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**Maintenance &
Fleet Divisions**

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Staff Report

ITEM 4-5

To: Lemoore City Council

From: Joe Simonson, Parks and Recreation Director

Date: May 13, 2015 **Meeting Date:** May 19, 2015

Subject: Lemoore Golf Course Management and Operation Services –
Long Term Contract

Discussion:

In November of 2014, the City of Lemoore entered into a short term management agreement with Tom Ringer to manage Lemoore Municipal Golf Course. In January of 2015, Jed Noonkester was retained in a similar short term contract to be the Superintendent. Subsequently, both of those contracts were extended during this request for proposal process, on a month to month basis. In November of 2014, the food and beverage portion of the operation was leased to Maximillian Vernon. Mr. Vernon has also operated on a month to month basis since the expiration of the agreement on March 31, 2015.

On February 6, 2015, City staff posted a request for proposal seeking a food and beverage / concession firm or individual to manage that portion of the facility. Proposals were due on April 17, 2015 and no responses were received.

On March 13, 2015, proposals were requested for Golf Course Management and Operation Services, along with an option "A" to also manage food and beverage (all of the firms' submitted option "A"). The initial proposals were due on April 9, 2015 and five proposals were received. After reviewing the proposals, four of the firms were notified of site visits and further discussions that culminated with formal presentations on May 11, 2015.

A panel consisting of City Manager Ron Hoggard, Finance Director Cheryl Silva and myself, reviewed the offerings of all four highly qualified firms.

1. Kemper Sports
2. CourseCo, Inc.
3. Touchstone Golf
4. Tom Ringer Golf

After careful consideration, the panel came to the conclusion to recommend Tom Ringer Golf to manage and operate all three phases of the Lemoore Golf Course: Clubhouse, Maintenance

and Food and Beverage. While all of the presentations were impressive, the Golf Courses' financial reality just cannot support the layered oversight that some of these firms provide.

Finance Director Cheryl Silva believes the City should continue the day to day financial oversight. The City would continue to make the deposits, review and pay the bills and the Parks and Recreation Director will continue to review expenses. While this arrangement may not be ideal, given the budget constraints, this process will give staff the ability to keep their attention on the details of the operation.

Mr. Ringer has made subtle but noticeable changes at the course since taking over. Three letters are attached (Attachment A) that were included in Mr. Ringer's proposal, from Gerald Mercer, Dave Neer and Robert Doyle. These three gentlemen spend a great deal of time at the Golf Course and all concur that Tom Ringer is the right choice to lead the course in the direction it needs to go.

The basic terms of the agreement would include Six Thousand Five Hundred (\$6,500) per month management fee for five (5) years with a (5) year option. Additionally, Tom Ringer Golf would have the opportunity to earn 20% of the increased gross margin, as an incentive. The base line of this figure would be established by the financial totals calculated from July 1, 2015 to July 1, 2016.

Budget Impact:

Six Thousand Five Hundred dollars (\$6,500.00) per month management fee to come from the Golf Course revenue (045 Golf Course Fund account), as well as any negotiated terms.

Recommendation:

That the City Council, by motion, award the Request for Proposal to Tom Ringer Golf; instruct the City Manager and the City Attorney to negotiate and draft a contract with Tom Ringer Golf to manage and operate Lemoore Municipal Golf Course for a (5) year agreement period with a (5) year option, with contract to begin effective June 15, 2015; and present the negotiated draft contract at the June 2, 2015 City Council meeting for approval.

Gerald W Mercer
P.O. Box 187
Stratford, Ca. 93266
March 31, 2015

Lemoore City Council

My association with the Lemoore golf course is going into its fourth year. I was asked by the former manager to take over the coaching of the youth golf program called the Travel Team. It is an extension of the junior golf program called the Linksters held every Saturday at the Lemoore course. Parents bring their aspiring young golfers to the course to learn the fundamentals of golf. I was a part of this program as well as serving as an assistant golf instructor for the Lemoore High school boys' team for two years. I mention these facts to insure you that I have a past and present working knowledge of the ongoing activities of the course and its condition.

Since the city hired Tom Ringer to manage the golf course there has been a remarkable improvement in the atmosphere around the course. It starts when you walk through the door and are welcomed by a courteous and professional staff. It is a much more relaxed and inviting place to play or just have lunch.

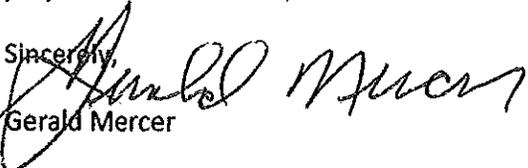
Some of my observations of the changes taking place at the course most people might not notice but strike me as an indication of the progress being made. The Linkster program is a conceptually good idea, teaching the young to play golf, but has been in the past a mostly babysitting service provided by the pro. The parents would bring their kids, drop them off for an hour or so and come back and pick them up later. Tom has, in a very short time, brought the program to a higher level. This last Saturday there were nineteen parents bringing chairs and umbrellas and staying to watch the training going on. It reminded me more of the little league football practices I attended for my grandson.

The improvements to the driving range and the new range balls are another example of a subtle change for the good. There are more people using this facility. I never had to compete with the general public for access to the driving range for my juniors, now we must plan in advance the best times so we do not conflict with public access.

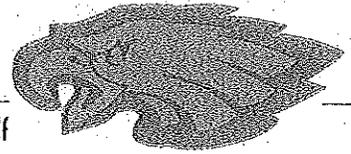
This is the time of year that high schools and colleges heavily impact the golf course with their practices and tournament play. Having a grandson on the Lemoore High School boys' team and Travel Team members that play for five different high schools I am constantly on the course viewing their progress. It brings me into contact with other coaches and players. The comments they have passed on to me have all been positive saying the course has never looked so good or played so well.

Having a golf professional of Tom Ringers outstanding qualifications as an instructor and proven management ability makes it easy for me to recommend to the City Council they approve Toms' proposal.

Sincerely,


Gerald Mercer

WEST HILLS COLLEGE LEMOORE
GOLDEN EAGLES



DAVE NEER, Head Coach Women's & Men's Golf
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April 3, 2015

To: Lemoore City Council
From: Dave Neer, Head Golf Coach, West Hills College Lemoore
Subject: Letter of Recommendation for Tom Ringer, Head Pro at Lemoore Golf Course

Good Morning:

I wholeheartedly recommend Tom Ringer to continue as Head Pro and Director of Golf at the Lemoore Golf Course. I have had the pleasure of working with Tom these last few months as our West Hills golf teams make the Lemoore Golf Course our home. I also teach a PE Golf Class at the course that brings some 25 to 30 students every semester.

In these duties I spend a great deal of time at the golf course and have watched closely as Tom and his crew have with purpose and great skill renewed the vision and future of the Lemoore Golf Course. In listening to Tom describe his vision for the course and seeing firsthand the improvements that have taken place, I am excited about going to the course once again. This holds not only for me, but our golf teams and students who have found the course a very pleasant place to spend time learning and practicing the great game.

Tom is intelligent and extremely good at what he does – running the Lemoore Golf Course and making his customers feel good about coming to and playing golf there. Tom has been a constant support and source of encouragement for our golf team and myself as coach. This is so important for our players to pass this type of feeling on to golfers around the valley.

Being a part of the golf business for many years, I have had the opportunity to work, play, and teach with many golf professionals. There is no one better than Tom Ringer. The present and future of golf at the Lemoore Golf Course couldn't be in better hands than it is now with Tom. If you have any questions, please don't hesitate to contact me.

Sincerely,

Dave Neer

Head Golf Coach and Instructor

West Hills College Lemoore

April 8, 2015

Re: Lemoore Golf Course

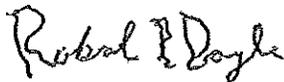
City Council Members and other Concerned Parties.

I have been playing golf for 44 years and feel I am knowledgeable on how a golf course should look and be maintained. Since November of 2014 I have seen big improvements in course conditions at the Lemoore Golf Course. Pro Shop personnel attitudes and course management is much improved.

I now look forward to playing Lemoore Golf Course instead of going elsewhere.

Respectfully Submitted,

Robert P Doyle

A handwritten signature in cursive script that reads "Robert P Doyle".