

ITEM	3
MANAGER'S REPORT NO.	42
COUNCIL MEETING	94/07/11

TO : CITY MANAGER
DATE: 1994 JULY 07

FROM : DIRECTOR RECREATION AND CULTURAL SERVICES

RE : CONTRACT FOR GOLF PROFESSIONAL SERVICES
1995 JANUARY 01 - 1997 DECEMBER 31

PURPOSE : To request Council's approval of a Golf Professional contract with Richard Leisen Golf Professional Ltd. for a three-year period as outlined in the attached report.

RECOMMENDATIONS:

1. THAT a Golf Professional contract be approved with Richard Leisen Golf Professional Ltd., for a three-year period (1995 January 01 - 1997 December 31), as outlined in the attached report.

REPORT

At its meeting of 1994 July 06, the Parks and Recreation Commission received the attached staff report on the above subject and adopted the recommendation contained therein.



DENNIS GAUNT
DIRECTOR RECREATION &
CULTURAL SERVICES

tc
Attachment
A/2840

cc: Director Finance
Purchasing Agent

SUBJECT: CONTRACT FOR GOLF PROFESSIONAL SERVICES
1995 JANUARY 01 - 1997 DECEMBER 31

RECOMMENDATION:

1. THAT Council be requested to approve a Golf Professional contract with Richard Leisen Golf Professional Ltd., for a three year period (1995 January 01 - 1997 December 31), as outlined in this report.

REPORT

The City of Burnaby has in place a contract with Richard Leisen Golf Professional Ltd. to provide golf professional services for the City's four golf facilities; Burnaby Mountain Golf Course, Riverway Golf Course, Kensington Pitch & Putt and Central Park Pitch & Putt. The current contract expires 1994 December 31.

In 1994 April, a call for proposals for golf professional services for the city was advertised across Canada through the Canadian Professional Golfer's Association. A total of five proposals were received, four from out of province and one from Richard Leisen Golf Professional Ltd.

The process, as laid out below, guided a selection committee to its objectives of obtaining high quality golf professional services at a competitive price:

1. Shortlisted proposals.
2. Performed reference checks (both personal and financial) on proposals shortlisted.
3. Reviewed/analyzed all factual and financial information, with the aid of spreadsheets.
4. Conducted interviews.
5. Obtained clarification on all details contained in proposals.
6. Recommended selection of golf professional services, using all factual information and interview results.

The selection committee, made up of the Assistant Director-Parks, the Acting Superintendent-Income Facilities, the Supervisor-Income Facilities, the Purchasing Agent and the Senior Internal Auditor, reviewed all proposals.

Two proposals did not make the short list due to lack of experience in the public golf business. Reference checks were then conducted on the remaining proposals. Financial and personal information obtained at this stage resulted in one of the two proposals being dropped.

Interviews were then conducted with Richard Leisen Golf Professional Ltd. and Ben Smirnov Enterprises Limited from Winnipeg, Manitoba. Based upon the interview, Richard Leisen was clearly the superior candidate. Although it was clear that Ben Smirnov could do the job, all selection committee members expressed a concern about various aspects of his interview.

There were several aspects of the financial proposals which required further clarification. The out of province proposal clearly had a lack of understanding regarding the B.C. golf market and appropriate salary and wage rates for British Columbia. The original bid received from Richard Leisen Golf Professional Ltd. was based on a fixed retainer and was higher than the other proposals received. Both golf professional companies were then provided with realistic revenue projections for all golf facilities, clarification of salary levels and Lower Mainland public golf course pro shop gross sales estimates, and asked if they wished to reconsider their submissions.

Revised proposals were received from both companies. Using mid-range best estimates of annual golf revenue, the payment to retain the services of Richard Leisen Golf Professional Ltd. would be approximately \$265,000, which is \$9,000 per year greater than the payment to Smirnov Enterprises. These services include the expenses incurred for the staffing and coordination necessary for the seven day a week operations of the golf courses, including such items as booking tee times, course marshalling, driving range operations and green fee collection.

Performance of the Golf Professional and quality of services provided to the users has a direct impact on the golf revenues generated for the City. Based upon an excellent performance record and interview results, it is recommended that the City enter into a new three year agreement with Richard Leisen Golf Professional Ltd. for the period 1995 January 01 to 1997 December 31. Based upon the performance of the operator, there will be the opportunity for a two year extension; terms of the renewal to be negotiated in the future.

The Director Finance concurs with the recommendation contained within the report.

HM:DD:ps:seo
COMMISSION/0168

cc: Director Finance
Purchasing Agent

