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May 17, 2010

Hansen Dam Golf Professional Concession (ARS-G08-01)

Questions & Answers

1. Question: What is the current total inventory value of the golf pro shop?

Answer: The previous Concession Agreement required that the Concessionaire provide and maintain an average retail value of \$70,000. Please note that the current Request for Proposals (RFP) for the concession does not contain a requirement for a minimum inventory.

2. Question: Would potential proposers be able to access the previous financial statements from the current operator?

Answer: Proposers requiring financial statements should call the contract coordinator listed in the RFP to inquire about the availability of documents.

3. Question: Could the Department provide a 5 year revenue breakdown for each revenue source (i.e., Pro Shop, Driving Range, and Lessons)?

Answer: The concession's seven year revenue history information is available at the following website: http://www.laparks.org/dos/concession/hansenDamGolfPro_RFP.htm

4. Question: Who reviews submitted proposals and makes the final decision on the award of a concession and who will be on the evaluation panel?

Answer: Section VI.A – “Evaluation Process and Criteria – Level I Compliance with RFP Submission Requirements” of the RFP states, in part, “The Department will conduct a preliminary evaluation of all proposals submitted by the deadline date to determine compliance with proposal requirements and mandatory document submission.”

Section VI.B – “Evaluation and Recommendation” of the RFP states, in part, “The Department will engage outside individuals to compose an evaluation panel.” The evaluation panel has not yet been selected.

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Section VI.C – “Award” of the RFP states, in part, “The General Manager of the Department of Recreation and Parks recommends contract awards to the Board of Recreation and Park Commissioners.”; “The Board will consider the General Manager’s recommendation during a public Commission meeting and may accept or reject the General Manager’s recommendation in making their decision to the selection.”; and, “...the City Council (approves) contracts for periods of longer than three (3) years.”

5. Question: What is being done to ensure fairness in the selection process?

Answer: There are a number of individuals and entities involved in order to ensure the RFP process is completed in a manner consistent with the Los Angeles City Charter, Los Angeles Administrative Code, and instructions from the Board of Recreation and Park Commissioners and the Mayor.

An independent panel consisting of non-City employees with experience in the golf industry will review the proposals, interview the proposers, and recommend a proposer for the award of the Concession Agreement. Department staff will review the recommendation and submit for review by the General Manager. The General Manager will recommend an award of the Concession Agreement to the Board of Recreation and Park Commissioners (Board). The Board will consider the General Manager’s recommendation and either accept or reject the recommendation. The Office of the Mayor will review the award and proposed Concession Agreement. The City Council will review and either approve or disapprove the proposed Concession Agreement.