



## COUNCIL REPORT

Report Date: November 20, 2024  
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Meeting Date: December 11, 2024  
[Submit comments to Council](#)

TO: Standing Committee on City Finance and Services

FROM: General Manager of Vancouver Board of Parks and Recreation and Chief Procurement Officer

SUBJECT: Contract Award for Golf Course Operators

### Recommendations

- A. THAT Council authorize City staff to negotiate an agreement for supply of golf course operator services with Monaghan Golf Inc. for an estimated total contract value of \$4,357,401.37 over the initial 3-year term plus the possible two 1-year extension options exercisable by the City, for a total of 5 possible years which will be funded from the operating budget.
- B. THAT Council delegate its authority to execute the Agreement to the City's Director of Legal Services, Chief Procurement Officer, and General Manager of Board of Parks and Recreation.
- C. THAT no legal rights or obligations will be created by Council's approval of Recommendations A and B unless and until the City executes and delivers the Agreement.

### Executive Summary

The City issued an RFP on 30 July 2024 for qualified golf professionals to provide management services of the City's golf courses including green fees collection, retail shops operations, and driving ranges maintenance and operations. The City advertised the RFP on the City of Vancouver website and BC Bid, in accordance with the City's Procurement Policy (ADMIN-008). City staff on the RFP evaluation committee and the Bid Committee have considered the responses received and recommended that the City negotiate an agreement with Monaghan Golf Inc.

### **Council Authority/Previous Decisions**

The City's Procurement Policy (ADMIN-008) requires Council approve contracts with a total value greater \$3,000,000 following review and recommendations by the City's Bid Committee. The Bid Committee has considered the bids and recommends Monaghan Golf Inc. as the successful proponent for managing the operations at Fraserview, Langara, and McCleery golf courses.

### **City Manager's Comments**

The City Manager concurs with the foregoing recommendations.

### **Context and Background**

The City's Department of Board of Parks and Recreation requires the services of a qualified golf course operator.

The Park Board operates three championship and three pitch and putt golf courses. All three championship golf courses offer similar services to the golfing public at varying rates with green fees being the primary revenue generator of the three facilities for the Park Board.

The Park Board maintains the course conditions of the three championship courses while third party contractors manage the course play, pro shops and driving ranges. The Park Board oversees all operational aspects of the three associated Clubhouses (Food & Beverage) and Pitch and Putts.

Golf has seen rapid growth over the years and play is at near capacity.

The Park Board requires a service provider for golf course operations at Fraserview, Langara and McCleery golf courses. The City's strong preference was for a single Proponent to manage the following operations at all three golf courses:

- Operate the Retail Pro Shops including a full range of clothing and equipment;
- Collect green fees from golfers and account for payments made for all other golf related activities. The pro shops are required to follow all City of Vancouver Payment Card Industry (PCI) compliance regulations in order to accept and process credit card payments on behalf of the Park Board; and
- Maintain and operate the driving ranges at McCleery and Fraserview, and supply balls, mats, ball dispensing equipment, point of sale for range sales and ball picking equipment.

The purpose of the RFP was to identify a supplier with the capability to meet the City's requirements for golf course operators while offering a competitive price and satisfactory service levels.

### **Discussion**

The RFP was issued in accordance with the City's Procurement Policy (ADMIN-008). The City received responses from Monaghan Golf Inc., GolfNorth Management Corporation and Dale Wolfe. The responses were evaluated, using both quantitative and qualitative factors, by an

evaluation team comprised of representatives from the Board of Parks and Recreation, under the stewardship of Supply Chain Management, to assess each response's overall value.

Some of the criteria considered in the overall evaluation process included:

- the Proponent's corporate background, purpose and history of successes as well as experience working with public golf courses, and large municipal governments;
- the Proponent's previous golf course operation experience of a similar nature, scope and complexity completed over the last 5 years;
- the Proponent's key personnel and any sub-consultants that would perform the work, outlining their intended roles in meeting the Park Board's Requirements and a summary of their knowledge, expertise and relevant experience, and;
- a detailed work plan for the operation of each of the golf courses including a description of the services proposed and the level of detail to be included in the key deliverables.

The evaluation team scored Monaghan highly due to the Proponent's similar previous municipal golf course experience and their technical expertise with respect to golf course, driving range and pro shop operations. In addition to achieving the highest technical and financial scores based on their proposal, Monaghan further improved their financial proposal after discussions with the City. The final offer represents a \$1.02M lower cost than the next highest rated proposal over the 5-year term of the contract, or a difference of approximately 19%.

Therefore, the evaluation team concluded that the proposal submitted by Monaghan Golf Inc. met the City's requirements and provided the best overall value to the City.

### **Financial Implications**

Funding is available from operating budget. As a result of the RFP, the City is able to achieve cost containment for the proposed 5-year term.

### **Legal Implications**

The City's Procurement Policy (ADMIN-008) requires the Director of Legal Services to execute all contracts that have been awarded by the Bid Committee and Council.

There are no legal implications associated with this report's recommendations.

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