



**REQUEST FOR PROPOSALS**

**CATERING SERVICE**  
**CITY OF GOLDEN VALLEY'S**

**BROOKVIEW GOLF COURSE**  
**AND**  
**BROOKVIEW COMMUNITY CENTER**

March 1, 2013



## **PROPOSAL OVERVIEW**

The City of Golden Valley is accepting proposals to enter into an agreement with a highly qualified vendor to provide Exclusive Alcohol and Food and Beverage Services for Brookview Golf Course as well as to provide Exclusive Alcohol Services and Preferred Catering Services for the Brookview Community Center (Brookview).

Brookview is intending on beginning an exclusive relationship with one (1) Catering Company to provide all alcohol, food and non-alcoholic beverage services at Brookview Golf Course. Brookview also intends to maintain both an exclusive (single) relationship with one Catering Firm to provide alcoholic services for all events held at the Brookview Community Center, as well as a preferred relationship with a Catering Company to provide food and non-alcoholic beverage services for events held at the Brookview Community Center.

Brookview does not currently have an exclusive relationship with a catering company for the Golf Course or the Community Center. The Community Center does currently have an exclusive relationship with a beverage provider.

This RFP includes the exclusive catering relationship, as well as the preferred catering relationship.

Proposals are due by Friday, March 15<sup>th</sup> no later than 4:00pm. Proposals should be submitted to:

Ben Disch, Golf Operations Manager  
Brookview Golf Course  
200 Brookview Parkway  
Golden Valley, Minnesota 55426

Brookview has provided the following information in an effort to identify for Proposer(s) the responsibilities of Brookview Golf Course and the Brookview Community Center.



## **CURRENT OPERATIONS**

### **Brookview Golf Course**

Brookview currently provides food and beverage service, including 3.2 alcoholic beverages, to customers that play Brookview Golf Course. This includes daily fee customers, tournament groups and any other special groups that book the golf course for an event. The Brookview Golf Grill is open 7 days a week, typically early April through mid-November, sunrise to sunset. Brookview is responsible for all staffing of the grill, ordering and maintaining food and beverage inventories, menu development, pricing and safe food practices. Brookview currently employs the golf manager and assistant manager that direct the day to day grill operations along with a seasonal staff of 12-20 employees. The current menu offerings at the Brookview Golf Grill are typical golf operation fare, including various burgers, brats, hot dogs, chicken, cold sandwiches, breakfast, various appetizer offerings, candy bars, chips, dessert, soda and 3.2 alcoholic beverages. Brookview also is responsible for the mobile beverage cart operation and any other on-course beverage offerings.

Brookview is responsible for payment of all invoices that correspond to the grill operation, including but not limited to, employee salaries, benefits, invoices for food and beverage products, towel and uniform services, telephone, fax and credit card processing services. Currently Brookview pays to maintain all food service equipment used in the operation.

All golf tournaments booked through Brookview Golf Course that request food and beverages are directed to the Golf Operations Manager or Assistant Manager. On average, Brookview Golf Course hosts over 100 outside events per year, of which an average of 25 will request the Brookview Grill to cater the food and beverage in conjunction with their golf event. Currently groups utilizing Brookview's facilities may use the Brookview Grill for their catering, hire a licensed caterer, or purchase store made products and utilize the grills on the patio.

Brookview Golf Course also has 22 golf leagues that play every Monday – Thursday and Sunday from 4:00 to 6:00 p.m. These leagues play from the end of April through the end of August.



Brookview Golf Course Food and Beverage Revenue History:

Year	Food and Beverages Yearly Net Sales
2010	\$214,575
2011	\$206,387
2012	\$235,367

Brookview Golf Course Round History:

Year	Regulation Course Rounds	Par 3 Course Rounds
2010	40,890	18,742
2011	39,133	16,102
2012	42,231	17,020

**CURRENT OPERATIONS**

**Brookview Community Center**

Brookview Community Center currently has an exclusive relationship with one (1) alcohol beverage provider to provide all alcoholic beverage services. All inquiries for information regarding the facilities, including available dates, rental rates and tours are handled by Brookview Community Center. Information regarding the beverage company is also provided by Brookview staff to the customer. Brookview staff is responsible for collecting all fees associated with the rental of Brookview Community Center, including fees associated with renting the facility, security fees and damage deposit fees. Brookview staff is also responsible for showing prospective clients the rental space and describing any and all amenities associated with renting Brookview Community Center. Brookview staff maintains the facilities, including arranging for cleaning the facilities after events and setting up the facilities for the next event based on floor plans. The Catering Companies, through their sales staff, are responsible for



collecting all fees associated with food and beverage sales, alcohol sales, and any fees associated with any incremental rental sales (accoutrements).

Brookview Community Center has a maximum capacity of 200 people with 3,426 total square feet of rental event space. The Willow Room is 1,917 square feet, the Sumac Room is 1,209 square feet and the Conference Room is 300 square feet. The patio and deck can also be reserved for private events.

The Willow Room has an attached catering kitchen equipped with refrigerator, freezer, range, oven, microwave, counter space and large sink. The Sumac Room does not have a kitchen but has a small counter space with sink and is equipped with a large chest freezer. The Conference Room has a large conference table that can seat up to 12 people.

Brookview Community Center is currently marketed for weddings, anniversaries, bat/bar mitzvahs, birthday parties, company parties, group and corporate golf outings and Board Events. There is a concrete patio outside the Willow Room with picnic tables available to guests that rent the facility. There is also a deck with a gazebo off the Willow and Sumac Rooms.

#### Brookview Community Center Rental Revenue History

Year	Rental Yearly Net Sales
2010	\$15,622
2011	\$14,619
2012	\$20,431

#### Brookview Community Center Rental History

Year	# of Rentals	(with alcohol service)	# of Bookings
2010	169	7	987
2011	166	4	898
2012	152	12	876



Rentals may include multiple bookings. Golden Valley Non-profit organizations and community groups rent the community center at no charge. Currently, the Brookview Community Center receives a percentage of gross sales from alcohol. Brookview Community Center retains 100% of the rental fees.

### **PROPOSED OPERATIONS**

This RFP covers the proposed business plan developed by Brookview. Interested vendors may suggest alternative business plans in their proposal. Brookview intends to utilize one (1) Catering Firm for Operations at Brookview Golf Course. The Catering Company chosen for the Grill Operations at Brookview Golf shall also become the exclusive vendor for all alcoholic beverages served at events held at the Brookview Community Center. Customers renting the Brookview Community Center rooms shall be allowed choices from various vendors to provide food and non-alcoholic beverages at events (preferred).

Proposed operations include the following items:

1. Exclusive Relationship with one (1) Catering Firm to provide complete outsourcing of Grill Operations at Brookview Golf Course beginning on April 12, 2013.
2. Exclusive Relationship with one (1) Catering Firm to provide alcohol beverages for all events held at the Brookview Community Center beginning on April 12, 2013.
3. Preferred Catering Relationships with one (1) qualified Catering Firm to provide food and non-alcoholic beverages for events held at the Brookview Community Center beginning on April 12, 2013. Note: The Preferred Caterer will be the catering firm chosen to provide Exclusive Alcohol Service at the Brookview Community Center.
4. Length of Contract – 3 years with a multi-year option at the sole discretion of Brookview.
5. The Facility Reservation Book is maintained by the Park and Recreation



Administrative Assistant for the Community Center Rooms. The proposed operational structure would continue to have the Facility Reservation Book under the Park and Recreation Administrative Assistant for the Community Center Rooms. Dates available for rentals would be maintained on a first come, first serve basis, based on signed contracts between Brookview and Clients. It should also be noted that contracts for future events at Brookview have been established and not all dates in 2013 and possibly 2014 are available for rental. It should also be noted that events booked in 2013 and possibly 2014 by Catering Firms currently under contract with Brookview will be honored by Brookview to better assist clients that are in the process of planning their events.

## **VENDOR SELECTION**

Brookview has identified the following financial criteria to assist in Proposer selection. Proposers should outline in their responses detailed statements that address the following revenue sharing agreements, other financial selection criteria as well as Proposers experience and qualifications:

### **Minimum Revenue Sharing Agreements**

Brookview has identified the following as minimum revenue sharing agreements with all Proposers responding to this Request For Proposal:

- 15% of Gross Alcoholic Beverage Sales Per Month in Golf Course Operations paid to Brookview Golf Course
- 12.5% of Gross Food and Non-Alcoholic Revenue Per Month in Golf Course Operations paid to Brookview Golf Course
- 15% of Gross Alcoholic Beverage Revenue Per Event held at the Brookview Community Center Rooms paid to Brookview Community Center
- 12.5% of Gross Food and Non-Alcoholic Revenue Per Event at the Brookview Community Center Rooms paid to Brookview Community Center



- 5% of Gross Food, Alcohol and Non-Alcoholic Sales Per Year for Facility Re-Investments
- 50% cost sharing of utilities at each location to include those utilities that benefit both Brookview and the Proposer, including, but not limited to, gas, electricity, water and refuse.
- 50% cost sharing of maintenance of appliances used in Grill Operations including, but not limited to, service calls to repair ice machines, refrigerators, freezers, stoves, and gas ranges.

Though Brookview has identified the above revenue sharing agreements as a minimum, Proposers are encouraged to bring their own business plans to Brookview.

### **Other Financial Selection Criteria**

Brookview also requests that all firms responding to this Request For Proposal address the following areas in their proposal:

- Business Plan to create additional revenue streams
- Up Front Capital Investment in the Facilities
- Minimum or Guaranteed Levels of Income
- Facility Marketing
- Increased Rentals
- Detailed Presentation on the Catering Services proposed

### **Proposer Experience and Qualifications**

Proposer should provide details to include:

- Any current facilities under management
- The number of years involved in the business of catering for special events
- The type of special events catered in the past
- A corporate client reference list including a contact name and telephone number
- Current management and key personnel of the organization including a brief biography of their experience in the food and beverage industry



Brookview will place significant emphasis on the Proposer's ability to present a strategic, innovative marketing and operational plan. The quality of Service, Operational and Sales staff are also major factors. Financial strength of the corporation and viability are also major factors. Brookview will require that each Proposer possess substantial experience relative to supplying safe food and beverage services.

In addition, proposer should comply with all applicable federal, state, and local statutes, ordinances, and regulations pertaining to human rights and non-discrimination against prospective employees because of age, race, color, sex, religion, creed, nationality, and disability. Proposer must also be able to provide a proof of compliance with workers' compensation insurance requirements.

Proposer must be able to provide acceptable evidence of insurance coverage in amounts not less than that referenced in Minnesota Statutes Section 466.04 issued by reputable insurers authorized to conduct insurance in the State of Minnesota. Such insurance shall be in force on the date of execution of the contract and shall remain continuously in force until the termination of contract.

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

### **Proposal Presentations**

A panel comprised of Brookview managers and assistants will review the proposals, interview top candidates and present its recommendations to the Golden Valley City Manager. The Golden Valley City Manager will make the recommendation to the Golden Valley City Council for approval. Upon approval by the Golden Valley City Council, legal contracts will be developed outlining agreed to responsibilities, scope of operations, financial agreements and any other agreed to specifics.

Proposers response to this RFP and any communications and/or inquiries by Proposers during this RFP process must be submitted in writing to the individual and address



stated below. Brookview will consider only those communications and/or inquiries submitted in writing to the individual listed below on or before the date and time specified in the Calendar of Events for the submittal of written communications and/or inquiries. To the extent Brookview determines, in its sole discretion, to respond to any communications and/or inquiries, such response will be made in writing and mailed and/or transmitted by facsimile to all Proposers.

Ben Disch, Golf Operations Manager  
Brookview Golf Course  
200 Brookview Parkway  
Golden Valley, Minnesota 55426  
763-512-2315  
bdisch@brookviewgolf.com



### Calendar of Events

Listed below are the dates and times by which stated actions must be taken or completed. If Brookview 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 Central Standard Daylight time in Minneapolis, MN.

<b>Date/Time</b>	<b>Action</b>
March 1, 2013	Request for Proposal released.
March 6, 2013 10:00 am	Non-mandatory Informational meeting at Brookview Golf Course for interested vendors.
March 15, 2013 4:00 p.m.	Proposals Due Brookview Golf Course 200 Brookview Parkway Golden Valley, Minnesota 55426
By March 27, 2013	Proposer Presentations Completed Recommendation to City of Golden Valley's City Manager
April 3, 2013	Approval by the City of Golden Valley Council
By April 12, 2013	Contracts Completed



### **City of Golden Valley Rights**

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

### **Proposal Submission**

Proposer's response to this RFP shall be prepared in accordance with the Proposal Format and Requirements. Proposals are due at the time and date specified in the Calendar of Events.

If it elects to mail in its proposal package, the Proposer must allow sufficient time to ensure Brookview's proper receipt of the proposal package by the time specified above. Regardless of the form of delivery, it is the responsibility of the Proposer to ensure that the proposal package arrives at the Brookview Golf Course by the proposal due date as specified above.

Proposals will be accepted up to, and no proposals may be withdrawn after, the deadline for proposal submission time and date shown in the timeline on Page 10. Proposals must be delivered in sealed envelopes clearly marked: **"Request for Proposal, Catering Services"**. The proposal must be submitted in one (1) original and four (4) copies. Only one copy needs to contain original signatures of the Proposer's authorized representatives. The copy containing the original signature must be marked "ORIGINAL".

### **Proposal Validity Period**

Any submitted proposal, shall in its entirety, remain a valid proposal for twelve (12) months after the proposal submission date.



### **Disposition of Proposals**

All proposals become the property of Brookview and shall have the right to use all ideas, and/or adaptations of those ideas, contained in any proposal received in response to this RFP. Any parts of the proposal or any other material(s) submitted to Brookview with the proposal that are copyrighted or expressly marked as “confidential”, “proprietary”, or “trade secret”, will be exempted from the “open records disclosure requirements”. Brookview’s selection or rejection of a proposal will not affect this exemption.

### **Restricted Discussions/Submissions**

From the date of issuance of the RFP until Brookview takes final agency action, the Proposer must not discuss the proposal or any part thereof with any employee, agent, or representative of Brookview except as expressly requested by Brookview in writing. Violation of this restriction will result in REJECTION of the Proposer’s proposal.

### **Independent Parties**

Except as expressly provided otherwise in the contract resulting from this RFP, if any, Brookview and the Proposer shall remain independent parties and neither shall be an officer, employee, agent, representative or co-partner of, or a joint venture with, the other.

### **Performance Investigations**

As part of its evaluation process, Brookview may make investigations to determine the ability of the Proposer to perform under this RFP. Brookview reserves the right to REJECT any proposal if the Proposer fails to satisfy Brookview that it is properly qualified to carry out the obligations under this RFP.

### **Severability**

If any provision of the contract resulting from this RFP, is contrary to, prohibited by, or deemed invalid by applicable laws or regulations of any jurisdiction in which it is sought to be enforced, then said provision shall be deemed inapplicable and omitted and shall not invalidate the remaining provisions of such contract.



### **Notices**

All notices and other matters pertaining to the contract resulting from this RFP, if any, to a party shall be in writing, shall be hand delivered, or sent by registered or certified U.S. Mail, return receipt requested, and shall be deemed to have been duly given when actually received by the addressee at the address set forth on this RFP.

### **Interest of Brookview Management**

The Proposer agrees that no member of the governing body, officer, employee or agent of Brookview shall have any interest, financial or otherwise, direct or indirect, in the contract.

### **Employee Involvement/ Covenant Against Contingent Fees**

Proposer hereby certifies that, to the best of its knowledge and belief, no individual employed by the Proposer or subcontracted by the Proposer has an immediate relationship to any employee of Brookview who was directly or indirectly involved in any way in the procurement of the contract, if any, resulting from this RFP or goods or services thereunder. Violation of this section by Proposer shall be grounds for cancellation of such contract. The Proposer also warrants that no person or selling agency has been employed, engaged or retained to solicit or secure any contract resulting from this RFP or any advantage hereunder upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, or in exchange for any substantial consideration bargained for, excepting that which is provided to the Proposer's bona fide employees or to bona fide professional commercial or selling agencies or in the exercise of reasonable diligence should have been known by Brookview to be maintained by the Proposer for the purpose of securing business for Proposer. In the event of the Proposer's breach or violation of this warranty, Brookview shall, subject to Proposer's rights, have the right, at its option, to annul any contract resulting from this RFP without liability, to deduct from the charges otherwise payable by Brookview under such contract the full amount of such commission, percentage, brokerage, or contingent fee, and to pursue any other remedy available to Brookview under such contract, at law or in equity.



### **Hold Harmless**

The Proposer agrees to defend, indemnify and hold harmless Brookview and its employees, from any liabilities, claims, damages, costs, judgments, and expenses, including attorney's fees, resulting directly or indirectly from an act of omission of the Proposer, its employees, agents or employees of subcontractors, in the performance of this contract or by reason of the failure of the Proposer to fully perform, in any respect, all of its obligations under this contract.

Brookview agrees to defend and hold harmless insofar as the law allows the Proposer, its officers and employees, from any liabilities, claims, damages, costs, judgments, and expenses, including attorney's fees, resulting directly or indirectly from an act or omission of Brookview or its employees in the performance under this contract or by reason of the failure of Brookview to fully perform its obligations under this contract.

### **Data Practices**

The Proposer agrees to comply with the Minnesota Government Data Practices Act and all other applicable state and federal laws relating to data privacy or confidentiality. The Proposer shall immediately report any requests from third parties for information relating to this agreement. Brookview agrees to promptly respond to inquiries from the Proposer concerning data requests. The Partner agrees to hold Brookview, department heads and employees harmless from any claims resulting from the Proposer's unlawful disclosure or use of data protected under state and federal laws.

### **Entire Agreement**

Proposer's written submission in response to this RFP shall be considered Proposer's formal offer. The content of the RFP, the Proposer's submission in response to the RFP and the resulting contract, if any, shall be the entire agreement between the successful Proposer and Brookview. It is understood and agreed that nothing herein or in the resulting contract is intended or should be construed as in any way creating or establishing the relationship of co-partners between the parties hereto, or in any manner whatsoever. The Partner, if any, is, and shall remain, an independent Proposer operating in accord with the terms and conditions of the rights granted as a result of this RFP.