



# RFP200034 - Management, Operation and Maintenance of Public Wilson Golf

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

Reviewer	GFE forms/documentation Pass/Fail
Alan Cunningham	Pass
Average:	Pass
Calculated:	↓ Pass

### Evaluation Group 2 - Preferences

Reviewer	Total / 10 pts	Preferences / 10 pts
Kim Henry	5	5
Average:		5
Calculated:	5	↓ 5



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Total / 45 pts	Quality of Proposed Services / 45 pts
Jeff OBrien	13.5	3 / 10
Benjamin Tipton	9	2 / 10
Margaret Brosko	22.5	5 / 10
Spencer Holt	13.5	3 / 10
Art Williams	22.5	5 / 10
	Average:	3.6 / 10
		↓
Calculated:	16.2	16.2

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Total / 45 pts	Qualifications and Experience / 45 pts
Jeff OBrien	27	6 / 10



Wilson Golf	50.1	Pass	5	16.2	26.1	2.8
-------------	------	------	---	------	------	-----

## Eliminated Submissions

Supplier	GPE forms/documentation Pass/Fail	Preferences / 10 pts	Quality of Proposed Services / 45 pts	Qualifications and Experience / 45 pts	Capital Improvement/Invest ment Plan / 10 pts
Billy Casper Golf	Pass	0	36	36.9	5.6
American Golf	Pass	5	28.8	29.7	2.8
GreatLIFE Golf and Fitness	Pass	0	15.75	24.75	0
Olmsted Parks Conservancy	Pass	10	0	0	1



Benjamin Tipton	18	4 / 10
Margaret Brosko	31.5	7 / 10
Spencer Holt	27	6 / 10
Art Williams	27	6 / 10
Average:		5.8 / 10
		↓
Calculated:	26.1	26.1

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Total / 10 pts	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	3	3 / 10
Benjamin Tipton	1	1 / 10
Margaret Brosko	3	3 / 10





Spencer Holt	3	3 / 10
Art Williams	4	4 / 10
Average:		2.8 / 10
		↓
Calculated:	2.8	2.8

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	5	Other	Minimum wage-yes Local vendor-no

### Quality of Proposed Services - Reviewer Scores

Reviewer	Score	Reason	Comments
----------	-------	--------	----------



Margaret Brosko	5 / 10	Mostly complete response	more details needed
Benjamin Tipton	2 / 10	Doesn't meet my expectations	Lacking across the board
Jeff OBrien	3 / 10	Poor level of detail in response	Very little detail on operating plan.
Spencer Holt	3 / 10	Poor level of detail in response	Good revenue sharing numbers for the city but no detail about proposed services.
Art Williams	5 / 10	Other	Not enough detail presented

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	7 / 10	Partially meets my expectations	decent experience
Benjamin Tipton	4 / 10	Partially supported claim(s)	Breadth of experience not evident and overall bid is severely lacking detail
Jeff OBrien	6 / 10	Medium level of detail in response	Would like to know more about direct experience in day-to-day management of course.
Spencer Holt	6 / 10	Partially meets my expectations	Has good private club experience. No previous public course experience.



Art Williams	6 / 10	Partially fits desired attributes	No detailed experience
--------------	--------	-----------------------------------	------------------------

### Capital Improvement/Investment Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	3 / 10	Incomplete response	no detailed plans
Benjamin Tipton	1 / 10	Poor level of detail in response	Lacking
Jeff OBrien	3 / 10	Poor level of detail in response	Very little detail in response.
Spencer Holt	3 / 10	Poor level of detail in response	Capital plan and investments limited to painting and Televisions.
Art Williams	4 / 10	Partially fits desired attributes	No plan of generating additional revenue to share.



# RFP200034 - Management, Operation and Maintenance of Public (Billy Casper Golf (Eliminated)

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

Reviewer	GFE forms/documentation Pass/Fail
Alan Cunningham	Pass
Average:	Pass
Calculated:	↓ Pass

### Evaluation Group 2 - Preferences

Reviewer	Preferences / 10 pts
Kim Henry	0
Average:	0
Calculated:	↓ 0



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Quality of Proposed Services / 45 pts
Jeff OBrien	9 / 10
Benjamin Tipton	8 / 10
Margaret Brosko	8 / 10
Spencer Holt	9 / 10
Art Williams	6 / 10
Average:	8 / 10
Calculated:	↓ 36

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Qualifications and Experience / 45 pts
Jeff OBrien	8 / 10



Benjamin Tipton	10 / 10
Margaret Brosko	8 / 10
Spencer Holt	8 / 10
Art Williams	7 / 10
<b>Average:</b>	<b>8.2 / 10</b>
	↓
<b>Calculated:</b>	<b>36.9</b>

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	6 / 10
Benjamin Tipton	6 / 10
Margaret Brosko	7 / 10



Spencer Holt	3 / 10
Art Williams	6 / 10
Average:	5.6 / 10
	↓
Calculated:	5.6

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	0	Other	Minimum wage-no Local vendor-no

### Quality of Proposed Services - Reviewer Scores

Reviewer	Score	Reason	Comments
----------	-------	--------	----------



Margaret Brosko	8 / 10	High level of detail in response	good proposal / requires significant city investment
Benjamin Tipton	8 / 10	Well-supported claim(s)	Detailed. Bid to operate only Seneca, Vettiner, Iroquois, Crescent Hill, Shawnee and Quail Chase.
Jeff OBrien	9 / 10	High level of detail in response	Would like to know more about local team managing day-to-day operations of facilities. Would also like to know about proposal if Metro doesn't close the 4 courses listed in proposal.
Spencer Holt	9 / 10	Meets or exceeds my expectations	Has large portfolio in similar markets. Like the "Green" approach proposed
Art Williams	6 / 10	Partially meets my expectations	Solid plan

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	8 / 10	Strongly fits desired attribute(s)	strong overall operation plan
Benjamin Tipton	10 / 10	Well-supported claim(s)	Qualified





Jeff OBrien	8 / 10	Well-supported claim(s)	Would've liked more detail on what was changed in other cities vs. seeing just the bottom line.
Spencer Holt	8 / 10	Meets or exceeds my expectations	Deep experience in golf course management including "public" facilities within the midwest region.
Art Williams	7 / 10	Mostly complete response	Experienced

### Capital Improvement/Investment Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	7 / 10	Partially fits desired attributes	requires significate metro portion
Benjamin Tipton	6 / 10	Mostly complete response	Bidder noted that long term capital investments are the responsibility of Metro Govt. However bidder did indicate willingness to invest in equipment, carts and course maintenance (with a detailed plan).
Jeff OBrien	6 / 10	Partially supported claim(s)	Would like more specifics on what would be done at the courses.
Spencer Holt	3 / 10	Poor level of detail in response	Very little detail on capital improvements



Art Williams	6 / 10	Partially fits desired attributes	Good plan
--------------	--------	-----------------------------------	-----------



# RFP200034 - Management, Operation and Maintenance of Public (GreatLIFE Golf and Fitness (Eliminated)

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

GFE forms/documentation	
Reviewer	Pass/Fail
Alan Cunningham	Pass
Average:	Pass
	↓
Calculated:	Pass

### Evaluation Group 2 - Preferences

Preferences / 10 pts	
Reviewer	
Kim Henry	0
Average:	0
	↓
Calculated:	0



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Quality of Proposed Services / 45 pts
Jeff OBrien	3 / 10
Benjamin Tipton	4 / 10
Margaret Brosko	-
Spencer Holt	-
Art Williams	-
Average:	3.5 / 10
Calculated:	↓ 15.75

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Qualifications and Experience / 45 pts
Jeff OBrien	3 / 10



Benjamin Tipton	8 / 10
Margaret Brosko	-
Spencer Holt	-
Art Williams	-
Average:	5.5 / 10
	↓
Calculated:	24.75

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	0 / 10
Benjamin Tipton	0 / 10
Margaret Brosko	-



Spencer Holt	-
Art Williams	-
Average:	0 / 10
	↓
Calculated:	0

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	0	Other	Minimum wage-no Local vendor-no

### Quality of Proposed Services - Reviewer Scores

Reviewer	Score	Reason	Comments
----------	-------	--------	----------



Benjamin Tipton	4 / 10	Partially supported claim(s)	Bidder clearly notes that local ord O-321-19 deterred this company from submitting a complete proposal to operate any or all courses.
Jeff OBrien	3 / 10	Doesn't meet my expectations	No operations plan.

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Benjamin Tipton	8 / 10	Strongly fits desired attribute(s)	Bidder clearly is capable of golf course management but again O-321-19 discouraged this company from a detailed response.
Jeff OBrien	3 / 10	Poor level of detail in response	Very little detail about other courses/operations being managed

### Capital Improvement/Investment Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
Benjamin Tipton	0 / 10	Incomplete response	Council ordinance discouraged company from investing staff time in a detailed proposal.
Jeff OBrien	0 / 10	Incomplete response	Didn't see CIP information.



# RFP200034 - Management, Operation and Maintenance of Public Olmsted Parks Conservancy (Eliminated)

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

Reviewer	GFE forms/documentation Pass/Fail
Alan Cunningham	Pass
Average	Pass
Calculated	Pass

### Evaluation Group 2 - Preferences

Reviewer	Preferences / 10 pts
Kim Henry	10
Average	10
Calculated	10





## Evaluation Group 4 - Qualifications and Experience

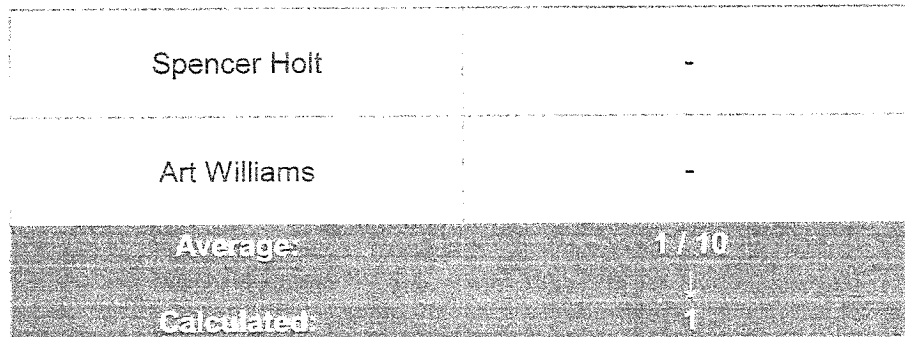
Reviewer	Qualifications and Experience / 45 pts
Jeff OBrien	-



Benjamin Tipton	0 / 10
Margaret Brosko	-
Spencer Holt	-
Art Williams	-
Average:	0 / 10
Calculated:	0

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	-
Benjamin Tipton	1 / 10
Margaret Brosko	-



## GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

Reviewer	Score	Reason	Comments
Kim Henry	10	Other	Minimum wage-yes Local vendor-yes

Reviewer	Score	Reason	Comments
----------	-------	--------	----------



Benjamin Tipton	0 / 10	Incomplete response	Proposal is not to operate Cherokee but instead to convert to parkland and manage at no cost to Metro
-----------------	--------	---------------------	---

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Benjamin Tipton	0 / 10	Incomplete response	Not focused on any type of golf operations

### Capital Improvement/Investment Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
Benjamin Tipton	1 / 10	Missing / mismatched attributes	investment is not golf oriented but bidder still has a plan of some kind to improve parkland



# RFP200034 - Management, Operation and Maintenance of Public Greg Basham LLC

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

Reviewer	CPE forms/documentation Pass/Fail
Alan Cunningham	Pass
Average:	Pass
Calculated:	Pass

### Evaluation Group 2 - Preferences

Reviewer	Total / 10 pts	Preferences / 10 pts
Kim Henry	10	10
Average:	10	10
Calculated:	10	10



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Total / 45 pts	Quality of Proposed Services / 45 pts
Jeff OBrien	36	8 / 10
Benjamin Tipton	31.5	7 / 10
Margaret Brosko	31.5	7 / 10
Spencer Holt	36	8 / 10
Art Williams	27	6 / 10
Average:		7.2 / 10
Calculated:	32.4	↓ 32.4

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Total / 45 pts	Qualifications and Experience / 45 pts
Jeff OBrien	36	8 / 10



Benjamin Tipton	31.5	7 / 10
Margaret Brosko	40.5	9 / 10
Spencer Holt	36	8 / 10
Art Williams	31.5	7 / 10
Average:		7.8 / 10
Calculated:	35.1	35.1

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Total / 10 pts	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	5	5 / 10
Benjamin Tipton	3	3 / 10
Margaret Brosko	4	4 / 10



Spencer Holt	4	4 / 10
Art Williams	5	5 / 10
Average:		4.2 / 10
Calculated:	4.2	4.2

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	10	Other	Minimum wage-yes Local vendor-yes

### Quality of Proposed Services - Reviewer Scores

Reviewer	Score	Reason	Comments
----------	-------	--------	----------





Margaret Brosko	7 / 10	Partially fits desired attributes	needs more innovation
Benjamin Tipton	7 / 10	Mostly complete response	Effort present. Bid is only for Iroquois.
Jeff OBrien	8 / 10	Well-supported claim(s)	Data and operations plan relatively detailed.
Spencer Holt	8 / 10	Meets or exceeds my expectations	Good plan for increasing play and involving the local community.
Art Williams	6 / 10	Partially meets my expectations	Would like to have seen plan to increase rounds

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	9 / 10	Strongly fits desired attribute(s)	lots of experience
Benjamin Tipton	7 / 10	Mostly complete response	Iroquois losses money. Hard to determine a firm plan to increase revenue & play.
Jeff OBrien	8 / 10	Meets or exceeds my expectations	Would've liked a little more detail about current golf course operations.
Spencer Holt	8 / 10	Strongly fits desired attribute(s)	Strong background with Louisville Public Golf Courses. Knows the Iroquois Course and area well.



Art Williams

7 / 10

Mostly complete response

Experienced

**Capital Improvement/Investment Plan - Reviewer Scores**

Reviewer	Score	Reason	Comments
Margaret Brosko	4 / 10	Partially supported claim(s)	lacks specific numbers
Benjamin Tipton	3 / 10	Doesn't meet my expectations	No different plan from the current arrangement Metro has with individual operators.
Jeff OBrien	5 / 10	Medium level of detail in response	Need to know more about real capital improvements vs. cosmetic items.
Spencer Holt	4 / 10	Partially meets my expectations	Some cosmetic improvements offered.
Art Williams	5 / 10	Medium level of detail in response	Decent plan



# RFP200034 - Management, Operation and Maintenance of Public (

## George A Demling

### Scoring Summary

#### Evaluation Group 1 - Initial Evaluation

Reviewer	GFE forms/documentation Pass/Fail
Alan Cunningham	Pass
Average:	Pass
Calculated:	↓ Pass

#### Evaluation Group 2 - Preferences

Reviewer	Total / 10 pts	Preferences / 10 pts
Kim Henry	10	10
Average:		10
Calculated:	10	↓ 10



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Total / 45 pts	Quality of Proposed Services / 45 pts
Jeff OBrien	31.5	7 / 10
Benjamin Tipton	22.5	5 / 10
Margaret Brosko	22.5	5 / 10
Spencer Holt	27	6 / 10
Art Williams	27	6 / 10
Average:		5.8 / 10
Calculated:	26.1	↓ 26.1

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Total / 45 pts	Qualifications and Experience / 45 pts
Jeff OBrien	36	8 / 10



Benjamin Tipton	18	4 / 10
Margaret Brosko	18	4 / 10
Spencer Holt	31.5	7 / 10
Art Williams	27	6 / 10
<b>Average:</b>		<b>5.8 / 10</b>
<b>Calculated:</b>	<b>26.1</b>	<b>26.1</b>

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Total / 10 pts	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	3	3 / 10
Benjamin Tipton	2	2 / 10
Margaret Brosko	4	4 / 10



Spencer Holt	4	4 / 10
Art Williams	5	5 / 10
Average:		3.6 / 10
Calculated:	3.6	↓ 3.6

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	10	Other	Minimum wage-yes Local vendor-yes

### Quality of Proposed Services - Reviewer Scores

Reviewer	Score	Reason	Comments
----------	-------	--------	----------



Margaret Brosko	5 / 10	Partially meets my expectations	very little detail
Benjamin Tipton	5 / 10	Medium level of detail in response	Lacking detail. Bid for Long Run only
Jeff OBrien	7 / 10	Partially supported claim(s)	Would like more detail on proposed increase in rounds.
Spencer Holt	6 / 10	Partially fits desired attributes	Standard Proposal maintaining status quo. Good cart sharing numbers for the city.
Art Williams	6 / 10	Partially fits desired attributes	Detailed plan

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	4 / 10	Partially meets my expectations	lacks performance measures
Benjamin Tipton	4 / 10	Medium level of detail in response	For a course that struggles with activity, little thought on how to increase usage and revenue.
Jeff OBrien	8 / 10	Well-supported claim(s)	Lots of experience running this course.



Spencer Holt	7 / 10	Mostly complete response	Good management history for sure but would like to see more information or detail about more current or recent management/operation activity. Many photos provided seem very dated.
Art Williams	6 / 10	Partially fits desired attributes	Experienced in Metro Policies

### Capital Improvement/Investment Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	4 / 10	Partially supported claim(s)	one area
Benjamin Tipton	2 / 10	Doesn't meet my expectations	Lacking
Jeff OBrien	3 / 10	Poor level of detail in response	Virtually no detail provided here.
Spencer Holt	4 / 10	Partially meets my expectations	expanded practice tee idea but no plan for implementation.
Art Williams	5 / 10	Medium level of detail in response	More detail needed





# RFP200034 - Management, Operation and Maintenance of Public Youth Golf Coalition Inc, dab The First Tee of Louisville

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

Reviewer	GFE forms/documentation Pass/Fail
Alan Cunningham	Pass
Average:	Pass
Calculated:	Pass

### Evaluation Group 2 - Preferences

Reviewer	Total / 10 pts	Preferences / 10 pts
Kim Henry	10	10
Average:	10	10
Calculated:	10	10



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Total / 45 pts	Quality of Proposed Services / 45 pts
Jeff OBrien	31.5	7 / 10
Benjamin Tipton	13.5	3 / 10
Margaret Brosko	40.5	9 / 10
Spencer Holt	22.5	5 / 10
Art Williams	31.5	7 / 10
Average:		6.2 / 10
Calculated:	27.9	↓ 27.9

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Total / 45 pts	Qualifications and Experience / 45 pts
Jeff OBrien	36	8 / 10



Benjamin Tipton	13.5	3 / 10
Margaret Brosko	36	8 / 10
Spencer Holt	13.5	3 / 10
Art Williams	27	6 / 10
Average:		5.6 / 10
Calculated:	25.2	↓ 25.2

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Total / 10 pts	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	5	5 / 10
Benjamin Tipton	1	1 / 10
Margaret Brosko	8	8 / 10



Spencer Holt	6	6 / 10
Art Williams	6	6 / 10
Average:		5.2 / 10
Calculated:	5.2	5.2

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	10	Other	Minimum wage-yes Local vendor-yes

### Quality of Proposed Services - Reviewer Scores

Reviewer	Score	Reason	Comments
----------	-------	--------	----------



Margaret Brosko	9 / 10	Well-supported claim(s)	new approach
Benjamin Tipton	3 / 10	Doesn't meet my expectations	Little detail provided. Bid for Shawnee
Jeff OBrien	7 / 10	Medium level of detail in response	Really needed more detail on specific operations plans.
Spencer Holt	5 / 10	Partially meets my expectations	I like the general ideas but need more specifics.
Art Williams	7 / 10	Mostly complete response	Lack Day to day operation of golf course experience.

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	8 / 10	Strongly fits desired attribute(s)	knowledgeable
Benjamin Tipton	3 / 10	Doesn't meet my expectations	First Tee is already involved at several courses and has a narrow golf focus. Ability to operate all areas of a course is not evident much less generate a level of revenue required to make the course a success.



Jeff OBrien	8 / 10	Meets or exceeds my expectations	Unique experience and program that could help attract more people to game that wouldn't otherwise be interested.
Spencer Holt	3 / 10	Poor level of detail in response	No personnel listed or resume's to review.
Art Williams	6 / 10	Partially fits desired attributes	Lacking day to day operational experience.

### Capital Improvement/Investment Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	8 / 10	Well-supported claim(s)	sponsor based
Benjamin Tipton	1 / 10	Doesn't meet my expectations	Lacking
Jeff OBrien	5 / 10	Medium level of detail in response	Need more details on planned investment
Spencer Holt	6 / 10	Partially meets my expectations	Would like more specifics on future investments and needs.
Art Williams	6 / 10	Medium level of detail in response	Not much detail in capital improvement plan.



# RFP200034 - Management, Operation and Maintenance of Public Seneca Golf Course

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

Reviewer	GFE terms/documentation Pass/Fail
Alan Cunningham	Pass
Average:	Pass
Calculated:	Pass

### Evaluation Group 2 - Preferences

Reviewer	Total / 10 pts	Preferences / 10 pts
Kim Henry	10	10
Average:	10	10
Calculated:	10	10



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Total / 45 pts	Quality of Proposed Services / 45 pts
Jeff OBrien	36	8 / 10
Benjamin Tipton	22.5	5 / 10
Margaret Brosko	45	10 / 10
Spencer Holt	45	10 / 10
Art Williams	31.5	7 / 10
Average:		8 / 10
Calculated:	36	↓ 36

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Total / 45 pts	Qualifications and Experience / 45 pts
Jeff OBrien	40.5	9 / 10





Benjamin Tipton	31.5	7 / 10
Margaret Brosko	45	10 / 10
Spencer Holt	45	10 / 10
Art Williams	31.5	7 / 10
Average:		8.6 / 10
Calculated:	38.7	38.7

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Total / 10 pts	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	8	8 / 10
Benjamin Tipton	6	6 / 10
Margaret Brosko	9	9 / 10



Spencer Holt	8	8 / 10
Art Williams	7	7 / 10
Average:		7.6 / 10
Calculated:	7.6	7.6

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	10	Other	Minimum wage-yes Local vendor-yes

### Quality of Proposed Services - Reviewer Scores

Reviewer	Score	Reason	Comments
----------	-------	--------	----------



Margaret Brosko	10 / 10	Meets or exceeds my expectations	good plan
Benjamin Tipton	5 / 10	Partially meets my expectations	Bid for Seneca only. Marketing plan shows little effort or ability to create a solid marketing plan. Bidder admitted little investment made in the past in Marketing. Financials were not provided.
Jeff OBrien	8 / 10	Meets or exceeds my expectations	Would've liked a bit more information on financials.
Spencer Holt	10 / 10	Meets or exceeds my expectations	Impressive programming and operation.
Art Williams	7 / 10	Mostly complete response	Good plan

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	10 / 10	Strongly fits desired attribute(s)	proven results
Benjamin Tipton	7 / 10	Medium level of detail in response	Detail is lacking. Has experience but little information on a plan to increase revenue much less detail on other pertinent aspects.
Jeff OBrien	9 / 10	Meets or exceeds my expectations	Successful experience managing a high-use course.



Spencer Holt	10 / 10	Meets or exceeds my expectations	I like the commitment to serving the public in a complete and professional manner. So much positive coming from this operation.
Art Williams	7 / 10	Mostly complete response	Plenty of experience

### Capital Improvement/Investment Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	9 / 10	Meets or exceeds my expectations	detailed plan
Benjamin Tipton	6 / 10	Partially meets my expectations	At least offered some level of detail with dollar amounts and items.
Jeff OBrien	8 / 10	Meets or exceeds my expectations	Good detail on needs for course.
Spencer Holt	8 / 10	Meets or exceeds my expectations	Shows commitment with past personal investments in the course and solid plans for future improvements.
Art Williams	7 / 10	Partially meets my expectations	Solid plan



# RFP200034 - Management, Operation and Maintenance of Public Sun Valley Golf Services

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

Reviewer	GPE forms/documentation Pass/Fail
Alan Cunningham	Pass
Average	Pass
Calculated:	Pass

### Evaluation Group 2 - Preferences

Reviewer	Total / 10 pts	Preferences / 10 pts
Kim Henry	10	10
Average	10	10
Calculated:	10	10



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Total / 45 pts	Quality of Proposed Services / 45 pts
Jeff OBrien	31.5	7 / 10
Benjamin Tipton	13.5	3 / 10
Margaret Brosko	22.5	5 / 10
Spencer Holt	27	6 / 10
Art Williams	22.5	5 / 10
Average:	5.2 / 10	
Calculated:	23.4	23.4

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Total / 45 pts	Qualifications and Experience / 45 pts
Jeff OBrien	36	8 / 10



Benjamin Tipton	18	4 / 10
Margaret Brosko	36	8 / 10
Spencer Holt	36	8 / 10
Art Williams	27	6 / 10
Average:		6.8 / 10
Calculated	30.6	30.6

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Total / 10 pts	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	6	6 / 10
Benjamin Tipton	1	1 / 10
Margaret Brosko	1	1 / 10



Spencer Holt	3	3 / 10
Art Williams	5	5 / 10
Average:		3.2 / 10
Calculated:	3.2	3.2

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	10	Other	Minimum wage-yes Local vendor-yes

### Quality of Proposed Services - Reviewer Scores

Reviewer	Score	Reason	Comments
----------	-------	--------	----------





Margaret Brosko	5 / 10	Partially supported claim(s)	limited plan
Benjamin Tipton	3 / 10	Doesn't meet my expectations	Bid for Sun Valley OR Vettiner with emphasis on Sun Valley. Lacking in real detail/plan.
Jeff OBrien	7 / 10	Mostly complete response	Would've liked more detail about the plan to grow the number of rounds. Operations plan was detailed.
Spencer Holt	6 / 10	Medium level of detail in response	Would like to see more specific details of how to increase play and reverse the decline.
Art Williams	5 / 10	Partially fits desired attributes	Need more detailed plan

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	8 / 10	Other	experience
Benjamin Tipton	4 / 10	Partially supported claim(s)	As the current operator of Sun Valley it is evident that financial success at this course is failing. This bidder should have addressed this challenge with an in-depth marketing/pricing/revenue enhancement plan.



Jeff OBrien	8 / 10	Strongly fits desired attribute(s)	Highly experienced w/ details to back up claims.
Spencer Holt	8 / 10	Strongly fits desired attribute(s)	Long history working within the Louisville Park System.
Art Williams	6 / 10	Partially fits desired attributes	Experienced in golf course operations

### Capital Improvement/Investment Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	1 / 10	Doesn't meet my expectations	no detailed amount
Benjamin Tipton	1 / 10	Doesn't meet my expectations	Lacking
Jeff OBrien	6 / 10	Medium level of detail in response	Would like to see more in terms of actual capital investment. Too much focus on surface items (TVs, etc).
Spencer Holt	3 / 10	Doesn't meet my expectations	No detail of needed capital improvements
Art Williams	5 / 10	Medium level of detail in response	Would like to see more detail in the plan to increase rounds at course and overall maintenance.



# RFP200034 - Management, Operation and Maintenance of Public Grant Hummel

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

Reviewer	GFE forms/documentation Pass/Fail
Alan Cunningham	Pass
Average:	Pass
Calculated:	Pass

### Evaluation Group 2 - Preferences

Reviewer	Total / 10 pts	Preferences / 10 pts
Kim Henry	5	5
Average:	5	5
Calculated:	5	5



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Total / 45 pts	Quality of Proposed Services / 45 pts
Jeff OBrien	27	6 / 10
Benjamin Tipton	18	4 / 10
Margaret Brosko	36	8 / 10
Spencer Holt	36	8 / 10
Art Williams	27	6 / 10
	Average:	6.4 / 10
Calculated:	28.8	↓ 28.8

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Total / 45 pts	Qualifications and Experience / 45 pts
Jeff OBrien	22.5	5 / 10



Benjamin Tipton	27	6 / 10
Margaret Brosko	36	8 / 10
Spencer Holt	31.5	7 / 10
Art Williams	22.5	5 / 10
Average:		6.2 / 10
Calculated:	27.9	27.9

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Total / 10 pts	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	3	3 / 10
Benjamin Tipton	2	2 / 10
Margaret Brosko	5	5 / 10



Spencer Holt	7	7 / 10
Art Williams	5	5 / 10
Average:		4.4 / 10
Calculated:	4.4	4.4

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	5	Other	Minimum wage-yes Local vendor-no

### Quality of Proposed Services - Reviewer Scores

Reviewer	Score	Reason	Comments
----------	-------	--------	----------



Margaret Brosko	8 / 10	Strongly fits desired attribute(s)	realistic financials
Benjamin Tipton	4 / 10	Medium level of detail in response	Lacking depth. Conflicting bid - one page is to operate Crescent Hill OR any other course. Later narrative in bid is to operate only either Crescent Hill OR Cherokee.
Jeff OBrien	6 / 10	Medium level of detail in response	Needed more detail on financial proposal.
Spencer Holt	8 / 10	Strongly fits desired attribute(s)	A lot of good ideas for diverse programming. Enthusiastic marketing and community engagement.
Art Williams	6 / 10	Partially fits desired attributes	Solid plan

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	8 / 10	Strongly fits desired attribute(s)	strong resume
Benjamin Tipton	6 / 10	Medium level of detail in response	Lacking indication of plans to drive revenue/profits.
Jeff OBrien	5 / 10	Partially fits desired attributes	Not a lot of direct experience managing day-to-day operations of a GC.



Spencer Holt	7 / 10	Partially fits desired attributes	good experience as assistant but no head professional experience. Not Class A professional yet.
Art Williams	5 / 10	Partially fits desired attributes	Ok experience

### Capital Improvement/Investment Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	5 / 10	Mostly complete response	no specific amounts
Benjamin Tipton	2 / 10	Doesn't meet my expectations	Lacking
Jeff OBrien	3 / 10	Poor level of detail in response	No detail for proposed improvements and how those would be made
Spencer Holt	7 / 10	Mostly complete response	Shows commitment to help make needed upgrades to the clubhouse and cart buildings.
Art Williams	5 / 10	Medium level of detail in response	More detail





# RFP200034 - Management, Operation and Maintenance of Public

Patrick Vadden

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

Reviewer	GFE forms/documentation Pass/Fail
Alan Cunningham	Pass
Average:	Pass
Calculated:	Pass

### Evaluation Group 2 - Preferences

Reviewer	Total / 10 pts	Preferences / 10 pts
Kim Henry	5	5
Average:		5
Calculated:	5	5



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Total / 45 pts	Quality of Proposed Services / 45 pts
Jeff OBrien	22.5	5 / 10
Benjamin Tipton	13.5	3 / 10
Margaret Brosko	40.5	9 / 10
Spencer Holt	36	8 / 10
Art Williams	22.5	5 / 10
	Average:	6 / 10
Calculated:	27	↓ 27

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Total / 45 pts	Qualifications and Experience / 45 pts
Jeff OBrien	22.5	5 / 10



Benjamin Tipton	31.5	7 / 10
Margaret Brosko	36	8 / 10
Spencer Holt	40.5	9 / 10
Art Williams	22.5	5 / 10
<b>Average:</b>		<b>6.8 / 10</b>
<b>Calculated:</b>	<b>30.6</b>	<b>30.6</b>

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Total / 10 pts	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	5	5 / 10
Benjamin Tipton	4	4 / 10
Margaret Brosko	5	5 / 10



Spencer Holt	7	7 / 10
Art Williams	5	5 / 10
Average:		5.2 / 10
Calculated:	5.2	5.2

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	5	Other	Minimum wage-yes Local vendor-no

### Quality of Proposed Services - Reviewer Scores

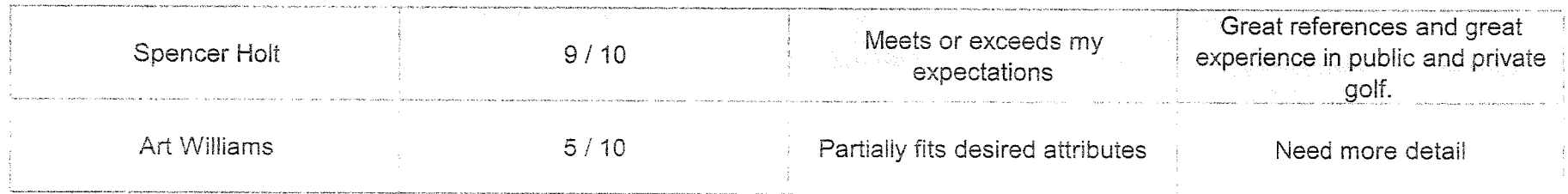
Reviewer	Score	Reason	Comments
----------	-------	--------	----------



Margaret Brosko	9 / 10	Strongly fits desired attribute(s)	good plan
Benjamin Tipton	3 / 10	Doesn't meet my expectations	Lacking detail. Bid confusing - letter states proposal is for Vettiner but later also includes references to operating Long Run and Iroquois. Unclear.
Jeff OBrien	5 / 10	Medium level of detail in response	Lacked specifics on operation plan and financials.
Spencer Holt	8 / 10	Meets or exceeds my expectations	Has good ideas for growing the game and increasing play.
Art Williams	5 / 10	Partially meets my expectations	Decent plan

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	8 / 10	Strongly fits desired attribute(s)	good experience
Benjamin Tipton	7 / 10	Partially fits desired attributes	Capable but at a level to provide Metro with success at any of the courses the bidder referenced? Not clear.
Jeff OBrien	5 / 10	Partially supported claim(s)	Didn't see a lot about operations and knowledge of growing rounds.



Reviewer	Score	Reason	Comments
Margaret Brosko	5 / 10	Mostly complete response	no specific amount
Benjamin Tipton	4 / 10	Partially meets my expectations	No specific dollar amounts quoted. Narrative stated bidder would invest in clubhouse renovations at Vettiner; Long Run or Iroquois. Same statement made regarding improvements to landscape at Iroquois and Vettiner. Long Run is noted for improvements to driving range.
Jeff OBrien	5 / 10	Medium level of detail in response	Little detail on how/what specific improvements would be made
Spencer Holt	7 / 10	Partially meets my expectations	Renovation of golf shop would make good first impression.
Art Williams	5 / 10	Medium level of detail in response	Need more detail of plan



# RFP200034 - Management, Operation and Maintenance of Public T Betz Golf LLC

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

Reviewer	GFE forms/documentation Pass/Fail
Alan Cunningham	Pass
Average:	Pass
Calculated:	↓ Pass

### Evaluation Group 2 - Preferences

Reviewer	Total / 10 pts	Preferences / 10 pts
Kim Henry	5	5
Average:		5
Calculated:	5	↓ 5



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Total / 45 pts	Quality of Proposed Services / 45 pts
Jeff OBrien	40.5	9 / 10
Benjamin Tipton	36	8 / 10
Margaret Brosko	40.5	9 / 10
Spencer Holt	40.5	9 / 10
Art Williams	31.5	7 / 10
Average:		8.4 / 10
Calculated:	37.8	↓ 37.8

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Total / 45 pts	Qualifications and Experience / 45 pts
Jeff OBrien	36	8 / 10





Benjamin Tipton	27	6 / 10
Margaret Brosko	36	8 / 10
Spencer Holt	36	8 / 10
Art Williams	27	6 / 10
<b>Average:</b>		<b>7.2 / 10</b>
<b>Calculated:</b>		<b>32.4</b>

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Total / 10 pts	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	5	5 / 10
Benjamin Tipton	3	3 / 10
Margaret Brosko	8	8 / 10



Spencer Holt	6	6 / 10
Art Williams	6	6 / 10
Average:		5.6 / 10
Calculated:	5.6	↓ 5.6

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Meets the requirement(s)	Bidder provided GFE.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	5	Other	Minimum wage-no Local vendor-yes

### Quality of Proposed Services - Reviewer Scores

Reviewer	Score	Reason	Comments
----------	-------	--------	----------



Margaret Brosko	9 / 10	High level of detail in response	good plan
Benjamin Tipton	8 / 10	Other	Bid for Vettiner. Current operator of Nichols. Effort to detail proposal is mostly evident.
Jeff OBrien	9 / 10	High level of detail in response	Very detailed reports
Spencer Holt	9 / 10	High level of detail in response	Well thought out and detailed response.
Art Williams	7 / 10	Partially meets my expectations	Solid plan of action

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	8 / 10	High level of detail in response	worked way up
Benjamin Tipton	6 / 10	Partially meets my expectations	As current operator of Nichols and the historical challenges with generating play & revenue at this course I would have hoped to see this bidders acknowledgment of that. Vettiner is not lacking in interest thus the bidders plan is questionable.



Jeff OBrien	8 / 10	Well-supported claim(s)	Good evidence w/ experience to raise performance at BN GC.
Spencer Holt	8 / 10	Strongly fits desired attribute(s)	Great experience within Louisville Park System and good ideas to move things in the right direction.
Art Williams	6 / 10	Partially meets my expectations	Decent experience

### Capital Improvement/Investment Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	8 / 10	High level of detail in response	specific amounts
Benjamin Tipton	3 / 10	Doesn't meet my expectations	lacking any detail at all. Did note willingness to increase revenue sharing to generate possible capital investment funds.
Jeff OBrien	5 / 10	Medium level of detail in response	Would like more specifics on what improvements would be made and how revenue-sharing links to those.
Spencer Holt	6 / 10	Partially meets my expectations	Shows commitment to maintain and improve clubhouse area.
Art Williams	6 / 10	Partially meets my expectations	Ok plan



# RFP200034 - Management, Operation and Maintenance of Public American Golf (Eliminated)

## Scoring Summary

### Evaluation Group 1 - Initial Evaluation

Reviewer	GFE forms/documentation Pass/Fail
Alan Cunningham	Pass
Average:	Pass
Calculated:	↓ Pass

### Evaluation Group 2 - Preferences

Reviewer	Preferences / 10 pts
Kim Henry	5
Average:	5
Calculated:	↓ 5



### Evaluation Group 3 - Quality of Proposed Services

Reviewer	Quality of Proposed Services / 45 pts
Jeff OBrien	4 / 10
Benjamin Tipton	8 / 10
Margaret Brosko	7 / 10
Spencer Holt	8 / 10
Art Williams	5 / 10
<b>Average:</b>	<b>6.4 / 10</b>
<b>Calculated:</b>	<b>28.8</b>

### Evaluation Group 4 - Qualifications and Experience

Reviewer	Qualifications and Experience / 45 pts
Jeff OBrien	7 / 10



Benjamin Tipton	10 / 10
Margaret Brosko	5 / 10
Spencer Holt	6 / 10
Art Williams	5 / 10
<b>Average:</b>	<b>6.6 / 10</b>
<b>Calculated:</b>	<b>29.7</b>

### Evaluation Group 5 - Capital Improvement/Investment Plan

Reviewer	Capital Improvement/Investment Plan / 10 pts
Jeff OBrien	3 / 10
Benjamin Tipton	2 / 10
Margaret Brosko	3 / 10



Spencer Holt	1 / 10
Art Williams	5 / 10
<b>Average:</b>	<b>2.8 / 10</b>
<b>Calculated:</b>	<b>2.8</b>

## Scoring Comments

### GFE forms/documentation - Reviewer Scores

Reviewer	Score	Reason	Comments
Alan Cunningham	Pass	Other	Bidder submitted complete response 10/25/2019.

### Preferences - Reviewer Scores

Reviewer	Score	Reason	Comments
Kim Henry	5	Other	Minimum wage-yes Local vendor-no

### Quality of Proposed Services - Reviewer Scores

Reviewer	Score	Reason	Comments
----------	-------	--------	----------





Margaret Brosko	7 / 10	Medium level of detail in response	no detailed plans
Benjamin Tipton	8 / 10	High level of detail in response	Detailed. Open to manage all courses.
Jeff OBrien	4 / 10	Partially supported claim(s)	Information too general and no proposed detail about Louisville courses?
Spencer Holt	8 / 10	Meets or exceeds my expectations	Comprehensive List showing effective use of technology to improve services
Art Williams	5 / 10	Partially fits desired attributes	ok plan

### Qualifications and Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	5 / 10	Partially fits desired attributes	equipment concerns
Benjamin Tipton	10 / 10	Well-supported claim(s)	Qualified
Jeff OBrien	7 / 10	Medium level of detail in response	Clearly an experienced group, but the proposal was too general to tell how/if experience would translate to LMG Courses.
Spencer Holt	6 / 10	Partially meets my expectations	Limited experience in this type of public golf market



Art Williams	5 / 10	Partially fits desired attributes	Experienced
--------------	--------	-----------------------------------	-------------

### Capital Improvement/Investment Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
Margaret Brosko	3 / 10	Poor level of detail in response	no specific or estimated amount listed
Benjamin Tipton	2 / 10	Doesn't meet my expectations	Metro will be responsible for all capital improvements
Jeff OBrien	3 / 10	Poor level of detail in response	No detail was provided here.
Spencer Holt	1 / 10	Poor level of detail in response	No proposed plan for capital improvements
Art Williams	5 / 10	Medium level of detail in response	More detail



## RFP200034 - Management, Operation and Maintenance of Public Golf Courses Scoring Summary

### Active Submissions

Supplier	Total / 110 pts	GFE forms/documentation Pass/Fail	Preferences / 10 pts	Quality of Proposed Services / 45 pts	Qualifications and Experience / 45 pts	Capital Improvement/Invest ment Plan / 10 pts
Seneca Golf Course	92.3	Pass	10	36	38.7	7.6
Greg Basham LLC	81.7	Pass	10	32.4	35.1	4.2
T Betz Golf LLC	80.8	Pass	5	37.8	32.4	5.6
Youth Golf Coalition Inc, dab The First Tee of Louisville	68.3	Pass	10	27.9	25.2	5.2
Patrick Vadden	67.8	Pass	5	27	30.6	5.2
Sun Valley Golf Services	67.2	Pass	10	23.4	30.6	3.2
Grant Hummel	66.1	Pass	5	28.8	27.9	4.4
George A Demling	65.8	Pass	10	26.1	26.1	3.6