

City of Delray Beach
Management Services for Delray Beach Golf Club and Lakeview Golf Club
RFP 2016-079
Final Ranking Form

		JCD Sports Group/ Integrity Golf Company, LLC
Experience, Qualifications, 10 Year History		
Municipal experience (0 to 5)	118	
Total years of management experience (0 to 5)		
Municipal course references, including size and budget (0 to 5)		
10 year history of references (0 to 5)		
Organizational chart and staff qualifications/resumes (0 to 5)		
Staffing and Operational Plans		
Daily operational plans including organizational chart for each course (0 to 5)	112	
Agronomic plan and resume of GCSAA Superintendent Class "A" and maintenance staff plan (0 to 5)		
Business Continuity Plan (0 to 5)		
Pro Shop staffing plan (0 to 5)		
Banquet/Clubhouse staffing plan (0 to 5)		
Service Programs/Promotions/Marketing		
Program, lesson, tournament plan (0 to 5)	110	
PGA Pro resume (0 to 5)		
Marketing plan to attract new and returning golfers, see target audience (0 to 5)		
Provide copy of previously completed market rate analysis for another municipality (0 to 5)		
Provide banquet facility and clubhouse experience with specific attention to rentals for weddings, community meetings (0 to 5)		
Financial Stability		
Copy of Current Active Sunbiz Certification (0 to 5)	113	
Articles of Incorporation & Copy of Business Licenses (0 to 5)		
Statement of Proposers Financial Stability (0 to 5)		
Full Management Fee (pricing should be turn-key) (0 to 5)		
Proposed Budget for Each Course (0 to 5)		
Total		453

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Marge Walden

	JCD Sports Group/ Integrity Golf Company, LLC
Experience, Qualifications, 10 Year History	
Municipal experience (0 to 5)	5
Total years of management experience (0 to 5)	5
Municipal course references, including size and budget (0 to 5)	4
10 year history of references (0 to 5)	4
Organizational chart and staff qualifications/resumes (0 to 5)	5
	23 ✓
Staffing and Operational Plans	
Daily operational plans including organizational chart for each course (0 to 5)	4
Agonomic plan and resume of GCSAA Superintendent Class "A" and maintenance staff plan (0 to 5)	4
Business Continuity Plan (0 to 5)	4
Pro Shop staffing plan (0 to 5)	4
Banquet/Clubhouse staffing plan (0 to 5)	4
	20 ✓
Service Programs/Promotions/Marketing	
Program, lesson, tournament plan (0 to 5)	3
PGA Pro resume (0 to 5)	5
Marketing plan to attract new and returning golfers, see target audience (0 to 5)	3
Provide copy of previously completed market rate analysis for another municipality (0 to 5)	4
Provide banquet facility and clubhouse experience with specific attention to rentals for weddings, community meetings (0 to 5)	4
	19 ✓
Financial Stability	
Copy of Current Active Sunbiz Certification (0 to 5)	5
Articles of Incorporation & Copy of Business Licenses (0 to 5)	5
Statement of Proposers Financial Stability (0 to 5)	5
Full Management Fee (pricing should be turn-key) (0 to 5)	4
Proposed Budget for Each Course (0 to 5)	4
	23 ✓
Total	83

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JCD Sports Group/ Integrity Golf Company, LLC

Experience, Qualifications, 10 Year History

Municipal experience (0 to 5)	5
Total years of management experience (0 to 5)	5
Municipal course references, including size and budget (0 to 5)	5
10 year history of references (0 to 5)	5
Organizational chart and staff qualifications/resumes (0 to 5)	5

26

Staffing and Operational Plans

Daily operational plans including organizational chart for each course (0 to 5)	5
Agonomic plan and resume of GCSAA Superintendent Class "A" and maintenance staff plan (0 to 5)	5
Business Continuity Plan (0 to 5)	5
Pro Shop staffing plan (0 to 5)	5
Banquet/Clubhouse staffing plan (0 to 5)	5

25

Service Programs/Promotions/Marketing

Program, lesson, tournament plan (0 to 5)	5
PGA Pro resume (0 to 5)	5
Marketing plan to attract new and returning golfers, see target audience (0 to 5)	5
Provide copy of previously completed market rate analysis for another municipality (0 to 5)	5
Provide banquet facility and clubhouse experience with specific attention to rentals for weddings, community meetings (0 to 5)	5

25

Financial Stability

Copy of Current Active Sunbiz Certification (0 to 5)	5
Articles of Incorporation & Copy of Business Licenses (0 to 5)	5
Statement of Proposers Financial Stability (0 to 5)	5
Full Management Fee (pricing should be turn-key) (0 to 5)	0
Proposed Budget for Each Course (0 to 5)	5

Total

95 20

City of Delray Beach
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Suzanne MSher
11/1/16
JCF

	JCD Sports Group/ Integrity Golf Company, LLC
Experience, Qualifications, 10 Year History	
Municipal experience (0 to 5)	5
Total years of management experience (0 to 5)	5
Municipal course references, including size and budget (0 to 5)	5
10 year history of references (0 to 5)	5
Organizational chart and staff qualifications/resumes (0 to 5)	4
24	
Staffing and Operational Plans	
Daily operational plans including organizational chart for each course (0 to 5)	5
Agronomic plan and resume of GCSAA Superintendent Class "A" and maintenance staff plan (0 to 5)	4
Business Continuity Plan (0 to 5)	5
Pro Shop staffing plan (0 to 5)	5
Banquet/Clubhouse staffing plan (0 to 5)	5
21	
Service Programs/Promotions/Marketing	
Program, lesson, tournament plan (0 to 5)	4
PGA Pro resume (0 to 5)	5
Marketing plan to attract new and returning golfers, see target audience (0 to 5)	4
Provide copy of previously completed market rate analysis for another municipality (0 to 5)	5
Provide banquet facility and clubhouse experience with specific attention to rentals for weddings, community meetings (0 to 5)	5
23	
Financial Stability	
Copy of Current Active Sunbiz Certification (0 to 5)	5
Articles of Incorporation & Copy of Business Licenses (0 to 5)	5
Statement of Proposers Financial Stability (0 to 5)	5
Full Management Fee (pricing should be turn-key) (0 to 5)	5
Proposed Budget for Each Course (0 to 5)	5
25	
Total	96

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6/17/16

	JCD Sports Group/ Integrity Golf Company, LLC
Experience, Qualifications, 10 Year History	
Municipal experience (0 to 5)	5
Total years of management experience (0 to 5)	5
Municipal course references, including size and budget (0 to 5)	5
10 year history of references (0 to 5)	5
Organizational chart and staff qualifications/resumes (0 to 5)	5
25	
Staffing and Operational Plans	
Daily operational plans including organizational chart for each course (0 to 5)	4
Agronomic plan and resume of GCSAA Superintendent Class "A" and maintenance staff plan (0 to 5)	4
Business Continuity Plan (0 to 5)	5
Pro Shop staffing plan (0 to 5)	5
Banquet/Clubhouse staffing plan (0 to 5)	5
23	
Service Programs/Promotions/Marketing	
Program, lesson, tournament plan (0 to 5)	4
PGA Pro resume (0 to 5)	5
Marketing plan to attract new and returning golfers, see target audience (0 to 5)	4
Provide copy of previously completed market rate analysis for another municipality (0 to 5)	5
Provide banquet facility and clubhouse experience with specific attention to rentals for weddings, community meetings (0 to 5)	5
23	
Financial Stability	
Copy of Current Active Sunbiz Certification (0 to 5)	5
Articles of Incorporation & Copy of Business Licenses (0 to 5)	5
Statement of Proposers Financial Stability (0 to 5)	5
Full Management Fee (pricing should be turn-key) (0 to 5)	5
Proposed Budget for Each Course (0 to 5)	4
24	
Total	101
95	

[Signature]

[Signature]

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John Magar

	JCD Sports Group/ Integrity Golf Company, LLC
Experience, Qualifications, 10 Year History	
Municipal experience (0 to 5)	3
Total years of management experience (0 to 5)	5
Municipal course references, including size and budget (0 to 5)	3
10 year history of references (0 to 5)	5
Organizational chart and staff qualifications/resumes (0 to 5)	5
21	
Staffing and Operational Plans	
Daily operational plans including organizational chart for each course (0 to 5)	4
Agronomic plan and resume of GCSAA Superintendent Class "A" and maintenance staff plan (0 to 5)	4
Business Continuity Plan (0 to 5)	4
Pro Shop staffing plan (0 to 5)	4
Banquet/Clubhouse staffing plan (0 to 5)	4
20	
Service Programs/Promotions/Marketing	
Program, lesson, tournament plan (0 to 5)	4
PGA Pro resume (0 to 5)	4
Marketing plan to attract new and returning golfers, see target audience (0 to 5)	4
Provide copy of previously completed market rate analysis for another municipality (0 to 5)	4
Provide banquet facility and clubhouse experience with specific attention to rentals for weddings, community meetings (0 to 5)	4
20	
Financial Stability	
Copy of Current Active Sunbiz Certification (0 to 5)	5
Articles of Incorporation & Copy of Business Licenses (0 to 5)	5
Statement of Proposers Financial Stability (0 to 5)	5
Full Management Fee (pricing should be turn-key) (0 to 5)	3
Proposed Budget for Each Course (0 to 5)	3
21	
Total	82

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City of Delray Beach
100 NW 1st Avenue
Delray Beach, FL 33444

RFP No. 2016-079 Golf Course Management

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