



ADDENDUM #2

ITB/RFP NUMBER: 2016034-PR-P

Operation of Food Service at Heritage Oaks Golf Course Clubhouse RE-BID RFP

DATE: March 3, 2016

TO: All Potential Bidders/Offerors

City of Harrisonburg's Operation of Food Service at Heritage Oaks Golf Course Clubhouse RE-BID RFP, is modified as follows:

On March 2, 2016 at 11:00am the City of Harrisonburg hosted a non-mandatory pre-proposal meeting for the above-mentioned solicitation. Below are the notes from the meeting as well as questions and answers from the meeting and prior to the meeting. In addition, attached to this addendum are the sign-in sheet from the pre-proposal meeting and a handout on the tentative upcoming tournament schedule.

Meeting Notes

- The vendor having consistent hours is extremely important.
- Potential advertising opportunity for the new vendor would be in the Belmont newsletter which goes out once per month and is minimum cost for advertisements. Belmont is a subdivision close by the course.
- City schools have agreed to allow the successful vendor to place a poster in their staff lounges to advertise the restaurant. The local high school is just up the road and would be a great revenue stream to catch patrons on their way to/from high school games (i.e. football, basketball, etc.).
- It is windy out on the golf course so signs need structure to them.
- The successful vendor will be allowed and invited to put a sign out for the restaurant on the roadway at the main entrance to the course.
- Kelly Adams from the City will help with marketing and social media (i.e. blast restaurant specials on facebook pages, assist with getting advertisements in the golf carts, etc.)
- Of all of the catering opportunities and tournaments on site, more than half will come to the on-site restaurant to cater their event.
- For catering, the City expects to have three different price ranges to provide for the tournament guests. Price ranges should provide food options for different costs, such as \$6, \$8 or \$10 per golfer. This has been successful in letting the tournaments chose their level of food. A majority of the tournaments are fundraising tournaments so they cannot spend all of their proceeds on food.
- The beverage cart requires ice to keep it cool (kitchen contains an ice machine). The beverage cart must be run for every tournament and outing, and must be run on most weekends.
- The vendor is welcome to rearrange the kitchen to suit your needs. Anything in the space that is not nailed down may be moved.
- A tip for an additional beverage that is recommended to stock is an Arnold Palmer (tea and lemonade). In the past this was either purchased from Sysco or made by the vendor from scratch.
- A Keurig machine is available on site for single serve coffee. No restaurant coffee pots are available, as they are generally not needed. For large events that need coffee, we have utilized the Gold Peak makers and set them out.

- The building has a security alarm system. The restaurant portion of the grounds are on a separate zone from the other parts of the building so it is possible to have that part of the building open when the pro shop portion of the building is not.
- The City will be installing new flooring (textured laminate tiles) next week. In addition, the outside of the building will be pressure washed soon.
- So far there are over thirty (30) tournaments scheduled on the books for the upcoming year (see attached handout for tentative dates and approximate patrons).
- When the City added on the restaurant portion of the business to the golf course, the intentions were to provide an amenity that will bring in additional golfers. If the restaurant succeeds, the course will succeed. If the course succeeds, the restaurant will succeed.
- Overall we would like to see: quality, value for money (food & drink), treat golfers well, and invite in folks who don't normally come to golf to experience and enjoy it here at Heritage Oaks.

Questions & Answers

1. Question: The contract is for a term of two years with the possible option for the city to renew for an additional 3 one year terms. Is the total length of contract time for any restaurant limited to 5 years?

Answer: That is correct. At the end of the initial two (2) year contract period, the terms of the agreement would be reviewed and would be renewed as agreeable by both parties. If the contract continued to full term (all renewals), the contract would end after five (5) years and would need to be re-bid. The vendor would be welcome to re-bid for the contract at that time.

2. Question: What types of community advertising have the previous tenants done, if any? Does the city also help advertise the restaurant during various special events and activities?

Answer: Previous tenants did little to no advertising. The City encouraged outside advertising to the whole community but neither tenant did any outside advertising to attract the non-golf public. In the past, the City assisted with advertising on social media, the Parks and Recreation Activity Guide, the monthly newsletter, course website and signage at the course. The City will continue to include the vendor, hours, services, menu items, etc. in our Activity Guide which comes out 3 times per year and goes to all residents with a 22801 and 22802 zip code (about 23,000 copies in print). We will also include the business on the Heritage Oaks website and other social media outlets we sponsor. It can be listed on City Span and we can put out a press release. There is also opportunity for signage at the entrance of the golf course. In addition, some signage goes on the golf course reminding golfers they can phone in their order and have it ready as they make the turn from #9 to #10 or if they want to take something home after they finish their golf round. The City provides signage on the golf carts promoting the restaurant and when coordinators of tournaments call in, City staff promotes the use of the restaurant to them. Lastly, the City has pricing in place to help the restaurant on tournament days.

3. Question: I see that within the financials that have been provided that catering services were at some point offered. If the new tenant is interested, could the restaurant also offer full catering/bakery services both on and offsite?

Answer: Yes, the new tenant could offer full catering/bakery on and off site. The City would actually encourage this setup. We expect the new vendor to seek outside business to make the endeavor successful. We also encourage all tournaments to use the catering services on-site, which more than half do. Those who choose to use another, outside vendor for catering at their tournaments (usually because the food has been donated for their cause) will still take advantage of the beverage cart.

4. Question: With the proposed opening date being April 1st, will the new tenants be required to have full beverage licensing on the opening date given that the proposal closing date is only two weeks prior?

Answer: New tenants would not be required to have full beverage licensing on opening day – we realize the process can take additional time to get in place. We would expect the licensing process to have been started by April 1, 2016.

5. Question: What type of food are you looking for?

Answer: We have done surveys of our golfers and golfers are looking for more hamburgers, hot dogs, BBQ, steak and cheese subs and French fries.

6. Question: Who have past vendors utilized for their beer and wine purchases?

Answer: For beer, we believe it was Virginia Eagle. For wine purchases, it was other local sources.

7. Question: I see there is currently a Coke machine on site. Will you expect the next vendor to utilize Coke products or can we provide Pepsi products?

Answer: It will be up to the vendor to make that choice. Gatorade is very popular with the golfers, so if the vendor chooses to stick with Coke products, it is highly recommended to have bottled Gatorade available for purchase as well. Gatorade bottles can be stocked in the standing cooler that is available in the dining room area.

8. Question: Who performs the maintenance in the kitchen area of the building? If it is the City, will someone be accessible at all times?

Answer: The City will handle maintenance of heating, plumbing, suppression system inspections, fire extinguisher inspections, security alarm system issues, etc. The maintenance is done by Parks and Recreation staff, which will take care of the issues as soon as possible. Someone from the City will be on-site and/or available when the course is open.

9. Question: Does the vendor have to utilize the tea machine that is on site or can we bring in our own?

Answer: You are welcome to bring in your own.

10. Question: Who cleans the hoods?

Answer: Titan; this was last done in the beginning of February.

11. Question: Who inspects the suppression system?

Answer: The City takes care of the inspections of the suppression system, which is done every 6 months.

12. Question: What variety of beer did the last vendor(s) have? How many different ones did they typically stock?

Answer: They stocked about nine (9) different ones total – usually six (6) domestic brands, two (2) non-domestic brands, and one (1) cider.

13. Question: What about the list of wines the last vendor(s) carried/offered?

Answer: Wines are not as popular. They are more popular with the leagues afterwards or some people who came in for dinner only. The wine selection will be up to the vendor to decide on what to offer.

14. Question: How many staff members did the previous tenant have on-site?

Answer: One. This caused issues and we would recommend between 2-3 people to have adequate service.

15. Question: For rent, what are you looking for? Do you have a certain amount or minimum you are looking for or will it be negotiable?

Answer: The City is asking for a flat, monthly rental rate to be provided by the vendor. Because this is a Request for Proposals (RFP), everything is negotiable during the discussion phase. In addition, the City will be evaluating proposals on more than just a vendor's proposed monthly rental rate (see the RFP page 9 for the Proposal Evaluation Criteria).

All other requirements, terms and conditions of the ITB/RFP remain unchanged.

Addendum page must be signed and returned with your bid/proposal to acknowledge receipt of this addendum.

Authorized Signature

By: Pat Hilliard, CPPB
Procurement Manager

****TENTATIVE TOURNAMENT SCHEDULE FOR 2016****

TOURNAMENT SCHEDULE

DATE	TOURNAMENT/ORGANIZATION	START TIME	# OF PLAYERS
26-Mar	Cargill (Benefit for First Tee)	9:00	40-60
15-Apr	Integrated Power Solar-Poultry Tourn		60-100
16-Apr	RCBL	9:00	60-100
23-Apr	Carrier Tournament - First Tee	9:00	100
	Phi Sigma Epsilon	1:30	TBD
24-Apr	Alpha Phi Omega	9:00	TBD
29-Apr	EMU President's Cup	1:00	40-60
30-Apr	Prime Fence	9:00	60-100
1-May	Daniels Group	11:00	40
6-May	EMHS	8:00	80
	EMHS	1:00	80
7-May	Nibco Relay For Life	9:00	100
20-May	SDDR - Church Of The Brethren	8:30	120
21-May	Evangel	8:30	40-80
22-May	Glover Group	8:00	28
4-Jun	TA Wrestling	9:00	40-80
11-Jun	2-Player - 27 Holes	8:00**	40-80
20-Jun	First Citizens Junior Golf Tour	9:00**	60-80
24-Jun	First Tee	8:00	100
	First Tee	1:00	80
25-Jun	H'Burg Ruritans	9:00	40-60
26-Jun	RRD Employee Outing	1:00	40-60
5-Jul	VMRC Par 3	8:00	40-60
9-Jul	2-Player - Par 3 Tourn	9:00	40-60
16-Jul	City Challenge	8:30	40-60
29-Jul	Weird Tee Tourn To Benefit OSG	1:00	100
13-Aug	Monger 2-Player	9:00	100
20-Aug	Club Championship	8:00	40-60
21-Aug	Club Championship	10:30	40-60

27-Aug	Rockingham P&R	8:30	40-80
10-Sep	West Rockingham Ruritans	8:30	40-80
24-Sep	Eagles State Tournament	9:00	40-80
Oct 9-11	VHSL 1A/2A State Championship	8:00**	80

are shotgun unless noted by **

** = Tee Times