Strategic Review of Golf Course Management Model". For items 1-6 under Proposal Submission Requirements must be limited to twenty (20) pages in length. All proposals should also be submitted as computer files in PDF format. Electronic files may be transferred via email to Jason Muninger at [jsmuninger@cityofbartlesville.org](mailto:jsmuninger@cityofbartlesville.org) or provided on a portable electronic storage device. The CITY is not responsible for returning portable storage devices. Large files should be uploaded with a link to download files provided via email.

The CITY is not responsible for communication errors. Applicants are advised to call the City Clerk's office at (918) 338-4222 to confirm that a submittal has been received.

### **Evaluation of Proposals**

The CITY's steering committee will review and evaluate all properly submitted proposals that are received on or before the deadline. The steering committee will first review each proposal for compliance with the minimum qualifications and mandatory requirements of the RFP. Failure to comply with any mandatory requirements may disqualify a proposal. The steering committee shall participate in the analysis of RFPs, the interview process and the final recommendation of the selected consultant for the project. Upon successful negotiations with the selected consultant, the contract will be recommended for approval by the steering committee to the City Council for final approval.

The committee will rank proposals based on the criteria stated below:

1. Responsiveness of the Proposal to the project objectives.
2. Responding firm's experience in completing work of a similar size and scope.
3. Specific qualifications of the primary staff who will manage, supervise, and provide services, including past experience on projects of similar size and scope.
4. Public sector experience and qualifications of the firm. This includes past project experience and/or research projects conducted for recognized industry associations.
5. Proposer's project management methodology and experience.
6. Proposer's familiarity with golf course management needs of ADAMS.
7. Responses of the client references.

8. Project approach and methodology.
9. Cost of services and payment policies.
10. Such other information that may be required or secured.

**City of Bartlesville Rights**

The City of Bartlesville reserves the right to reject any or all proposals, make counter proposals and/or engage in negotiations with any or all firms or individuals, waive any requirements or otherwise amend this RFP, or cancel the RFP in order to achieve the CITY's goals and objectives for this project. Any changes in the status of the RFP will be brought to the attention of all parties that provide contact information for updates. The information contained in this RFP represent the CITY's best information at the time of the release of the RFP and the CITY reserves the right to modify any term or condition contained herein.

**Responsibility for Proposal Preparation**

Except as otherwise specifically agreed to in writing by the CITY, each consulting individual or team submitting proposals shall provide and pay for all materials, labor, transportation, charges, levies, taxes, fees or expenses incurred, including all costs to prepare a response to this RFP, travel and presentation costs, and all other services and facilities of every nature whatsoever necessary for the preparation of the RFP.

It is neither the CITY's responsibility nor practice to acknowledge receipt of any proposal as a result of the RFP process. It is the proposer's responsibility to assure that a proposal is delivered and received in a timely manner.

*No Conflict of Interest*

No member of the City Council, member of the evaluation committee for this RFP, and any other officer, employee or agent of the City of Bartlesville who exercises any functions or responsibilities in the selection of a proposal, shall have any personal interest, direct or indirect, in the project.

*Open Records/Proprietary Information*

The City of Bartlesville recognizes that in responding to this RFP, the proposer may desire to provide proprietary information in order to clarify and enhance their response. To the extent permitted by law, the City of Bartlesville will keep confidential such information.

Responders should note that the City of Bartlesville is a municipality, and as such its files are available for public review pursuant to the Title 51, Oklahoma Statutes §§24A.1-24A.24.