



City of Mobile, Alabama
Request for Proposals (RFP) 5859
Azalea City Golf Course Concession

I. INTENT

The City of Mobile Parks and Recreation Department is seeking proposals from food and beverage concessionaires for the operation of a restaurant at the City of Mobile’s Azalea City Golf Course. The Azalea City Golf Course is an 18-hole golf course and driving range owned and operated by the City of Mobile (“City”). This RFP seeks a Vendor to provide concession services for the Azalea City Grill (“Grill”) located in the Clubhouse at the Golf Course. The Grill is a fully licensed restaurant that serves as gathering place for local golfers with a menu that includes snacks, sandwiches, hamburgers and a range of beverages, to include beer, wine, and mixed drinks. The Grill also provides tournament catering for groups of any size and on-course beverage carts. The Grill is open to the public 7 days a week, closed only on Thanksgiving Day and Christmas Day. The goal of the City is that the selected Vendor will operate the Grill in a manner that efficiently provides high quality food and beverage service that complements the overall experience of patrons to the Azalea City Golf Course. The length of contract will be three years to commence on or about February, 2024. Specific operating terms and conditions are negotiable to provide the best patron experience consistent with concessionaire profitability and success.

Statements of interest / proposals are due by 5:00 pm, Wednesday, January 17, 2024. Submit proposals to the address listed below. Questions about this opportunity, and requests to tour the space may be sent not later than January 8, 2024, to Kim.Carmody@CityofMobile.org. This RFP and any addenda to it are posted at www.CityofMobile.org/Bids .

Send proposals to:

Director, Parks and Recreation
City of Mobile
48 North Sage Avenue
Mobile, Alabama 36607

II. BACKGROUND INFORMATION

A. Azalea City Golf Course – Golf Operations

The Azalea City Golf Course and Clubhouse is nestled in Mobile’s Langan Park at 1000 Gaillard Drive, Mobile, Alabama. The golf course was established in 1957 and consists of a full service 18-hole golf course along with a clubhouse facility of 9100 square feet. Approximately 3600 square feet are designated for the restaurant.

The course allows golfers to walk or ride, and adequate parking exists for daily use and/or large functions involving the restaurant. The golf course is a fee-based facility with various levels of



membership and tournaments throughout the year. The annual number of rounds played for the last five years are:

- FY23 - 44,823
- FY22 - 43,612
- FY21 - 41,536
- FY20 - 35,369 - closed 45 days for Covid
- FY19 - 41,659

B. Course Operations

The golf course operations are directed by a Golf Course Superintendent and a Golf Professional under the general direction of the Parks and Recreation Director for the City of Mobile.

C. Concession Facility

The Concession Facility consists of the dining area, cooking area, serving area, meeting room, and patio. Square footage of each area-

- Kitchen/cooking area: 460 square feet
- Dining area: 2000 square feet with seating capacity of 134 people
- Meeting room: 756 square feet with seating capacity of 44 people

D. Restaurant Objectives

The City of Mobile has the following objectives of a concessionaire at the Azalea City Golf Course:

1. Meet the food and beverage needs of the golfing public.
2. Provide a high level of quick, friendly, and accurate food and beverage service.
3. Provide a consistent on-course beverage cart service.
4. The primary services would be breakfast and lunch with a sufficient mix of food offerings to cover the meal spectrum and provide snack foods.
5. Enhance the image of the Azalea City Golf Course among the golfing public as a course that features a great clubhouse and excellent customer service.
6. Provide restaurant, bar, and banquet operations with a distinctive menu and experience catering to visitors and drawing people to the area for a memorable experience.
7. Maximize attendance through marketing of featured menu items, service, ambiance, and special events.
8. Implement quality marketing and advertising. Work in unison with the City of Mobile staff during normal course of business to ensure an optimum experience for those frequenting the restaurant, bar, and banquet facilities.
9. Employ, train, and manage all staff needed to properly operate and maintain the facility.



10. Communicate any repair and maintenance needs for the facility and equipment to the Operations Manager.

E. Days and Hours of Service

The vendor will remain open with food and beverage service during the same times as the Pro Shop, subject to inclement and/or cold weather conditions. The golf course is closed Thanksgiving Day and Christmas Day. Hot food is to be available 7am to 2pm, seven days a week.

F. Fees

Vendor's concession menu prices and other service charges to patrons will be subject to the approval of the City, consistent with the overall best interests of the successful operation of the Azalea City Golf Course. The City's approval will not be unreasonably withheld.

G. Restaurant Menu

1. The vendor must include a sample menu noting anticipated fare to be offered in the concession area. Anticipated prices must be included for each meal and/or item.
2. The vendor agrees to provide for the public at the concession site, food, beverages, and services of high standard, equivalent in quality and price to that generally furnished to the public at similar places, comparable in size and scope, within the city and surrounding areas. Prices of all items sold shall be posted in a conspicuous place at the concession area.

H. Sale of Alcoholic Beverages

1. The City desires that the Grill serve beer, wine, and other alcoholic beverages compatible with the operation of a high quality public golf course. Specific beverages to be served will be at the approval of the City.
2. The Vendor must adhere to all laws applicable to the sale of alcohol.
3. The Vendor will be responsible for acquisition of all necessary permits and licenses required for the concession area and the beverage cart.
4. Vendor has the exclusive authority to bring alcoholic beverages onto the facility and has the responsibility to enforce patron compliance with this policy.

I. Beverage /Snack Cart

1. The City will provide access to a beverage/snack cart for the use of selling snacks, alcoholic and non-alcoholic beverages on the course.
2. The Vendor will be required to provide a beverage/snack cart operation for the purpose of providing snacks and refreshments to golfers playing on the course.

J. Inventory and Food Service Items



1. Vendor will provide all food items for sale and food preparation.
2. Vendor will provide all food preparation, cooking, and serving equipment to include plates, flatware, and napkins. Disposable products are suitable for patron's use, as the Grill does not have a dishwasher.

K. Tournaments and Private Functions

1. The Vendor must work directly with tournament groups in the provision of food and beverage service at standard, reasonable rates.
2. In the case where tournament groups wish to provide, their own food and beverage the Vendor can assess a corkage fee not to exceed \$5.00 per golfer for food and non-alcoholic beverages.
3. All alcoholic beverages must be purchased through the Vendor.
4. The Vendor must provide a signed, written agreement with the tournament/group representative to the Golf Professional.
5. The Vendor must obtain written approval from the Operations Manager prior to hosting a private function. No private function shall impede the availability of the golfers to obtain food and beverages.

L. Staffing

1. The Vendor shall hire a qualified and experienced restaurant manager. The person will be physically on the premises or available to personally resolve problems during operating hours.
2. The Vendor staff are required to wear a uniform with the company name and/or logo and maintain a neat and clean presence as well as provide courteous and competent treatment to all patrons.
3. The Vendor shall be responsible for continuous staffing for prompt efficient customer service.
4. The Vendor shall adhere to all Federal, State, and local regulations for food service.
5. Labor relations, including hiring and firing, shall be the exclusive duty and right of the concessionaire.

M. Facility and Repairs

1. The City will provide a basic, defined set of facilities and equipment (see **Exhibit 1**) suitable for food concession operations for use by Vendor for operation of the Grill.
2. The City will make facility and equipment repairs beyond day-to-day care and routine preventative maintenance. The City will exercise reasonable discretion to complete any such repairs in a reasonably timely manner.
3. The City is not liable for any lost profits, lost revenues or any other incidental or consequential damages the successful proposer might allege to suffer as a result of any lack of use of all or any portions of the Golf Course by reason of a delay by the City in



effecting any such repairs or by result of any failure of the quality or reliability of any such repairs the City might elect to implement.

4. Vendor shall be responsible for the day-to-day care, maintenance and cleanliness of the facility and all equipment and furniture, to include minor repairs where necessary.
5. Vendor will be responsible for quarterly carpet cleaning.
6. Vendor will provide all necessary equipment and supplies for day-to-day cleaning.

N. Equipment and Property

1. The kitchen equipment is the property of the City and can be utilized.
2. The dining furniture in the facility is the property of the City and can be utilized.
3. The Vendor may supply additional equipment at their expense with approval from the City.
4. The City will provide the annual inspection of the facility's fire extinguishing equipment, including those within the concession area. The City shall be notified immediately in the event of an activation of any of the firefighting devices (extinguishers or installed suppression system).

O. Utilities

1. The City shall be responsible for electricity, water, sewer, gas, telephone, pest control, garbage, trash, security alarms, basic janitorial, kitchen exhaust hood cleaning, television, and internet service at the Grill.
2. The Vendor shall be responsible for all other utilities. This shall include cleaning of the grease trap and all kitchen equipment.

P. Sanitation

1. The City will provide the annual inspection and cleaning of the concessions kitchen hood.
2. The Vendor shall keep all fixtures, equipment, and personal property, whether owned by the Vendor, the City, or third parties, in clean, sanitary, and orderly condition at all times.
3. The Vendor is responsible for maintaining the floors in the kitchen, storage areas, dining room, meeting room and patio. The Vendor is also responsible for cleaning all the windows and doors in the meeting room, dining room and area adjacent to these areas.
4. The Vendor shall ensure that the all areas within the Concession Facility are kept free of debris and in clean and sanitary condition at all times.
5. The Vendor is responsible for placing all accumulated garbage each day immediately following lunch and before closing, in the dumpster, provided by the City.
6. The Vendor must provide and is responsible for regular grease collection and removal.
7. Vendor will provide all necessary equipment and supplies for day-to-day cleaning.

Q. Signage: For the purposes of this section, the term 'sign' shall be understood to include sound from audio equipment, and flashing, flickering, or moving lights or lighting devices.



1. The Vendor may provide interior signs not directed outward of its space at its discretion upon approval of the City.
2. The Vendor at its own expense will be allowed to attach one sign to the exterior of the building, in the style and material consistent with the building construction and must be approved through the City.
3. All signage must be acceptable under all Federal, State, County and City ordinances. The Vendor will be responsible for obtaining all permits to install the sign.
4. No advertising signs will be permitted on site without written consent from the City.
5. The City shall have the right to remove any signage that may be erected without consent.

R. Inspection by the City

1. The City's staff and agent may make periodic inspections of the concession premises and equipment to determine if they are being maintained in a neat and orderly fashion.
2. Such periodic inspections may also be made to determine whether the leaseholder is operating in compliance with the terms and conditions of the contract.
3. The Vendor shall be required to make any improvement in cleaning or maintenance methods requested by the City.

S. Taxes

Vendor shall be responsible for any and all sales tax and other transaction taxes, which shall not be deducted from gross receipts for the purpose of calculating concession fees.

T. Records and Audits

Vendor shall keep full, complete and proper books, records and accounts of the gross receipts both for cash and on credit of each separate department, division and subsidiary activity at any time operated in the premises and reported monthly. Said books, records and accounts, including any sales tax reports that management may be required to furnish (including any department, division or agency), shall at all reasonable times be open to the inspection of the City or other authorized representative or agent.

U. Termination

Vendor shall peaceably and immediately give up and surrender to the City of Mobile the premises and every part thereof at the termination of the agreement. Equipment purchases by Vendor will remain property of Vendor, not the City. Condition of facility and equipment shall be clean and in good working order at time of termination of agreement.

V. Assignment

Vendor shall not assign any portion of the operation without written permission from the City.

W. Rental Fees

1. The Vendor shall pay the City Eight Hundred (\$800.00) Dollars per month for the term of this Agreement. Rent will be waived for any month for which the City closes the Azalea



City Golf Course more than 10 calendar days. In addition to said fees, the Vendor shall pay the City an amount equal to four (4%) percent of the Gross Revenues exceeding Twenty Thousand (\$20,000.00) Dollars derived from the sale food and beverages (excluding sales taxes collected or any pass-through service fee collected in each and every calendar month of the contract term).

2. During the Term, the Vendor has the duty to pay the fees described herein above, not later than the twentieth (20th) day of each month. Unless such monthly payments are postmarked or received by the City on or before the twentieth (20th) day of each month during the Term, a late fee of Ten (\$10.00) Dollars per day shall be added to the amount due to the City. For purposes of these payments, Vendor shall submit payments due the City directly to the Azalea City Golf Course bookkeeper.
3. The Vendor shall have the duty to furnish the City monthly revenue statements, in such form as approved by the City, showing receipts for the preceding month and shall submit them together with its payment by the twentieth (20th) day of each month as required in Item b) above.
4. The Vendor shall have the duty to keep true and accurate records of all its operations under this Agreement, including all receipts and disbursements of all money by it. Records, reporting forms, transaction documentation, and accounting methods shall be in such form and kept in such manner as approved by the Director of Finance of the City of Mobile, and all books, accounts, records, and operations of Vendor shall be open at all reasonable times for inspection and copying by the Finance Director or his/her designated representative.
5. The Vendor shall have the duty to furnish the City of Mobile's Finance Department promptly after close of each year a financial statement of its operations.
6. The Vendor shall have the duty to use its best effort to follow recognized, modern business practices to the end of providing efficient and adequate services to the public at fair and reasonable rates. Prompt and timely reporting as required by II(c) and II(d) above is of the essence of this Agreement.
7. The director of the Azalea City Golf Course shall serve as the Vendor's point of contact with the City for operational oversight and direction. City and Vendor shall provide each other efficient contact and notice information to include emergency points of contact.

X. Business License

The successful proposer shall have or obtain City of Mobile Business License prior to the final award of contract.

III. Submitting a Proposal/Evaluation

A. Format.



Provide a package to the City that demonstrates your interest, experience, and plan to provide the services needed. Organize your proposal with as much of the following information as possible.

1. A cover letter with information about your business and key persons. Include:
 - a. Name of your business
 - b. Location (offices, branches, facilities where you operate)
 - c. Type of business entity (Corp, LLC, Sole Proprietor)
 - d. Key persons associated with your business
 - e. Brief history of your business

2. Describe your experience in food service operations. Be sure to include:
 - a. Whether you've had a liquor license
 - b. Type of establishments you've operated that would be relevant to the City's expectations.
 - c. Number of staff/employees you've used
 - d. References relating to your prior experience, to include context, name, email, and phone number.

3. Provide a financial description of your current business operation and relevant financials to indicate your ability to provide the services required by this opportunity.

4. Provide your plan to operate this concession for the City. Include:
 - a. Your philosophy of customer service as it relates to a restaurant.
 - b. Your plan to make the food concession complement and enhance the golf experience and attract other patrons for a quality dining and social space.
 - c. The types of foods and beverages would you provide to the golfing public. Be as specific as to food and beverage items and price ranges as possible.
 - d. Your intended staffing levels.
 - e. How you will meet the City's expected cleaning and maintenance requirements.
 - f. Your expectations for numbers of patrons you will serve, your revenue, and your profitability.

5. Your startup plan, to include how many days from City notification to beginning operations, to full operating capability.

6. Provide a brief promotional plan on how you would market the concession facility.

7. Provide any recommendations to amend the City's expectations to provide a more successful concession operation and experience.



B. Evaluation Criteria. The City will select the vendor that in its sole discretion will be the most likely to provide the best food and beverage experience for the Azalea City Golf Course. The City may elect to interview any, all, or no vendors submitting proposals, and select any or none of the proposals. The selected vendor will be required to enter into a negotiated agreement with the City, and possess and maintain all necessary insurance and licenses. The City will score proposals according to the following criteria:

1. Experience with operating a restaurant of comparable size to the Azalea City Golf Course Concession Facility. (25 points)
2. Experience with operating a restaurant at a Golf Course. (10 points)
3. Understanding of the food and beverage interests of golfers. (10 points)
4. Experience in hosting various sizes of (Rental/Catering) functions requiring food/and or beverage service. (10 points)
5. Financial stability and prior financial success. (10 points)
6. Plan to provide the services required (menu, pricing, realistic and successful business model). (30 points)
7. Plan to stand up operations (10 points).

Exhibits:

- 1 City Provided Appliances and Kitchen Item List
- 2 Floor Plans
- 3 Photo Gallery

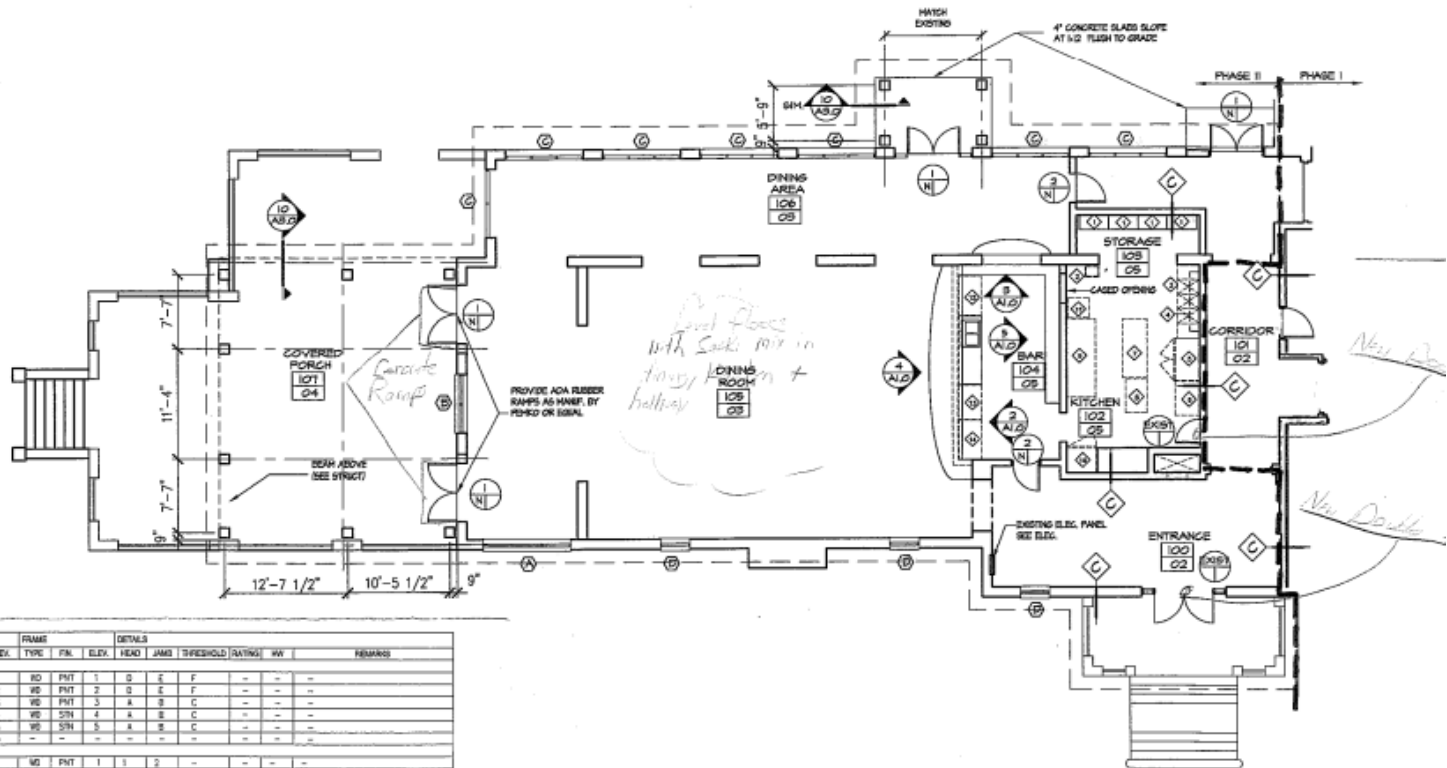


EXHIBIT 1
COOKING APPLIANCE AND TELEVISION INVENTORY
TO BE PROVIDED BY CITY

Asset #	Date Purchased	Description
None	6/27/2014	Microwave
None	1/15/2014	6 burner gas stove, double oven, griddle combo, Sunfire
None	7/1/2014	2 basket deep fryer, Pitco
None	7/1/2014	2 basket deep fryer, Pitco
81407	2/3/2023	Ice machine, Ice-O-Matic 1446FW
72052	8/31/2007	Ice Storage Bin (sits below ice machine) Ice-O-Matic
47680	10/1/1996	Stainless steel table 29" x 70"
	10/6/2021	Stainless steel table 30" x 60"
	10/6/2021	Stainless steel table 36" x 24"
	5/20/2019	Upright freezer, 15.7 cu ft, Maytag
36778	02/2000	Double door freezer, Continental
48757	1/30/2009	Single door freezer, True Manufacturing
	Unknown	Single door refrigerator, Frigidaire
	11/5/2019	Single door refrigerator, True Manufacturing Company
	9/1/2021	Chest type freezer w/ top slide door, Turbo Air beer cooler
	10/7/2021	Chest type freezer w/ top slide door, Turbo Air beer cooler
	5/2/2022	Draft Beer Cooler; Atosa USA Mod MKC23GR
47854	4/13/2007	32" flat screen TV, HP
47856	4/13/2007	37" flat screen TV, HP
47745	12/16/2009	42: flat screen TV, LG



EXHIBIT 2
KITCHEN, DINING AREA, AND PATIO FLOOR PLANS



DOOR LOCATION		DOOR TYPE		FRAME				DETAILS								
NO.	FROM	TO	SIZE	THK.	TYPE	FIN.	ELEV.	TYPE	FIN.	ELEV.	HEAD	JAMB	THRESHOLD	(RATING)	SW	REMARKS
PHASE I																
1	--	--	3'-0\"/>													



EXHIBIT 3 PHOTO GALLERY

View from the Clubhouse





Dining Area, Patio, and Meeting Room



Kitchen and Serving Area

