



## MIRROR LAKE GOLF COURSE GOLF & OPERATIONS MANAGER

<b>Pay:</b>	\$60,000.00 per year. Yearly Contractor shall share in proceeds of rounds of golf and driving range fees. The contractor retains 100% proceeds of food, beer, wine, merchandise, and carts. A copy of a draft contract can be located at <a href="http://www.bonnerrsferry.id.gov">www.bonnerrsferry.id.gov</a> and listed under employment section of the site.
<b>SERVICE GROUP:</b>	Independent Contractor
<b>OPENING DATE:</b>	11/13/2023
<b>CLOSING DATE:</b>	Continuous- Opened Until Filled.  First Set of Reviews starting the week of 11/27/23
<b>JOB SUMMARY:</b>	
The City of Bonners Ferry is seeking interest in an Independent Contractor to serve as Golf Course manager at the City owned Mirror Lake Municipal Golf Course. The current contract with the current PGA Professional is due to expire in December of 2023.	

### 1. BACKGROUND and COURSE INFORMATION

Mirror Lake Golf Course was first established in 1974 and was designed by James Kraus. The course was established by the city through a land and water conservation grant. The grant stipulates how the course is to operate and how it is to remain a recreational-use for the community of Bonners Ferry and surrounding population.

Mirror Lake Golf Course is an amazing municipal golf course, is preferred by many golfers in the area, and was featured in the PBS documentary, *Idaho Fairways*, <https://www.pbs.org/video/outdoor-idaho-idaho-fairways/> in 2010.

The course is a 9-hole regulation length golf course featuring 6,001 yards of fantastic golf from the longest set of tees for a par of 72. Mirror Lake Golf course is located outside the city limits of the town of Bonners Ferry and features amazing views of the Cabinet and Selkirk Mountains. It is located thirty (30) miles south of the Canadian border in an outdoors person's paradise with easy access to Schweitzer Mountain Ski Resort, Lake Pend Oreille, and other popular tourist destinations.

The course has a full-service Pro Shop, snack bar, including beer, wine, and liquor, driving range, putting green, and a fleet of 18 golf carts. The current PGA Head Professional / Golf Course Superintendent has been on staff for 21 years and has made great strides in improving the course.

Sales from the Driving Range, Cart Rentals, Golf Course Fees, Merchandise, Food and Beverage and other small miscellaneous areas are as follows: 2019 - \$243,811, 2020 - \$271,348, 2021 - \$343,849, 2022 - \$377,231, and 2023 (YTD) - \$429,363.

## 2. SCOPE OF SERVICES AND DUTIES

The City anticipates a golf manager as the sole responsible party in maintaining, managing and keeping all golf facilities, including snack bar and food and beverages open and operational during the golf season, and longer if possible. The future manager shall also employ all staff needed to fully implement all of the course requirements. The golf season is tied specifically to the frost season of the region, which runs from October-April (may extend by 30-days or be shortened by 30-days, weather dependent).

The following list of services is provided as a minimum guide only. The Manager shall provide a detailed description of services that will be provided to the City. It should be understood that the City reserves the right to negotiate the final contract with the successful Applicant. At a minimum the contract shall cover the following areas:

1. Delivering high-quality golf course services and conducting business in a manner accepted and established by the United States Golfers Association ("USGA") and the City of Bonners Ferry.
2. Operate the golf course in an orderly manner with a commitment to exceptional customer service.
3. Attend necessary meetings, including Council Meetings with golf-related agenda items, City golf-related functions, and golf course operations meetings.
4. Maintain the golf course and related facilities in good and neat order, condition, and repair in accordance with the accepted USGA and American guidelines and Golf Course Superintendents Association of America ("GCSAA") standards.
5. All equipment, furnishings, signs, and advertising shall be in keeping with the appropriate standards of décor at the golf course. The successful applicant agrees that all equipment, furnishings, and improvements provided shall meet the requirements of all applicable building, fire, pollution, and other related codes.
6. Pro Shop - Customer service including register operations, merchandise sales, tee-times bookings, starter services, and the day-to-day custodial services, maintenance, and repairs of the equipment.
7. Concessions - All aspects of the food and beverage operations, restaurant and event rentals, on-course concessions, including alcohol beverage service, all permits, codes, and other regulations of the City, Boundary County, and the State of Idaho.
8. Programming - Special events, tournaments, league play, individual, and group play.

9. Advertising - Market and promote the course and amenities, including strategy, budget, media, types, frequencies, promotions, and any other relevant information.
10. Capital Investment and course alternations – provide the process for amending, altering and/or changing the course of play and what requirements the contractor shall follow prior to making those changes.
11. Formulation and implementation of operating programs, business plans, and budgets.
12. Collection and accounting of all revenues in a timely and secure manner.
13. Payment and accounting of all expenses in a timely manner.
14. Preparation of daily, monthly, and annual financial operating statements.

### **3. MANAGER RESPONSIBILITIES**

It is the intent of the city to enter a contract based tentatively on the following structure.

- i. Professional services of the Manager.
- ii. Maintenance and Operations of the 9-Hole golf course, including
  - a. Minimum course standards
  - b. Practice range maintenance
  - c. Private lessons
- iii. Management of Club House and associated food and beverage sales.
- iv. Financial reporting and accounting responsibilities.
- v. Use and care of City equipment and maintenance requirements of city owned facilities and equipment.
- vi. Requirements to maintain proper insurances requirements and indemnification of the City.
- vii. Fees and Payments.
- viii. Responsibilities of the Manager and those of the City
- ix. All other areas deemed appropriate by the City Council and to fully execute a contract on behalf of the city.

The Golf Manager shall operate the golf course facilities in a professional and friendly manner. A point of sales system (POS), such as Tee Snap POS, or an equivalent POS shall be used to track all of the sales, rounds of golf played, cart rentals, driving range proceeds and other items as allowed within the given software. The cost of operating such POS is the responsibility of the Golf Manager.

It is expected that the Golf Manager will enforce and interpret the current USGA rules and regulations. The Manager shall provide starter and marshaling services, assume responsibility for the maintenance of the carts, cooperate with the City in scheduling play time for regional high school golf programs and provide restaurant services throughout the golf season.

Applicants with experience in dedicated youth programs such as “First Tee” are encouraged to apply.

### **4. QUALIFICATIONS AND TERMS**

A preferred golf manager is one who can show a history of successful management practices involved with the management of a 9 or 18-hole golf course.

It is the intent of the city to enter a five (5) year contract beginning on January 1, 2024, and running to December 31, 2029. Thereafter, the Manager shall have the option to extend the term automatically for up to five (5) additional one (1) year terms unless terminated by either party.

## **5. SUBMITTAL REQUIREMENTS**

### **A. LETTER OF TRANSMITTAL**

The letter must contain the following statements and information:

1. Applicant's name, address, email, and telephone number submitting the proposal.
2. A brief biography of the applicant including education, golf professional experience, and marketing experience.

### **B. GENERAL VENDOR INFORMATION**

The applicant is encouraged to provide a business plan for the Mirror Lake Golf Course. This proposal should include anticipated incomes from all activities at the golf course, an advertising plan, and proposals to ensure growth of the course. If a payment to the City or an additional stipend or management fee is required, please include that in the proposal.

### **C. REFERENCES**

1. Provide name, title, address, and telephone number of three or more references of clients whom you have provided similar services to.
2. Describe the actual services provided and the length of tenure providing services to each client referenced.

### **D. APPROACH**

In two pages or less, provide the following:

1. Describe your approach and methodology to providing golf services. Include how you will apply experience and city resources to meet the project objectives.
2. Summarize your proposal and your company's qualifications. Additionally, you may articulate why your company is pursuing this work and how it is qualified to perform it. Include any other pertinent information that helps determine your overall qualifications.

The City of Bonners Ferry reserves the right to accept, reject, or request changes in submissions. The City will work closely with the selected company or individual to develop or refine a detailed scope of work, schedule for completion of tasks and costs associated with completed work included in the contract documents. The City is not liable for any costs incurred by the responding companies prior to contract issuance.