

Date: March 3, 2008



TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Golf Business Consultant - Contract Award

RECOMMENDATION

- A. THAT the Board award the contract for the Golf Business Consultant to CK Golf Solutions at a fixed fee of \$157,770 plus \$34,730 for disbursements and allowances.***
- B. THAT no legal rights shall arise hereby, and none shall arise until the execution of the contemplated contract. The Board may rescind this resolution at any time up to the execution of the contemplated contract.***

POLICY

Consultant's awards over \$30,000 are awarded by the Board.

BACKGROUND

The Park Board operates three major golf courses in the City of Vancouver – Fraserview, Langara and McCleery. The courses are profit centres that have historically helped support other Parks and Recreation programs. In October 2006, Global Golf Advisors (GGA) was hired to prepare a Course Marketing Plan to improve customer service and to increase rounds and resulting revenue. The final Golf Marketing Plan report includes a detailed market study, an evaluation of our current golf product and marketing strategies. In August 2007, the Board approved recommendations in the Golf Marketing Plan Report including the establishment of a Business Enhancement position, on contract, for a two year period to implement the Marketing Plan and carry out other related tasks.

DISCUSSION

With Board approval of the recommendations in the Golf Marketing Plan report, staff determined the need for a consultant to assist in implementing the marketing plan and also to do a comprehensive review of business processes.

A Terms of Reference for a Golf Business Consultant was developed that outlined two main objectives:

1. to review business processes and organizational structure at Vancouver's municipal golf courses, and make recommendations to assist in meeting or exceeding current financial targets;
2. to participate in the implementation of an established marketing plan.

The Request for Proposal was sent out to ten consultant firms with experience in golf course management and marketing. Six proposals were received. After an initial evaluation process, staff interviewed the top three proponents. The evaluation process included a follow up interview with the recommended proponent group to confirm their ability to carry out the diverse nature of the RFP.

CK Golf Solutions is recommended, based on staff's assessment that they:

- have demonstrated experience and success in golf management and organizational development
- have demonstrated experience and success in golf marketing both inside and outside the local market
- operate locally and are readily available over the term of the contract
- have the expertise to deliver all requirements of the RFP

The term of the contract is two years, commencing April 1, 2008 with completion estimated to be March 31, 2010.

SUMMARY

Staff recommend that the two year contract for the Golf Business Consultant be awarded to CK Golf Solutions for a total fixed fee of \$157,770 plus \$34,730 for disbursements and allowances, for a total price of \$192,500, to be funded out of Golf Operations operating budget.

Prepared by:

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