

BIDDER: _____

CENTERTON GOLF COURSE REQUEST FOR PROPOSALS
Internal Evaluation Criteria

Each evaluation shall consist of three separate rankings based on: (1) bidders non-monetary proposal, (2) bidder's monetary proposal.

I. BIDDERS NON-MONETARY PROPOSAL (250 points)	____/250
1. Operational Management Plan, including the following: (125 points total).....	____/125
A. <u>Staffing Plan (10 points)</u> Whether the staffing plan is consistent with, and can satisfy the Operational Management Plan	____/10
B. <u>Hours of Operation (5 points)</u> Whether the proposed golf course hours of operation and months of operation sufficiently make the golf course available to the public.	____/5
C. <u>Fee Schedule (5 points)</u> Whether the fee schedule for course usage is comparable to other courses within a 50 mile radius.	____/5
D. <u>Marketing (10 points)</u> Have they proposed marketing plans for golf operations? (10 points) ...	____/10
E. <u>Maintenance Operations (30 points)</u> Whether the bidders turf cultivation and management plans address restoration, renovation and maintenance of the turf for playing conditions	____/30
F. <u>Pro Shop (5 points)</u> Whether the proposed merchandise is consistent with the merchandise sold at other pro shops at golf courses of similar size and scope.	____/5
G. <u>Capital Improvement Plans Required (25 points)</u> Whether bidder has set forth plans for demolition and removal of the buildings and structures and construction of a maintenance facility.	____/25
H. <u>Additional improvements (10 points)</u> Has bidder identified other structural renovations and improvements. . .	____/10
I. <u>Overall Plan Submitted (25 points)</u> Does bidders response provide detailed plans and proposed approach to performing the requirements under the RFP & Operating Agreement	____/25

2.	Mobilization and Implementation Plan (25 points total)	___/25
A.	Whether the proposal shows that the bidder will be able to have the golf course operational within the timeframe and otherwise meet the obligations in the Operating Agreement. (10 points)	___/10
B.	Whether the proposal demonstrates that the bidder has sufficient personnel (number and qualifications) to fulfill the goals in its mobilization and implementation plan. (5 points)	___/5
C.	Whether the proposal shows that the bidder's plan for the purchase and distribution of equipment, inventory, supplies, materials, etc. is sufficient to satisfy the Operational Management plan and to meet the deadline of having the golf course operational within the timeframe identified. (10 points)	___/10
3.	Organizational Support and Experience (50 points total)	___/50
A.	Has the bidder managed other golf courses of similar scope and size? (10 points)	___/10
B.	If so, how many? (5 points)	___/5
C.	Are they currently managing other golf courses (5 points)	___/5
D.	Does the information provided in the organization chart list key personnel who will run the golf course? (10 points)	___/10
E.	Does the plan provide information on staff and a recruitment plan for the hiring of management and staff? (10 points)	___/10
F.	Does the information provided (including information obtained from references and outside sources) demonstrate that the bidder will be able to meet the obligations set forth in the Request for Proposal and the Operating Agreement? (10 points)	___/10
4.	Financial Viability and Organizational History (50 points total)	___/50
A.	Has the bidder demonstrated it is financially viable to run a golf course in a manner that is acceptable to DEP? (20 points)	___/20
B.	Is the bidder's financial viability consistent with its plans and proposals for the golf course, improvements and renovations? (20 points)	___/20
C.	Has the bidder demonstrated that it is a successful business based on its responses to the questions set forth in Section 4.4.2 of the Request for Proposal? (10 points)	___/10

