

**Response to Louisville Metro
Government RFP200034 -
Management, Operation and
Maintenance of Public Golf
Courses**

October 19, 2019

**Proposal Submitted by:
Hummel Golf, LLC
(502) 608-7888**

October 19, 2019

Dear RFP Review Committee,

Thank you for the opportunity to apply for the position of Head Golf Professional at Crescent Hill Golf Course or any metro parks golf course in the request for proposal, #200034.

I have worked at Seneca Golf Course under Mr. Kevin Greenwell the past 5 years. In my time working at Seneca I have learned things every day about what it takes to run and manage a successful golf course. Mr. Greenwell has really showed me that if you go above and beyond for the customers, they will in return help you in any way they can.

I grew up playing Seneca Golf Course along with all the other metro parks courses and was thrilled to get the Assistant Professional job under Kevin almost five years ago. In these past five years I have been involved with all the different aspects of the golf course. I have enjoyed working with our ladies, men's, senior, and partners league as well as running a PGA Junior League team that had the second most participants in the state last year. Volunteering with The First Tee has been a great experience the past few years and I hope to continue my work with them in the future. I work every day to be the best golf professional I can be.

I have worked very hard to gain the confidence and respect of the Louisville golf community. We provide the highest level of service while running the busiest facility in the state. I made a commitment the day I started working towards my PGA Membership that I would promote the game of golf to the highest level.

The training and guidance I have received in the past years working around golf everyday has prepared me for the job of Head Golf Professional at Crescent Hill Golf Course or any other Metro Parks golf course. Working in the Metro Parks golf system has been very rewarding, and I would like very much to continue. If chosen as the next Head Professional at Crescent Hill golf course the transition into the position would be very smooth. The golfing public will not have any interruption in services provided.

Sincerely,

Grant Hummel
PGA Associate

SCOPE AND EXPECTATIONS

I) Management Organization Expectations:

1. Upon the signing of an agreement, LMPR has full rights to enter the premises anywhere on site at any time. Common courtesy will be exercised by LMPR and their staff to not disrupt course operations or cause undue hardship to the operator. **Yes, absolutely.**
2. The Management Organization shall furnish a staff of employees to perform the duties and meet the responsibilities as called for in this RFP. **Yes, a staff of employees will be provided to meet all responsibilities required.**
3. The Management Organization shall hold LMPR harmless from all liabilities associated with the operation and any item associated with the actions and neglect of their employees. **Yes, confirmed.**
4. The Management Organization agrees to provide golf facilities and amenities that are at least equal in quality, if not better than, any found locally at similar facilities. **Yes, agreed.**
5. The Management Organization shall create and implement a formal Marketing Plan within six months of the signing of the agreement that is agreed upon LMPR. **Yes, a formal Marketing Plan will be created and executed within six months of signing the agreement.**
6. The Management Organization will be responsible for providing, at his/her sole expense, all Pro Shop staff, merchandise, food and drink for concessions, beer boxes, freezers, coolers, drink mix dispensers, operation of computerized cash registers for food and golf merchandise, cleaning supplies, vacuum cleaner(s), additional phone lines, display counters, cabinets and any other items necessary to operate a Pro Shop. **Yes, at my expense, all necessary staff and items for merchandise, food and drink, cleaning supplies, cabinets, displays, etc... needed to operate the Pro Shop will be provided.**
7. Must obtain and maintain a malt beverage license for beer sales. **Yes, application for license is ready to submit.**
8. The Management Organization will also be responsible for providing golf carts, fuel or electric for golf carts (if applicable), furniture for the clubhouse, and maintenance of such. Cart fleet must be adequate to meet the demand. **Yes, pre-approval letter to lease golf carts from Cunningham Golf & Utility Vehicles, Inc., is attached.**
9. A commitment to follow applicable departmental policies and procedures. **Yes, I am fully committed to following all policies and procedures.**
10. The Management Organization will continue to run youth golf programs working closely with local partners, and the expectation is that the Operator will do so enthusiastically. The First Tee Program will remain a partner at Shawnee, Seneca, Long Run, Bobby Nichols, and Quail Chase. **Yes, I am highly experienced running youth programs and working with local partners in a fully engaged and enthusiastic manner. I now manage one of the largest youth programs and I also lead the second largest PGA Junior League Team in the state of Kentucky. I realize the importance of introducing our youth to the game of golf. As a life-**

long sport, golf builds integrity, friendships, responsibility, perseverance and confidence. Golf also promotes wellness, which fits well with Mayor Fischer's focus on wellness for our community.

11. Must maintain compliance with the Louisville Metro Department of Health & Wellness. **Yes, confirmed.**

12. Must respect the proud history of municipal golf courses in the city of Louisville. **Yes, I will build the history of our municipal golf courses in Louisville into the marketing and social media presence I develop. We must be proud of the golf heritage in our city.**

13. Must support local non-profits and other organizations serving the community through benefit events, tournaments and other outings. **Yes, confirmed. I believe in our local non-profits and other community organizations and will partner with them and be a leader in outreach and inclusiveness. I am already involved with several non-profits and community organizations in a volunteer capacity and this is something I am dedicated and will continue. I am passionate about giving back to our community.**

14. LMPR requests the successful Proposer offer the opportunity for an employment interview to current LMPR golf employees and LMPR Lease holders and that any current employees deemed appropriate by the successful Proposer be retained. **Yes, confirmed.**

15. Maintain all required licenses, permits, and certifications for operation. This includes qualification and maintenance of good standing relating to alcohol license requirements for the city of Louisville and the Commonwealth of Kentucky. **Yes, confirmed.**

II. Minimum Qualifications

1. **I have over five years of experience in the golf profession. I am the Assistant Golf Professional at Seneca Golf Course under the leadership of Mr. Kevin Greenwell.**
2. **Record of Employment history in the operation of a golf facility: I have worked at Seneca Golf Course for the last five years operating the busiest golf facility in the state of Kentucky. My experience includes management of all aspects of the golf operations which includes collecting fees, renting carts, scheduling tee times, providing concessions and merchandising, golf instruction, management of leagues, special events, management of the Junior Golf Program. I am familiar with the maintenance operations and have a good working relationship with the Golf Superintendent at Seneca Golf Course. I also have a First Tee Certification. Reference letters are included below.**
3. **Confirmation that I will collect and deposit all fees, according to the LMPR's policies.**
4. **Confirmation that there will be adequate equipment to perform all requirements of the work in the event of an award.**
5. **Confirmation of the ability to operate through related experience and education to operate, manage and supervise the Pro Shop, Pro Shop employees, and to plan and implement tournaments, outings, merchandise selection and sales, and the golf instruction programs. My golf management experience has included management and supervision of the Pro Shop, Pro Shop employees, planning and implementing**

tournaments, outings, merchandise selection and sales, junior golf programs, men's and women's programs, and golf instruction.

6. Ability to adhere to agreed-upon Golf Course Maintenance Standards. Yes, agreed.

III) Required Submittals – General

1. A general overview and history of your company, number of years in business number of employees, corporate headquarters location, names of the firm's chief officers, and where you do business.

Hummel Golf, LLC, is formed to move forward with the bid to manage and operate one of the nine-hole municipal golf courses in Louisville. I am the President of Hummel Golf, LLC. I am currently the sole employee. Headquarters location is 1623 Belmar Drive, Louisville, KY 40213. I am the President and CEO and business is performed in Louisville, KY.

2. A statement of any certifications and relevant licenses held by your company.

Certifications held by Hummel Golf, LLC include:

- a. Health Certification**
- b. ABC application – ready to submit**

3. A general overview of your company's experience and qualifications in providing golf-course related services for similar customers with emphasis on municipal golf courses. Include information on golf course entities currently under contract with your firm as well as experience:

- i. **managing and operating a golf course(s) – I have over five years of golf course management and operations experience. As a PGA Associate Golf Professional, I manage all aspects of the golf course operations. My training and education have also prepared me to continue and advance in golf course management and operations. I have learned from the best and fully understand what is required to succeed and deliver excellence in golf course management.**
- ii. **providing golf instruction - I am a highly respected golf instructor and provide many lessons each week and month. I am very passionate about helping individuals learn the game of golf and perfect their skills. I work with individuals at all skill levels and enjoy watching individuals grow in their abilities.**
- iii. **providing and selling golf merchandise and services – I have over five years of experience with providing and selling golf merchandise and services. I have strong and established relationships with golf merchandise vendors and will be able to provide quality products and services for a diverse customer base. I will continually do needs assessments to ensure the products and services offered meet the needs of our customers.**

iv. operating food and beverage services – **I have over five years of experience operating food and beverage services for daily customers and for large groups and special events. I will listen to the customers and provide food and beverage services to meet the needs of our customers.**

v. managing, operating and maintaining fairways, greens, tees and paths and irrigation and drainage systems – **I am aware of the maintenance practices at the golf course and I stay abreast of best practices and understand this is a difficult job. I collaborate well and understand the need to work together with the Superintendent.**

vi. personnel management – **I manage a team of 24 employees and have over five years of supervisory experience. I lead with the focus on customer service excellence and I provide employees with the knowledge, training and tools necessary to succeed. I also assist with payroll and all human resource management for 24 employees.**

vii. operating and maintaining a fleet of carts adequate to respond to demand for public rental – **I currently manage a fleet of 60 golf carts and have pre-approval on my own group of carts for the golf course I hope to manage and operate.**

viii. working co-operatively with men's, women's and youth clubs/First Tee programs – **I pride myself on my ability to work collaboratively with men's, women's, youth programs and the First Tee program. My five years at Seneca Golf Course has allowed me to create strong partnerships with these customer-focused programs and I am well-respected in this area.**


ix. maintaining and enhancing community partnerships with non-profits and other service organizations. **I partner with many community organizations and non-profits and I seek out opportunities to enhance these partnerships. I am on the committee for the Kentucky Derby Festival Hole-In-One Contest. I am a volunteer for the First Tee Program as a Golf and Life Skills Coach. I have coached the golf teams at Meredith-Dunn School and The de Paul School for several years. I have also assisted with golf teams at Holy Trinity School, Holy Spirit School, and Sacred Heart Model School.**


4. Examples of quarterly and annual reports enabling the LMPR to measure efficiency and productivity of the operator. At a minimum, the reports should include the number of rounds played, net receipts, expenses and wages. **Profit and Loss Statement attached will show monthly revenue. I will use QuickBooks to prepare monthly, quarterly and annual reports.**
5. Documentation of financial capacity sufficient to start up and sustain operations, including staffing, maintenance and use of equipment, stocking concession areas, capital improvements or investments, purchasing and maintaining required types and amounts of insurance. **I have a line of credit in the amount of \$100,000 from JMFS, LLC.**

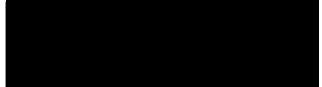
6. For corporations and partnerships, provide audited financial statements for the previous two fiscal years including the notes to the statements or similar explanatory material. If you are unable to provide audited statements, please provide an explanation. Financial statements should be provided for the Proposer AND all parent companies. Personal financial statements must be provided for any owners of a sole proprietorship or general partners within a partnership. **Personal financial statement will be provided at interview.**

7. Describe the method to be used to ensure accountability and tracking for all revenues generated at the golf courses. **We will use a POS (point of sale) system to ensure accountability and track all revenues generated. The POS system will be reviewed daily and audited on a regular basis.**

8. Identify restrictions in the current ordinance that may prohibit the proposal from achieving its stated goal. **I am not a Class A Member currently. I am a PGA Associate Golf Professional and this winter I will be 2/3 of the way to a Class A Member.**

9. Three (3) professional references that can speak to your ability to meet the requirements set forth in this RFP. For each reference, please include: Name, title, company, phone number, email address.
 - a. **Mr. Kevin Greenwell, Head PGA Golf Professional**
Seneca Golf Course
2300 Pee Wee Reese Road
Louisville, Kentucky
40205-2316


 - b. **Mr. D'Shawn Johnson**
Executive Director
First Tee Louisville


 - c. **Mr. Dan Wilhelm**
President, Seneca Men's Club
Member, Kentucky Golf Association Board of Directors


IV. Required Submittals – Proposal Proposers must submit responses addressing the following in the order in which they are listed.

1. Clearly indicate whether your response includes management and operation of:
 - a. All ten (10) courses – (requiring ordinance change)
 - b. Six up to nine (6-9) courses – (requiring ordinance change)
 - i. List which courses are included as part of your proposal
 - ii. Describe how the courses selected maintains geographic diversity
 - c. One (1) course – (no required ordinance change)
 - i. Identify the course you are proposing to operate

My response includes management and operation of:

- a. **One (1) course**
 - i. **This proposal is to operate either Cherokee Golf Course or Crescent Hill Golf Course**

2. Description of the proposal: accepted proposals include lease, hybrid or concession options and should be described in detail including any financial arrangements including but not limited to revenue sharing or payments. **A revenue sharing model is proposed. Metro Government will receive 100% of green fees, 10% of cart fees and 10% of concessions (food and beverage sales).**

3)An operating plan for all courses contained in this proposal, clubhouses and pro shops, including but not limited to:

- a. A detailed staffing plan including how your proposal will integrate the expertise of PGA golf professionals. **See attached**
- b. A detailed maintenance plan for all buildings and property/equipment owned by the Louisville Metro Government used to operate the golf courses. **N/A**
- c. Discuss the ability and approach to planning and implementing a repair and maintenance plan (to include improvements, repairs and cyclic maintenance) for all buildings and landscapes. **I will handle upkeep and improvements of the clubhouse and landscaping.**
- d. Describe the experience of the staff in the operation, use and maintenance of golf course and golf related equipment, including mowers, seeder, dressers, tractors, sprayers, spreaders, thatchers, aerifiers, sprinklers, irrigation and drainage systems, tractors and pumps. Include environmentally friendly golf course maintenance practices. **N/A**
- e. Plan for golf course maintenance standards (Exhibit -C). **N/A**

4. Financial projections for the term of the contract (January 1, 2020 -December 31, 2025) **See attached.**

5. A marketing plan indicating the plans for maximizing golf activities, including teaching, partnering, and customer service initiatives. **See attached.**

6. A proposal of revenue sharing plan – **Metro Government will receive 100% of green fees, 10% of cart fees and 10% of concessions (food and beverage sales).**

7. A plan for capital improvements and other investments - **I will maintain and update clubhouse as needed. I will provide daily cleaning of the clubhouse.**

8. A plan for diverse programming, attractive to a broad base spectrum of the community, to include but not limited to: golf clinics, golf lessons, special events and growth of the “game” initiatives. Describe specific programs, plans, etc. that will ensure affordable, accessible golf will be made available to historic user groups (to include underserved communities, youth, etc.). **Please see plan below.**

9. A community engagement plan that will honor and respect the history of community partnerships through tournaments and sponsorships and explores other ways to support the local community in which the course is located. **Please see plan below.**

10. A plan to increase rounds, utilization of the courses. **A strong social media presence will be developed to increase awareness of the golf course and events, specials, and to promote play. We will also offer an inclusive environment where everyone feels welcomed and comfortable. Outreach in the community will also increase exposure and therefore, increase play. Details on how we will grow the game is below.**

11. A customer service plan including Internet-based and mobile application tee-time reservations and pace-of-play improvement strategies. **I will implement tee times in the first season to see if efficiency will be increased. The main goal is to get as many green fees paid each day so some structure should help attain that goal. Getting repeat business with groups and leagues is a vital part of ensuring we have a sufficient number of rounds each day. Keeping the rough cut short and adopting local rules will help with the pace of play. Utilizing a ranger during busy times will also ensure patrons are getting around the golf course in a timely manner. We will encourage golfers to check our website for updates on events or specials.**

12. A fee structure for each course to ensure access while balancing dynamic pricing. **We will use the dynamic pricing to attract golfers in the slow times to fill the void. We need as many golfers on the course as possible to ensure financial success of the entire operation.**

13. Description of food and beverage operations (hours of operation and policies/procedures for sale of alcoholic beverages). **The food and beverage operation at the golf course is a big part of attracting customers. It will be available to all customers and will offer a good selection of items. Hours of operation will be 30 minutes before daylight to 30 minutes after dusk.**

14. Plan to operate and maintain a fleet of carts adequate to respond to demand for public rental. **I have been pre-approved to lease golf carts from Cunningham Golf & Utility Vehicles, Inc. Pre-approval letter is attached. I have experience maintaining and repairing golf carts. Oil changes, tire replacement, tires patched, knuckle arms changed, winterizing and cleaning.**

15. The successful Proposer shall clearly state if it is proposing to subcontract any of the work herein. List any subcontracting disciplines needed to provide any and all requirements of this RFP and identify all subcontractors and describe what portions of the requirements they would perform along with their experience, qualifications, and capabilities to provide the specified services. The successful Proposer assumes full liability for the performance of all subcontractors. **Subcontractors will be hired as needed, based on need. Subcontractors will not be used for the essential responsibilities of the golf course management and operations.**

Operating Plan

General operations of the golf course will place a focus on customer service excellence. We will dedicate everything we do to ensure the customers, members and visitors to the golf course experience an enjoyable and comfortable time. We will seek out ways to continuously improve and will go above and beyond at all times. Goals and objectives will be shared with all employees and a commitment to excellence will be the standard.

➤ Staffing Plan

- The golf course will be staffed with myself, PGA Associate Golf Professional, who will provide the golf expertise for all customers. There will be part-time cart attendants, part-time food and beverage assistants, and I will adjust staffing as needed during peak periods. Bookkeeping will be performed by a part-time assistant. Job descriptions will be written for all positions which will outline duties and job tasks.
- I will ensure equal opportunity employment and ensure employment opportunities are available to all citizens without regard to race, color, religion, national origin, marital status, handicap, sex, sexual orientation or gender identity, or age.
- I will plan and manage the golf operations program including retail merchandising, food and beverage, computer systems, human resources, golf cart operations, instruction programs including camps or clinics, tournaments and special events, and daily golf operation management.
- It is my understanding that golf course maintenance will be provided by the Parks Department.

➤ Golf Cart Operations

- The golf cart area will be neat and ready for customers to rent the carts at all times.
- Carts will be kept clean by pressure washing each week and waxing on a regular basis.

Marketing Plan

Louisville Metro Government Golf Courses are a significant asset to our city, and they play a very important role in serving our citizens of a variety of ages, income levels and abilities. While golf has always been a popular sport for individuals of all ages and abilities, there must be a focus on growing the game and ensuring that our citizens are aware of the great facilities in our community.

To market the nine-hole golf course, I will focus on these areas:

➤ Branding

- I believe a strong brand is necessary as the visual brand of the course creates an initial impression that can be the first step in getting golfers to play the course.
- The brand creates the identity of the golf course.
- The website reinforces the brand and is again the first impression to many new golfers.
- The brand reinforces what the golf course stands for and can be used in all social media.

➤ Social Media

- Social Media is the largest marketing platform available today. We will utilize Facebook, Twitter, Instagram and Google Ads to get the word out on our golf course, special events, and instructional programs. This will engage existing and potential customers and extend our reach to a wider audience.
- Customers search for golf course information online, so our website will be professional, contain up-to-date and accurate information customers need.
- We will utilize search-engine optimization strategies to get noticed.
- All social media platforms will help us build a following of customers.
- We will also do targeted outreach to members, patrons, neighborhoods in the area and community organizations to highlight the golf course.

➤ Launch a Monthly Newsletter

- This will allow us to disseminate information about the course, create awareness of tournaments and events, and advertise any special deals in the pro shop and at the course.
- In the newsletter, we will have a column that will feature a customer each month. This is a positive way to increase engagement and inclusiveness. This shows our customers we value them and appreciate and recognize them.
- The newsletter can also give quick golf tips.
- We can also highlight non-profit or community organizations in the newsletter. We will use this as an outlet to spread good news!

- **Outreach to employers, corporations and community organizations and non-profit organizations**
 - Outreach to employers and corporations will be done to share information about league play and how this encourages teamwork and good will. We will be available to assist companies in structuring a league and give guidance on rules, tournaments, league structure and handicaps.
 - We will produce a brochure which can be shared with employers, community organizations and non-profit organizations to spread the word on the course.
 - Giving back to community organizations is essential to be a good community partner and I will continue working with the First Tee, golf teams at local schools, offering gift certificates for golf lessons (for fundraisers at local community organizations).

Diversity of Programming

We must continue to promote the game of golf to our citizens of all ages and abilities because through golf, we can build a stronger and more inclusive community. We are committed to providing diverse programming to meet the needs of everyone in our community. Diversity and inclusion is necessary for any golf course to succeed. Golf is a game that can be enjoyed by everyone and we should be proactive in ensuring that there are opportunities for everyone. Our golf course will be a safe place for everyone to enjoy the wonderful game of golf.

Diverse programming will include:

➤ Youth Programs

- We will offer robust junior golf programs to introduce our youth to this amazing sport which teaches them invaluable life skills.
- Work with the First Tee – I am currently a volunteer with this program and find it essential to continue this volunteer work. The First Tee is an outstanding program that exposes youth to the game of golf. I am personally committed to providing outstanding opportunities for our youngest citizens – our youth and the First Tee is the perfect program to do so.
- We will also offer a PGA Junior League Team. This is an outstanding opportunity for boys and girls to learn and play golf. This program allows for expert coaching by a PGA professional where there is both skill and character development. This makes golf accessible to kids so they can focus on fun, recreation, good health and sportsmanship.

➤ Community Outreach

- We will provide introduction and welcoming through area schools, community-based organizations, and associations.
- Through community outreach, we will encourage establishing leagues or special events to meet the needs of members of our community.
- Programs will be designed based on the needs of the community.
- We will seek out opportunities to partner with organizations that serve minorities, women and other underserved groups.

➤ Develop Targeted programs for Individuals with Disabilities

- We will provide clinics or events for individuals with disabilities.
- We will partner with community-based organizations to determine the needs or opportunities for events.
- Free clinics will be offered for individuals with disabilities.

➤ Offer Events or a league for Veterans

- It is critical that we recognize and champion our veterans and providing some opportunities to do this will create positivity in our community.
- We will look to the Veterans Golf Association for best practice and ideas on how to best serve this important population.

- **Offer a variety of other golf events, outings or leagues**
 - **Beginner's Programs**
 - Free clinics will be offered early in the spring for adults and youth to engage those interested in the game. We will provide the use of all equipment at the clinics so individuals can get acclimated to golf. Based on interest, clinics could be offered at other times during the year as well.
 - Free clinics could be offered for senior citizens. A senior's club could be established if there is interest.
 - **Women's Club**
 - **Family League or Family scrambles will be offered**
 - **Men's Club**

Community Engagement Plan with focus on preserving history/community partnerships

- **Partnering with The First Tee**
 - As highlighted above, The First Tee is an amazing program that we will partner with to give our youth the opportunity to learn the game of golf. I am honored to volunteer with this organization and the ability to make the connection of golf with our youth is transformative in the lives of many young people.
 - The partnership with The First Tee opens up the doors to learn a new sport and provides opportunities that make a difference in the lives of our future golfers.

- **Present to community organizations and neighborhood associations**
 - Spread the word about our course and the benefits and offerings to citizens of all ages and abilities

- **Become active in the business association in the area of the golf course**
 - Develop relationships with employers and other organizations in the area with the common goal of excellence for area residents and potential customers.

- **Use Local Vendors for Concessions whenever possible**
 -

Plan to Grow the Game

We must always focus on growing the game of golf. We must create opportunities to increase exposure to the game and introduce golf to those not aware of the game by providing:

- **Fun Golf Events:**
 - **Three Club Tournament**
 - **Night Golf**
 - **Family Scrambles**
 - **Couples league**
 - **Family league**

- **Strong Social Media Presence**
 - **This social media presence will raise the awareness of the course and fun events at the course**

- **Junior Programs**
 - **Clinics**
 - **Camps**
 - **The First Tee**
 - **PGA Junior League**
 - **High School Intern program in partnership with community high school**

- **Cross promote with other Louisville Metro golf courses**

- **Concentrated focus on increased league play.**
 - **League play is attractive for local businesses and it builds community.**

- **Community Outreach and Education**

SUMMARY

Louisville Metro Public Golf Courses are a significant asset to Louisville, and they play a very important role in serving our citizens of a variety of ages, income levels and abilities. While golf has always been a popular sport for individuals of all ages and abilities, there must be a focus on growing the game and ensuring that our citizens are aware of the great facilities in our community.

These are challenging financial times and to continue to make golf available to all, we must focus on providing a great environment and golf experience for all patrons and residents of our area. For those citizens who visit our golf courses, they provide refuge, a connection with nature, friendship and promote wellness! If given the opportunity to manage and operate one of our fine golf courses, we promise to meet and exceed the expectations of our guests. We will continue to provide our citizens with a great outdoor golf experience, facilities and promote excellence in all areas of golf course management and operations.

Thank you for this opportunity!

Grant Hummel





10-20-2019

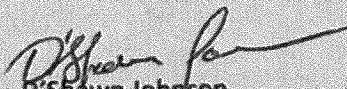
Dear Metro Parks Golf Council,

I am writing this reference in regards to Grant Hummel of Hummel Golf LLC and his proposal to run Crescent Hill Golf Course. Grant has been a valued Golf and Life Skills Coach with the The First Tee of Louisville for three years along with being one of the key members of staff at one of our programming locations, Seneca Golf Course.

Grant has multiple strengths that make him a great choice to run Crescent Hill. In my experiences with him he has proven to be a very dedicated and hard worker willing to do whatever it takes to accomplish what needs to be done. His personality makes him a phenomenal coach and role model for youth in the Louisville Metro area. Grant has always been a willing learner and I believe in his experiences with the First Tee that he has the skill set necessary to run a successful golf facility.

In conclusion, I would recommend Grant Hummel to operate the Crescent Hill facility. If his performance with The First Tee of Louisville is any indication of how he would perform in this role then I have no doubt that he will be very successful in this venture. If you have any further questions please feel free to contact me via phone at [REDACTED] or via email at [REDACTED] anytime.

Sincerely,


D'Shawn Johnson
Executive Director

To whom it may concern,

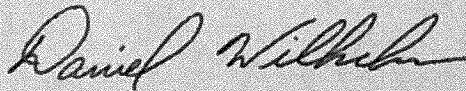
It is my pleasure to recommend Grant Hummel to operate one of the 9-hole golf facilities for the Louisville Metro Department of Parks and Recreation. I have known Grant since he was a high school sophomore playing Seneca Golf Course. He has been a fixture at Seneca ever since. He played and practiced at Seneca while playing for the Trinity High School golf team. After graduating from Trinity, he made the decision to pursue golf as a profession in the capacity of a club professional. For the last three years, he has been trained by one of the best course operators in the city, Kevin Greenwell. Kevin trusts Grant to run Seneca golf course in his absence, and I can think of no better recommendation of Grant's skills than that.

For the last two years, I have worked closely with Grant as the President of the Seneca Men's Club. During this time, we have made changes to the Men's Club schedule and introduced several new formats and events. The fresh perspective and innovative ideas have been well received by all of our members. This type of innovation and motivation is exactly what the Metro Parks courses need to increase play and allow the courses to grow and thrive.

Grant is actively working toward his PGA Class A certification, and he is planning to complete the second of three levels in that endeavor this winter. He already has invaluable experience in running a Metro Parks golf course. Grant is exactly the type of young professional that could make an immediate impact on the profitability and viability of the 9-hole courses in the Metro Parks system.

Please feel free to contact me at [REDACTED] should you like to discuss Grant's qualifications and experience further. I'd be happy to expand on my recommendation.

Thank you,



Daniel Wilhelm
President, Seneca Men's Club
Member, Kentucky Golf Association Board of Directors

Hummel Golf, LLC (Crescent Hill)

Profit and Loss (P&L) Statement

	2020	2021	2022	2023	2024
Green fees (Avg \$15 round-prior was \$10)(100% revenue)	\$263,445	\$266,079	\$271,401	\$279,543	\$290,725
Concessions (10% revenue)	\$5,260	\$5,303	\$5,409	\$5,571	\$5,794
Cart Rentals (10% revenue)	\$12,250	\$12,373	\$12,620	\$12,999	\$13,518
Total Net Revenue	\$280,945	\$283,754	\$289,430	\$298,112	\$310,037
Cost of Goods Sold	\$0	\$0	\$0	\$0	\$0
Gross Profit	\$280,945	\$283,754	\$289,430	\$298,112	\$310,037
Expenses					
Personnel	\$202,900	\$202,900	\$202,900	\$202,900	\$202,900
Contracts	\$22,000	\$22,000	\$22,000	\$22,000	\$22,000
Supplies	\$33,500	\$33,500	\$33,500	\$33,500	\$33,500
Fleet	\$6,800	\$6,800	\$6,800	\$6,800	\$6,800
Total Expenses	\$265,200	\$265,200	\$265,200	\$265,200	\$265,200
Net Income	\$15,745	\$18,554	\$24,230	\$32,912	\$44,837



13119 Aiken Road
Louisville, KY 40223
(502) 244-9244
(800) 456-1577
Fax (502) 244-5807

4007 U.S. Hwy 62
Calvert City, KY 42029
(270) 395-4312
(800) 897-1103
Fax (270) 395-4024

KHP Rental Office
4089 Iron Works Parkway
Lexington, KY 40511
(859) 233-7921
hpark@cunninghamgolfcar.com

October 18, 2019

**Mr. Grant Hummel
Hummel Golf LLC
Louisville, Kentucky 40217**

PRE- APPROVAL LETTER

This letter is intended to assure that Mr. Grant Hummel, of Hummel Golf LLC, has been recommended and preapproved to lease Yamaha Golf cars for the next 5 years. Having done business with Mr. Hummel for the previous 5 years, as an assistant at Seneca Golf Course, we feel confident Mr. Hummel is more than capable of operating any facility within the Metro Parks Golf Course system. His ability to attract play, manage his staff and contribute to a positive golf experience for his members and guest, will ensure success at any venue he may be given responsibility to manage on behalf of the Louisville Metro Parks System.

Mark Jackie

**Fleet Sales Manager
Cunningham Golf & Utility Vehicles Inc.
502-244-9244**

General Required Submittals – for RFP for Hummel Golf, LLC

III) Required Submittals – General

1. A general overview and history of your company, number of years in business number of employees, corporate headquarters location, names of the firm's chief officers, and where you do business.

Hummel Golf, LLC, is formed to move forward with the bid to manage and operate one of the nine-hole municipal golf courses in Louisville. I am the President of Hummel Golf, LLC. I am currently the sole employee. Headquarters location is [REDACTED] [REDACTED] I am the President and CEO and business is performed in Louisville, KY.

2. A statement of any certifications and relevant licenses held by your company.

Certifications held by Hummel Golf, LLC include:

- a. **Health Certification**
- b. **ABC application – ready to submit**

3. A general overview of your company's experience and qualifications in providing golf-course related services for similar customers with emphasis on municipal golf courses. Include information on golf course entities currently under contract with your firm as well as experience:

- i. **managing and operating a golf course(s) – I have over five years of golf course management and operations experience. As a PGA Associate Golf Professional, I manage all aspects of the golf course operations. My training and education have also prepared me to continue and advance in golf course management and operations. I have learned from the best and fully understand what is required to succeed and deliver excellence in golf course management.**

- ii. **providing golf instruction - I am a highly respected golf instructor and provide many lessons each week and month. I am very passionate about helping individuals learn the game of golf and perfect their skills. I work with individuals at all skill levels and enjoy watching individuals grow in their abilities.**

- iii. **providing and selling golf merchandise and services – I have over five years of experience with providing and selling golf merchandise and services. I have strong and**

established relationships with golf merchandise vendors and will be able to provide quality products and services for a diverse customer base. I will continually do needs assessments to ensure the products and services offered meet the needs of our customers.

iv. operating food and beverage services – I have over five years of experience operating food and beverage services for daily customers and for large groups and special events. I will listen to the customers and provide food and beverage services to meet the needs of our customers.

v. managing, operating and maintaining fairways, greens, tees and paths and irrigation and drainage systems – I am aware of the maintenance practices at the golf course and I stay abreast of best practices and understand this is a difficult job. I collaborate well and understand the need to work together with the Superintendent.

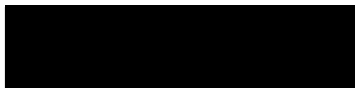
vi. personnel management – I manage a team of 24 employees and have over five years of supervisory experience. I lead with the focus on customer service excellence and I provide employees with the knowledge, training and tools necessary to succeed. I also assist with payroll and all human resource management for 24 employees.

vii. operating and maintaining a fleet of carts adequate to respond to demand for public rental – I currently manage a fleet of 60 golf carts and have pre-approval on my own group of carts for the golf course I hope to manage and operate.

viii. working co-operatively with men's, women's and youth clubs/First Tee programs – I pride myself on my ability to work collaboratively with men's, women's, youth programs and the First Tee program. My five years at Seneca Golf Course has allowed me to create strong partnerships with these customer-focused programs and I am well-respected in this area.

ix. maintaining and enhancing community partnerships with non-profits and other service organizations. I partner with many community organizations and non-profits and I seek out opportunities to enhance these partnerships. I am on the committee for the Kentucky Derby Festival Hole-In-One Contest. I am a volunteer for the First Tee Program as a Golf and Life Skills Coach. I have coached the golf teams at Meredith-Dunn School and The de Paul School for several years. I have also assisted with golf teams at Holy Trinity School, Holy Spirit School, and Sacred Heart Model School.

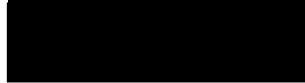
4. Examples of quarterly and annual reports enabling the LMPR to measure efficiency and productivity of the operator. At a minimum, the reports should include the number of rounds played, net receipts, expenses and wages. **Profit and Loss Statement attached will show monthly revenue. I will use QuickBooks to prepare monthly, quarterly and annual reports.**
5. Documentation of financial capacity sufficient to start up and sustain operations, including staffing, maintenance and use of equipment, stocking concession areas, capital improvements or investments, purchasing and maintaining required types and amounts of insurance. **I have a line of credit in the amount of \$100,000 from JMFS, LLC.**
6. For corporations and partnerships, provide audited financial statements for the previous two fiscal years including the notes to the statements or similar explanatory material. If you are unable to provide audited statements, please provide an explanation. Financial statements should be provided for the Proposer AND all parent companies. Personal financial statements must be provided for any owners of a sole proprietorship or general partners within a partnership. **Personal financial statement will be provided at interview.**
7. Describe the method to be used to ensure accountability and tracking for all revenues generated at the golf courses. **We will use a POS (point of sale) system to ensure accountability and track all revenues generated. The POS system will be reviewed daily and audited on a regular basis.**
8. Identify restrictions in the current ordinance that may prohibit the proposal from achieving its stated goal. **I am not a Class A Member currently. I am a PGA Associate Golf Professional and this winter I will be 2/3 of the way to a Class A Member.**
9. Three (3) professional references that can speak to your ability to meet the requirements set forth in this RFP. For each reference, please include: Name, title, company, phone number, email address.
 - a. **Mr. Kevin Greenwell, Head PGA Golf Professional**
Seneca Golf Course
2300 Pee Wee Reese Road
Louisville, Kentucky
40205-2316



b. Mr. D'Shawn Johnson
Executive Director
First Tee Louisville



c. Mr. Dan Wilhelm
President, Seneca Men's Club
Member, Kentucky Golf Association Board of Directors





10-20-2019

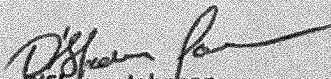
Dear Metro Parks Golf Council,

I am writing this reference in regards to Grant Hummel of Hummel Golf LLC and his proposal to run Crescent Hill Golf Course. Grant has been a valued Golf and Life Skills Coach with the The First Tee of Louisville for three years along with being one of the key members of staff at one of our programming locations, Seneca Golf Course.

Grant has multiple strengths that make him a great choice to run Crescent Hill. In my experiences with him he has proven to be a very dedicated and hard worker willing to do whatever it takes to accomplish what needs to be done. His personality makes him a phenomenal coach and role model for youth in the Louisville Metro area. Grant has always been a willing learner and I believe in his experiences with the First Tee that he has the skill set necessary to run a successful golf facility.

In conclusion, I would recommend Grant Hummel to operate the Crescent Hill facility. If his performance with The First Tee of Louisville is any indication of how he would perform in this role then I have no doubt that he will be very successful in this venture. If you have any further questions please feel free to contact me via phone at [REDACTED] or via email at [REDACTED] anytime.

Sincerely,


D'Shawn Johnson
Executive Director

To whom it may concern,

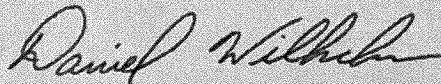
It is my pleasure to recommend Grant Hummel to operate one of the 9-hole golf facilities for the Louisville Metro Department of Parks and Recreation. I have known Grant since he was a high school sophomore playing Seneca Golf Course. He has been a fixture at Seneca ever since. He played and practiced at Seneca while playing for the Trinity High School golf team. After graduating from Trinity, he made the decision to pursue golf as a profession in the capacity of a club professional. For the last three years, he has been trained by one of the best course operators in the city, Kevin Greenwell. Kevin trusts Grant to run Seneca golf course in his absence, and I can think of no better recommendation of Grant's skills than that.

For the last two years, I have worked closely with Grant as the President of the Seneca Men's Club. During this time, we have made changes to the Men's Club schedule and introduced several new formats and events. The fresh perspective and innovative ideas have been well received by all of our members. This type of innovation and motivation is exactly what the Metro Parks courses need to increase play and allow the courses to grow and thrive.

Grant is actively working toward his PGA Class A certification, and he is planning to complete the second of three levels in that endeavor this winter. He already has invaluable experience in running a Metro Parks golf course. Grant is exactly the type of young professional that could make an immediate impact on the profitability and viability of the 9-hole courses in the Metro Parks system.

Please feel free to contact me at [REDACTED] should you like to discuss Grant's qualifications and experience further. I'd be happy to expand on my recommendation.

Thank you,



Daniel Wilhelm
President, Seneca Men's Club
Member, Kentucky Golf Association Board of Directors



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October 18, 2019

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Mark Jackie

**Fleet Sales Manager
Cunningham Golf & Utility Vehicles Inc.
502-244-9244**

LINE OF CREDIT

This Line of Credit is made on the 21st day of October, 2019 from **JMFS, LLC** a Kentucky limited liability company ("Mortgagor") to **Hummel Golf LLC** ("Mortgagee").

For the purpose of securing (i) payment of the principal sum for which Borrower (as hereinafter defined) is justly indebted to Mortgagee and all interest which may accrue thereon, (ii) all renewals and extensions thereof, or the instruments evidencing the indebtedness, (iii) any additional indebtedness, whether direct, indirect, existing, future, contingent, or otherwise, owed by Borrower to Mortgagee, in accordance with the conditions set forth below concerning amount and documentation of such additional indebtedness, and (iv) the fulfillment of all of the covenants and conditions hereinafter contained, Mortgagor hereby conveys in fee simple to Mortgagee, with covenant of General Warranty, the property hereinafter described, together with the buildings and improvements, erected thereon, or hereafter erected thereon, and the rights, privileges, and appurtenances thereto belonging or in any way appertaining, and all fixtures movable and immovable now or hereafter on or affixed to the property (the "Property"), together with the rents, issues, and profits therefrom:

TO HAVE AND TO HOLD the same unto Mortgagee, its successors and assigns forever.

Borrower is justly indebted to Mortgagee for borrowed money in the principal sum of **ONE HUNDRED THOUSAND DOLLARS (\$100,000.00)**, evidenced by a promissory note (the "Note") dated of even date herewith with interest thereon as provided therein, executed and delivered by the Mortgagor to the order of Mortgagee, with principal and interest payable as stated therein, and with other provisions and obligations, all of which are incorporated herein by reference. The Note bears a final maturity date of October 21, 2045.

Mortgagor covenants lawful seisin of the Property, full right and power to mortgage and convey the same, and that the same is free from all liens and encumbrances except (i) easements, restrictions and stipulations of record as to use, improvement and occupancy of the Property, (ii) governmental laws and regulations affecting the Property, (iii) liens for real property taxes and assessments not yet due and payable, and (iv) such other liens or exceptions to title as may be set forth on a title insurance policy.

Mortgagor, in order to more fully protect the security of this Mortgage, covenants and agrees as follows:

1. Borrower will pay the Note and interest thereon when due, together with all other amounts secured by the lien of this Mortgage.
2. Mortgagor will pay, when due, all taxes and assessments of every type and nature levied or assessed against the Property or any interest therein or any part thereof, and any claim, lien or encumbrance against the Property, and if requested by the Mortgagee, shall deliver or exhibit receipts therefor to Mortgagee at least fifteen (15) days before the same shall become delinquent.

3. Mortgagor will keep the improvements now existing or hereafter erected on the Property in good condition and repair and, at its own expense, procure and maintain for the benefit of Mortgagee as a named loss payee, policies of insurance upon the Property providing for sufficient insurance coverages, in some company or companies acceptable to Mortgagee, which shall not be cancelable, except upon not less than 30 days prior written notice to Mortgagee.

4. Mortgagor (a) will maintain the Property in good condition and repair, (b) will not commit or suffer waste thereof, (c) will comply with all laws, ordinances, regulations, covenants, conditions and restrictions affecting the Property, and will not suffer or permit any violation thereof and (d) will not remove, demolish or alter the design or structural character of any building now or hereafter erected on the Property unless Mortgagee shall first consent thereto in writing.

5. In the event: (a) Borrower fails to pay any installment of principal or interest provided for in the Note or in any indebtedness of Borrower to Mortgagee when the same becomes due; or (b) Mortgagor fails to pay taxes or assessments when due; or (c) Mortgagor fails to keep the improvements now existing or hereafter erected on the Property insured against loss or damage as provided herein or to pay the premiums for such insurance when they become due; or (d) Mortgagor fails to keep the Property in good condition and repair; or (e) Mortgagor fails to keep or perform any covenant or stipulation of this Mortgage; or (f) proceedings are instituted involving title to the Property or any part thereof, including the foreclosure of any other mortgage or any other lien against the Property; or (g) Mortgagor, Borrower, or any endorser or guarantor of the Note shall be adjudged a bankrupt, or file a petition in bankruptcy, or have a petition filed against him; or (h) a writ or order of attachment or garnishment shall be issued or made against any property of Mortgagor, Borrower, or any endorser or guarantor of the Note; or (i) Mortgagee in good faith deems itself insecure with respect to payment of the Note, or in good faith believes that the prospect of payment is impaired; or (j) in the event of the dissolution or termination of the existence of Mortgagor, Borrower or any endorser or guarantor of the Note; or (k) in the event of death of Mortgagor, Borrower, or any endorser or guarantor of the Note; then in any of such cases, Mortgagee may declare the whole indebtedness secured hereby to be at once due and payable without demand or notice, and forthwith proceed to collect the same and to enforce this Mortgage by suit or otherwise; and in any of such cases Mortgagee may enter on the Property, collect the rents, issues and profits therefrom, and after paying all expenses of such collections and proceedings, and a reasonable compensation for itself, apply the money collected to the satisfaction of the indebtedness hereby secured. In any of such events of default herein mentioned, Mortgagee may, at its option, apply to any court of competent jurisdiction for the appointment of a receiver of the Property to manage the same and to collect the rents, issues and profits therefrom, and after deducting the costs and expenses of such receivership and a reasonable compensation for the receiver's services, apply the remainder of such rent, issues and profits so received to the satisfaction of the indebtedness hereby secured. It is further agreed that the grounds for the appointment of a receiver herein set out shall be in addition to and not in limitation of the statutory remedy of receivership and may be invoked either in aid or without proceeding for the foreclosure and sale of the Property. Mortgagor agrees to pay to Mortgagee reasonable attorney fees incurred by Mortgagee in the event of a default hereunder to the extent such fees are actually paid or agreed

to be paid by Mortgagee, except such fees as are paid by Mortgagee to a salaried employee of Mortgagee. This Mortgage shall secure payment to Mortgagee by Mortgagor of such fees.

6. No delay by Mortgagee in the exercise of any of its rights or remedies hereunder, or otherwise afforded by law, shall operate as a waiver thereof, or preclude the exercise thereof during the continuance of any default hereunder. An express waiver of any obligation of Mortgagor shall not at any time thereafter be held to be a waiver of any of the terms or conditions of this Mortgage except as specified in the express waiver, and that only for the time and to the extent stated in the express waiver.

7. With respect to all or any part of the Property, or any legal or equitable interest therein, Mortgagor, or any successor in interest to Mortgagor, shall not (i) sell, (ii) convey, (iii) transfer, (iv) lease for more than one year, (v) lease with option to purchase, (vi) option, or (vii) enter into a contract for deed or bond for deed (all of the foregoing being hereinafter referred to as "Transfer" or "Transferred") without the prior written consent of Mortgagee. Such consent may be conditioned on such modifications of this Mortgage and the indebtedness which it secures as Mortgagee may deem necessary at the time of such consent, including, without limitation, changing the interest rate applicable to said loan for the remaining term of the loan, and requiring the proposed purchaser or transferee of the Property to meet the then existing standards of credit and financial responsibility required of borrowers by Mortgagee. If the Property is Transferred with the written consent of Mortgagee, the purchaser or transferee shall assume the balance then owing on the indebtedness and all of the obligations relating thereto (including any modifications that may be conditions for Mortgagee's consent to the Transfer) and shall pay to Mortgagee a Transfer fee customary at the time of Transfer. In the event the Property is Transferred without the written consent of Mortgagee or the purchaser declines to assume the indebtedness secured by this Mortgage as herein provided, Mortgagee may declare the entire debt secured hereby immediately due and payable and enforce this Mortgage, without notice to Mortgagor. No transfer shall operate to release, discharge, modify, change or affect the original liability of Borrower, any endorser or guarantor of the Note, or Mortgagor, or any subsequent persons who become obligated by reason of the assumption of the debt secured, either in whole or in part.

8. Without affecting the liability of Mortgagor or any other persons who are, or become, obligated (except any person expressly released in writing) to pay any indebtedness secured hereby or to perform any obligation contained herein, and without affecting the rights of Mortgagee with respect to any security not expressly released in writing, Mortgagee may, at any time and from time to time, either before or after the maturity of the Note, and without notice to or consent of any other party, and without affecting the liability of any maker, surety, guarantor, endorser, accommodation party or any other party to the Note: (i) extend the time for payment of either principal or interest; (ii) release or discharge any party liable on the Note; (iii) suspend or release the right to enforce the Note with respect to any person; (iv) change, exchange, or release any property in which Mortgagee or any other holder of the Note has any interest securing the Note; (v) justifiably or otherwise impair any collateral securing the Note or suspend or release the right to enforce against such collateral; and (vi) call for and accept additional collateral. Mortgagee shall not be under obligation to exercise any of its rights under this Mortgage, and no failure to do so or delay in doing so shall waive or impair its rights, or affect the liability of any person who is

obligated to pay any indebtedness secured hereby, or render Mortgagee in any way liable to anyone. The rights and remedies specified are cumulative and do not exclude any rights or remedies which the Mortgagee may otherwise have. This Mortgage constitutes a primary obligation of Mortgagor, and Mortgagee reserves the right to enforce this Mortgage prior to or without instituting any action to enforce any rights Mortgagee may have against Borrower or any other party or any other property.

9.. Additional Liability.

Borrower shall be liable to Lender for all of the following, including any costs and expenses and attorneys' fees:

(a) Damages suffered by Lender as a result of (i) fraud or misrepresentation by Borrower or any other person in connection with the loan evidenced by the Note and secured by this Mortgage, (ii) waste of any of the Property committed by Borrower or any other person, (iii) failure to observe and comply with all laws, ordinances and regulations applicable to any of the Property, and (iv) failure to comply with any of the obligations of Borrower under any of the Loan Documents.

(b) Any rents, issues or profits of the Property collected by or on behalf of Borrower not applied to Property expenses in the normal course of business or payment of the Indebtedness after a default or event of default under any of the Loan Documents;

(c) Any security deposits or other similar deposits received from tenants or occupants of the Property to the extent that funds for such deposits are not obtained by Lender from Borrower;

(d) Any sums expended by Lender in fulfilling the obligations of Borrower, as lessor, under any lease of any of the Property, excluding obligations relating to maintenance of the Property and liabilities occurring after Borrower has given up possession of the Property to Lender;

(e) The fair market value of any property or fixtures removed from any of the Property by or on behalf of Borrower, which property or fixtures are not replaced by similar property or fixtures of equal or greater value;

(f) Any insurance proceeds, condemnation, awards, or proceeds resulting from any Disposition of any of the Property which are misapplied or misappropriated by or on behalf of Borrower or which , under the terms of the Loan Documents, should have been paid to Lender;

(g) The amount of any unpaid taxes or assessments or other charges that could create liens on any portion of the Property to the extent that there are not sufficient funds in any escrow accounts held by Lender under this Mortgage; and

(h) The amount of any valid unpaid mechanic's liens, materialmen's liens or other liens, whether or not similar, arising due to work performed or materials furnished in connection with any of the Property that could create liens on any portion of the Property.

Without limiting the generality of any provision of this Mortgage requiring Borrower to comply with all laws, statutes, ordinances, rules and regulations affecting Borrower or the Property, Borrower covenants and agrees that at all times it shall, and it shall cause its tenants to, comply with the law known as The Americans with Disabilities Act and all regulations issued pursuant thereto. Further, Borrower shall defend, indemnify and hold harmless Lender from and against any claims, damages, losses, costs or expenses (including attorneys' fees and court costs) resulting from or related to Borrower's failure to comply with any applicable laws, statutes, ordinances, rules or regulations relating to or concerning access of handicapped or disabled persons, including without limitation The Americans with Disabilities Act and all regulations issued pursuant thereto. The foregoing defense, indemnity and hold harmless agreement shall apply to Lender, and its successors and assigns, and to any person or entity purchasing all or part of the Property at a foreclosure or similar sale, or any person acquiring title to all or part of the Property from Lender.

PROVIDED, HOWEVER, that if Mortgagor performs all the covenants and stipulations hereof, and the indebtedness secured hereby is paid in full, Mortgagee shall immediately release this Mortgage on the request of and the cost of Mortgagor.

The covenants herein contained shall bind, and the benefits and advantages shall inure to, the respective heirs, executors, administrators, successors and assigns of the parties hereto, and wherever used, the singular number shall include the plural, the plural the singular, and the use of any gender shall include all genders.

THE MORTGAGED PROPERTY IS FULLY DESCRIBED IN EXHIBIT A ATTACHED HERETO AND INCORPORATED HEREIN BY REFERENCE.

This Mortgage may be subordinated to another mortgage and Mortgagee agrees to execute and deliver any required subordination documents. Mortgagors obligations hereunder may be assumed subject to the prior written approval of Mortgagee.

IN WITNESS WHEREOF, Mortgagor has executed this Mortgage on the above date.

HUMMEL GOLF, LLC

By: _____

Title: _____

STATE OF KENTUCKY }

}

} SS

COUNTY OF JEFFERSON }

I hereby certify that on this day, before me, an officer duly authorized in the State and County aforesaid to take acknowledgements, personally appeared Grant Hummel, who is personally known to me or produced identification.

WITNESS my hand and official seal in the County and State set forth above this 21st day of October 2019.

Printed Name: _____

Notary Public

My commission expires: _____

This instrument prepared by:

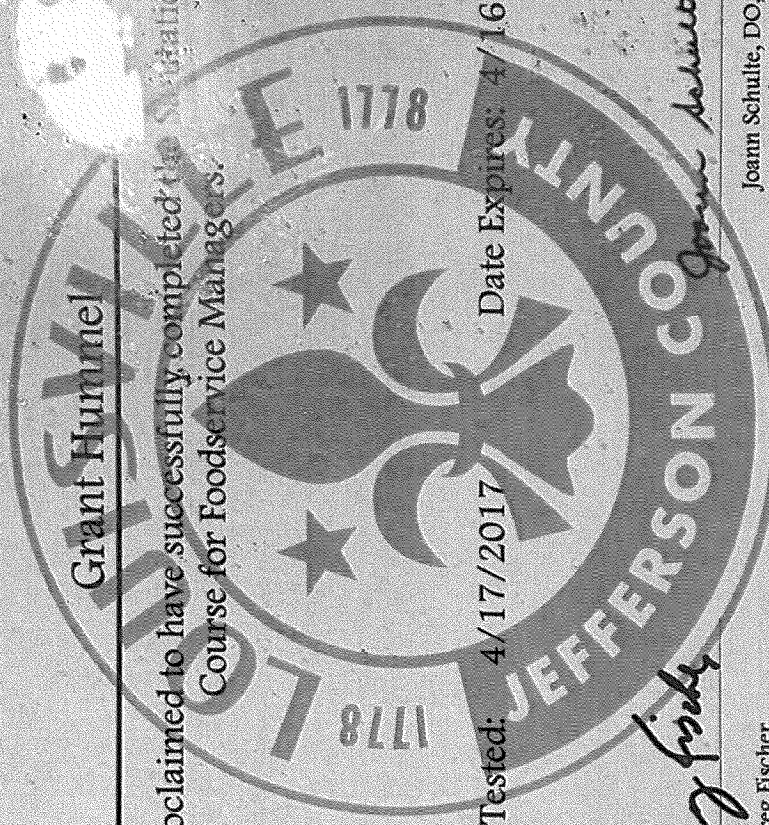
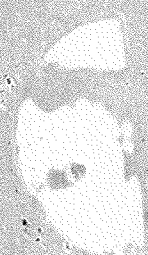
James K. Murphy



DEPARTMENT OF
**PUBLIC HEALTH
AND WELLNESS**

Grant Hummel

Is proclaimed to have successfully completed the Certification
Course for Foodservice Managers.



Date Tested: 4/17/2017

Date Expires: 4/16/2020

Greg Fischer

Greg Fischer
Mayor

Joann Schulte, DO, MPH

Joann Schulte, DO, MPH
Director



This certificate is the property of the DEPARTMENT OF PUBLIC HEALTH AND WELLNESS

Kevin Greenwell

10/21/2019

Dear Committee Persons,

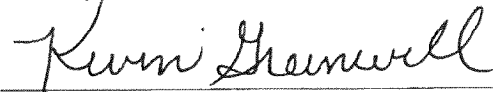
With great excitement I would like to recommend Grant Hummel for any position becoming available at our park's courses.

Grant truly has a passion for golf and golfers and shows it on a daily basis. He has five years of experience in all facets of the golf industry. Some of the things he excels in would be Junior golf, merchandising, teaching, operating the food and beverage, club repair, and customer service. His ability to promote the game of golf would be a valuable asset at one of our fine facilities.

In closing I write this with mixed emotions with losing Grant as a member of my team but am very happy to see him move onto do bigger and better things. I will be happy to assist Grant in any way I can in the future.

Please feel free to contact me at [REDACTED] should you like to discuss Grant's qualifications and experience further. I would be happy to expand on my recommendation.

Thank you,



Kevin Greenwell
PGA Professional
Seneca Golf Course
October 21, 2019

Program Specific Requirements for Hummel Golf, LLC

IV. Required Submittals – Proposal Proposers must submit responses addressing the following in the order in which they are listed.

1. Clearly indicate whether your response includes management and operation of:
 - a. All ten (10) courses – (requiring ordinance change)
 - b. Six up to nine (6-9) courses – (requiring ordinance change)
 - i. List which courses are included as part of your proposal
 - ii. Describe how the courses selected maintains geographic diversity
 - c. One (1) course – (no required ordinance change)
 - i. Identify the course you are proposing to operate

My response includes management and operation of:

- a. **One (1) course**
 - i. **This proposal is to operate either Cherokee Golf Course or Crescent Hill Golf Course**

2. Description of the proposal: accepted proposals include lease, hybrid or concession options and should be described in detail including any financial arrangements including but not limited to revenue sharing or payments. **A revenue sharing model is proposed. Metro Government will receive 100% of green fees, 10% of cart fees and 10% of concessions (food and beverage sales).**

3) An operating plan for all courses contained in this proposal, clubhouses and pro shops, including but not limited to:

- a. A detailed staffing plan including how your proposal will integrate the expertise of PGA golf professionals. **See attached**
- b. A detailed maintenance plan for all buildings and property/equipment owned by the Louisville Metro Government used to operate the golf courses. **N/A**
- c. Discuss the ability and approach to planning and implementing a repair and maintenance plan (to include improvements, repairs and cyclic maintenance) for all buildings and landscapes. **I will handle upkeep and improvements of the clubhouse and landscaping.**

- d. Describe the experience of the staff in the operation, use and maintenance of golf course and golf related equipment, including mowers, seeder, dressers, tractors, sprayers, spreaders, thatchers, aerifiers, sprinklers, irrigation and drainage systems, tractors and pumps. Include environmentally friendly golf course maintenance practices. **N/A**
- e. Plan for golf course maintenance standards (Exhibit -C). **N/A**

4. Financial projections for the term of the contract (January 1, 2020 -December 31, 2025) **See attached.**

5. A marketing plan indicating the plans for maximizing golf activities, including teaching, partnering, and customer service initiatives. **See attached.**

6. A proposal of revenue sharing plan – **Metro Government will receive 100% of green fees, 10% of cart fees and 10% of concessions (food and beverage sales).**

7. A plan for capital improvements and other investments - **I will maintain and update clubhouse as needed. I will provide daily cleaning of the clubhouse.**

8. A plan for diverse programming, attractive to a broad base spectrum of the community, to include but not limited to: golf clinics, golf lessons, special events and growth of the “game” initiatives. Describe specific programs, plans, etc. that will ensure affordable, accessible golf will be made available to historic user groups (to include underserved communities, youth, etc.). **Please see plan below.**

9. A community engagement plan that will honor and respect the history of community partnerships through tournaments and sponsorships and explores other ways to support the local community in which the course is located. **Please see plan below.**

10. A plan to increase rounds, utilization of the courses. **A strong social media presence will be developed to increase awareness of the golf course and events, specials, and to promote play. We will also offer an inclusive environment where everyone feels welcomed and comfortable. Outreach in the community will also increase exposure and therefore, increase play. Details on how we will grow the game is below.**

11. A customer service plan including Internet-based and mobile application tee-time reservations and pace-of-play improvement strategies. **I will implement tee times in the first season to see if efficiency will be increased. The main goal is to get as many green fees paid each day so some structure should help attain that goal. Getting repeat business with groups and leagues is a vital part of ensuring we have a sufficient number of rounds each day. Keeping the rough cut short and adopting local rules will help with the pace of play. Utilizing a ranger during busy times will also ensure patrons are getting around the golf course in a timely manner. We will encourage golfers to check our website for updates on events or specials.**

12. A fee structure for each course to ensure access while balancing dynamic pricing. **We will use the dynamic pricing to attract golfers in the slow times to fill the void. We need as many golfers on the course as possible to ensure financial success of the entire operation.**

13. Description of food and beverage operations (hours of operation and policies/procedures for sale of alcoholic beverages). **The food and beverage operation at the golf course is a big part of attracting customers. It will be available to all customers and will offer a good selection of items. Hours of operation will be 30 minutes before daylight to 30 minutes after dusk.**

14. Plan to operate and maintain a fleet of carts adequate to respond to demand for public rental. **I have been pre-approved to lease golf carts from Cunningham Golf & Utility Vehicles, Inc. Pre-approval letter is attached. I have experience maintaining and repairing golf carts. Oil changes, tire replacement, tires patched, knuckle arms changed, winterizing and cleaning.**

15. The successful Proposer shall clearly state if it is proposing to subcontract any of the work herein. List any subcontracting disciplines needed to provide any and all requirements of this RFP and identify all subcontractors and describe what portions of the requirements they would perform along with their experience, qualifications, and capabilities to provide the specified services. The successful Proposer assumes full liability for the performance of all subcontractors. **Subcontractors will be hired as needed. Subcontractors will not be used for the essential responsibilities of the golf course management and operations.**

Operating Plan

General operations of the golf course will place a focus on customer service excellence. We will dedicate everything we do to ensure the customers, members and visitors to the golf course experience an enjoyable and comfortable time. We will seek out ways to continuously improve and will go above and beyond at all times. Goals and objectives will be shared with all employees and a commitment to excellence will be the standard.

➤ Staffing Plan

- The golf course will be staffed with myself, PGA Associate Golf Professional, who will provide the golf expertise for all customers. There will be part-time cart attendants, part-time food and beverage assistants, and I will adjust staffing as needed during peak periods. Bookkeeping will be performed by a part-time assistant. Job descriptions will be written for all positions which will outline duties and job tasks.
- I will ensure equal opportunity employment and ensure employment opportunities are available to all citizens without regard to race, color, religion, national origin, marital status, handicap, sex, sexual orientation or gender identity, or age.
- I will plan and manage the golf operations program including retail merchandising, food and beverage, computer systems, human resources, golf cart operations, instruction programs including camps or clinics, tournaments and special events, and daily golf operation management.
- It is my understanding that golf course maintenance will be provided by the Parks Department.

➤ Golf Cart Operations

- The golf cart area will be neat and ready for customers to rent the carts at all times.
- Carts will be kept clean by pressure washing each week and waxing on a regular basis.

Marketing Plan

Louisville Metro Government Golf Courses are a significant asset to our city, and they play a very important role in serving our citizens of a variety of ages, income levels and abilities. While golf has always been a popular sport for individuals of all ages and abilities, there must be a focus on growing the game and ensuring that our citizens are aware of the great facilities in our community.

To market the nine-hole golf course, I will focus on these areas:

➤ Branding

- I believe a strong brand is necessary as the visual brand of the course creates an initial impression that can be the first step in getting golfers to play the course.
- The brand creates the identity of the golf course.
- The website reinforces the brand and is again the first impression to many new golfers.
- The brand reinforces what the golf course stands for and can be used in all social media.

➤ Social Media

- Social Media is the largest marketing platform available today. We will utilize Facebook, Twitter, Instagram and Google Ads to get the word out on our golf course, special events, and instructional programs. This will engage existing and potential customers and extend our reach to a wider audience.
- Customers search for golf course information online, so our website will be professional, contain up-to-date and accurate information customers need.
- We will utilize search-engine optimization strategies to get noticed.
- All social media platforms will help us build a following of customers.
- We will also do targeted outreach to members, patrons, neighborhoods in the area and community organizations to highlight the golf course.

➤ Launch a Monthly Newsletter

- This will allow us to disseminate information about the course, create awareness of tournaments and events, and advertise any special deals in the pro shop and at the course.

- In the newsletter, we will have a column that will feature a customer each month. This is a positive way to increase engagement and inclusiveness. This shows our customers we value them and appreciate and recognize them.
 - The newsletter can also give quick golf tips.
 - We can also highlight non-profit or community organizations in the newsletter. We will use this as an outlet to spread good news!
-
- **Outreach to employers, corporations and community organizations and non-profit organizations**
 - Outreach to employers and corporations will be done to share information about league play and how this encourages teamwork and good will. We will be available to assist companies in structuring a league and give guidance on rules, tournaments, league structure and handicaps.
 - We will produce a brochure which can be shared with employers, community organizations and non-profit organizations to spread the word on the course.
 - Giving back to community organizations is essential to be a good community partner and I will continue working with the First Tee, golf teams at local schools, offering gift certificates for golf lessons (for fundraisers at local community organizations).

Diversity of Programming

We must continue to promote the game of golf to our citizens of all ages and abilities because through golf, we can build a stronger and more inclusive community. We are committed to providing diverse programming to meet the needs of everyone in our community. Diversity and inclusion is necessary for any golf course to succeed. Golf is a game that can be enjoyed by everyone and we should be proactive in ensuring that there are opportunities for everyone. Our golf course will be a safe place for everyone to enjoy the wonderful game of golf.

Diverse programming will include:

➤ Youth Programs

- We will offer robust junior golf programs to introduce our youth to this amazing sport which teaches them invaluable life skills.
- Work with the First Tee – I am currently a volunteer with this program and find it essential to continue this volunteer work. The First Tee is an outstanding program that exposes youth to the game of golf. I am personally committed to providing outstanding opportunities for our youngest citizens – our youth and the First Tee is the perfect program to do so.
- We will also offer a PGA Junior League Team. This is an outstanding opportunity for boys and girls to learn and play golf. This program allows for expert coaching by a PGA professional where there is both skill and character development. This makes golf accessible to kids so they can focus on fun, recreation, good health and sportsmanship.

➤ Community Outreach

- We will provide introduction and welcoming through area schools, community-based organizations, and associations.
- Through community outreach, we will encourage establishing leagues or special events to meet the needs of members of our community.
- Programs will be designed based on the needs of the community.
- We will seek out opportunities to partner with organizations that serve minorities, women and other underserved groups.

➤ Develop Targeted programs for Individuals with Disabilities

- We will provide clinics or events for individuals with disabilities.

- We will partner with community-based organizations to determine the needs or opportunities for events.
- Free clinics will be offered for individuals with disabilities.

- **Offer Events or a league for Veterans**
 - It is critical that we recognize and champion our veterans and providing some opportunities to do this will create positivity in our community.
 - We will look to the Veterans Golf Association for best practice and ideas on how to best serve this important population.

- **Offer a variety of other golf events, outings or leagues**
 - **Beginner's Programs**
 - Free clinics will be offered early in the spring for adults and youth to engage those interested in the game. We will provide the use of all equipment at the clinics so individuals can get acclimated to golf. Based on interest, clinics could be offered at other times during the year as well.
 - Free clinics could be offered for senior citizens. A senior's club could be established if there is interest.
 - **Women's Club**
 - **Family League or Family scrambles will be offered**
 - **Men's Club**

Community Engagement Plan with focus on preserving history/community partnerships

- **Partnering with The First Tee**
 - As highlighted above, The First Tee is an amazing program that we will partner with to give our youth the opportunity to learn the game of golf. I am honored to volunteer with this organization and the ability to make the connection of golf with our youth is transformative in the lives of many young people.
 - The partnership with The First Tee opens up the doors to learn a new sport and provides opportunities that make a difference in the lives of our future golfers.

- **Present to community organizations and neighborhood associations**
 - Spread the word about our course and the benefits and offerings to citizens of all ages and abilities

- **Become active in the business association in the area of the golf course**
 - Develop relationships with employers and other organizations in the area with the common goal of excellence for area residents and potential customers.

- **Use Local Vendors for Concessions whenever possible**

Plan to Grow the Game

We must always focus on growing the game of golf. We must create opportunities to increase exposure to the game and introduce golf to those not aware of the game by providing:

- **Fun Golf Events:**
 - **Three Club Tournament**
 - **Night Golf**
 - **Family Scrambles**
 - **Couples league**
 - **Family league**

- **Strong Social Media Presence**
 - **This social media presence will raise the awareness of the course and fun events at the course**

- **Junior Programs**
 - **Clinics**
 - **Camps**
 - **The First Tee**
 - **PGA Junior League**
 - **High School Intern program in partnership with community high school**

- **Cross promote with other Louisville Metro golf courses**

- **Concentrated focus on increased league play.**
 - **League play is attractive for local businesses and it builds community.**

- **Community Outreach and Education**

Hummel Golf, LLC (Crescent Hill)

Profit and Loss (P&L) Statement

	2020	2021	2022	2023	2024
Green fees (Avg \$15 round-prior was \$10)(100% revenue)	\$263,445	\$266,079	\$271,401	\$279,543	\$290,725
Concessions (10% revenue)	\$5,250	\$5,303	\$5,409	\$5,571	\$5,794
Cart Rentals (10% revenue)	\$12,250	\$12,373	\$12,620	\$12,999	\$13,518
Total Net Revenue	\$280,945	\$283,754	\$289,430	\$298,112	\$310,037
Cost of Goods Sold	\$0	\$0	\$0	\$0	\$0
Gross Profit	\$280,945	\$283,754	\$289,430	\$298,112	\$310,037
Expenses					
Personnel	\$202,900	\$202,900	\$202,900	\$202,900	\$202,900
Contracts	\$22,000	\$22,000	\$22,000	\$22,000	\$22,000
Supplies	\$33,500	\$33,500	\$33,500	\$33,500	\$33,500
Fleet	\$6,800	\$6,800	\$6,800	\$6,800	\$6,800
Total Expenses	\$265,200	\$265,200	\$265,200	\$265,200	\$265,200
Net Income	\$15,745	\$18,554	\$24,230	\$32,912	\$44,837

Capital Improvements/Investment Plan

RFP #200034

Hummel Golf, LLC will make improvements over the next five years to the Clubhouse and Golf Cart Facilities. Examples of improvements are: flooring, roof, paint and other necessary improvements.