



Request for Proposal [RFP].

**Copperleaf Golf and Country
Estate Homeowners Association
NPC
REF NUMBER: CCE/F&B/2022/05**



MAY 2022

REQUEST FOR PROPOSAL

FOOD & BEVERAGE @ COPPERLEAF COUNTRY ESTATE HOA NPC, THE ELS CLUB CLUBHOUSE

A. Purpose

The Copperleaf Golf and Country Estate Homeowners Association NPC, (hereinafter referred to as “The Els Club”), is requesting proposals from experienced service providers interested in operating The Els Club food and beverage operations. The successful respondent will be responsible for providing food, beverage, tournament/conferencing, and banquet services to golfers, non-golfers, families and visitors to The Els Club Restaurant, Café and the Halfway House. In addition, the responded will be responsible for operating and maintaining Restaurant/Cafe facilities (kitchens, dining areas, restrooms, beverage cart, patio and a Halfway house).

The proposing service provider shall demonstrate the ability to perform in this type of business, clearly articulate achievable plans for operation, and document compliance with appropriate laws and regulations within hospitality sector and golf and leisure. The selected operator shall demonstrate the ability to implement a program that will meet or exceed the objectives of The Els Club as well as incorporate innovative ideas that are appropriate for this operation.

The primary goals of The Els Club with respect to the operation of the Copperleaf Country Estate HOA NPC Food and Beverage Operation are:

1. To develop a service-oriented and responsive food service program that places customer satisfaction, facility cleanliness, consistent food quality, and revenue growth as its priorities;

2. To provide a high level of service to golfers, non-golfers, families and golf groups, conferencing banqueting whilst working cooperatively with The Els Club at all times;
3. To ensure that The Els Club receives adequate and appropriate revenue from the private business allowed to operate on the Estate property.

B. Overview of Copperleaf and the Copperleaf Country Estate HOA NPC Facilities

Copperleaf Golf and Country Estate was built on land once lived by Ernie Els' grandfather, Mr Ernie Vermaak. Copperleaf is proud to be home to South Africa's only Els Club. The Els club is situated in the heart of Gauteng, and it is well positioned at the edge of the city life, but still feels like it's a million miles away from the hustle and bustle of urban life.

The three words we live by at Copperleaf are

- Live
- Play
- Relax

The 7.2km par 72 golf course recently celebrated its 10 year anniversary, and hosts numerous golf events and outings throughout the season. It boasts a unique out and back design with the beginning and finishing holes, and the Restaurant/Café, banquet facilities overlooking the picturesque Magaliesberg Mountains. The number of golf rounds per year has averaged approximately 35,000 the past three (3) seasons. The Els Club house host several corporate golf days, well recognised national and international golf tournaments, including leagues and Championships.

The facility consists of a Restaurant/Cafe and bar area; two conference rooms; food preparation areas; office and storage areas; locker rooms; restrooms. There is also a Half-way house, an outdoor patio area & Pub, for golfing events. There is seating capacity indoors in the Restaurant/Cafe/bar for approximately 150 patrons with additional outdoor patio seating for approximately 100 more. The Restaurant/Cafe/bar currently has an emphasis on breakfast, lunch and dinner, golfer's "19th hole" and after work happy hours. There are venue hire facilities

which hosts a wide variety of social events including Birthday parties, weddings, baby Showers, business luncheons, Celebration of Life, anniversary parties, etc.

C. Vendor Required Information

Background information regarding your company and your plans for The Els Club food and beverage operations should include, but not be limited to, the following:

1. The duration and extent of experience in the operation of Restaurant/Cafe/bar/banquet/conferencing and halfway house facilities, preferably at a golf facility. This should be supported by reference of business under operations if they are available.
2. Description of your company's proposed business approach for The Els Club's Food & Beverage Operations including operational and marketing strategies; staffing plans; customer service plans; facility maintenance plans; and any other pertinent information that would enable The Els Club to assess your proposal.
3. Your proposed plans for advertising, marketing, and promoting The Els Club's Food & Beverage Operations.
4. Proposed types of menus and general pricing targets.
5. The name of the person(s) who will be responsible for your company's operation at The Els Club along with his/her experience.
6. Your plans, if any, for facility refurbishment or improvements to The Els Club's operations or facilities.
7. Plan for hiring/retaining/terminating employees of the current operator.
8. Your proposed financial terms for the lease/concession of the facility, including, but not limited to proposed fixed monthly rental fee and / or percentage gross revenue sharing.
9. Any other relative information that will support your proposal.

D. Historically Disadvantaged South Africans (HDSA) SUPPLIER MATRIX

Criteria	Yes / No	%	
Black Ownership			
Black Women Ownership			
Employment of Black Disabled			
Procurement from Black / HDSA Suppliers			
Procurement - % Local goods			
Procurement - % Imported goods			
Other HDSA Initiatives			
What is your BEE Level?			
If Non-Compliant, please Elaborate:			

The anticipated schedule for this requisition is as follows:

E. Date Activity

May 18th : Release of RFP

June 6th : Pre-Proposal Meeting and Site Visit

June 15th : Deadline for Submitting Questions

June 29th : Necessary Addendums Issued

July 16th : Proposal Due Date

July 25th to August 12th : Proposals Reviewed/Interviews

Contract Negotiations and Finalization 1st September : Club Award of Contract

November 1st 2022 - Contract Commencement

**These dates are tentative and may be subject to change

F. Contract Coordinator/Questions after Pre-Bid Meeting

Proposers are requested to submit any questions in writing no later than Tuesday, June 15th, 2022 to The Els Club. No telephone inquiries will be accepted. All answers will be responded to in writing. The Els Club reserves the right to include questions and responses in the form of written addendums, as it deems necessary.

G. Objective of the Request for Proposals

The objective of this Request for Proposals is to award a competent service providers an initial Three (3) year Agreement (hereinafter "Agreement"), with up to two (2) years renewal options exercisable at The Els Club's sole discretion. The renewal option of the Agreement may be advanced prior to the five (5) year termination date depending upon how well the Service provider has been able to demonstrate the following but not limited to:

1. Successful provision of superior five-star service and above average quality food and beverage items;
2. Consistent cleanliness and maintenance of the premises of operations;
3. Level of investment in facility improvements;
4. level of patron (golfers, non-golfers, families and visitors) satisfaction,
5. The proposed level of revenue generation to The Els Club.

The Club will consider a longer-term lease agreement with a lessee who is willing to invest a substantial amount of capital into the renovation/remodelling of the Restaurant/Cafe, banquet, and kitchen facilities to create a more inviting year round destination facility.

The operator will be expected to accomplish the following:

1. Provide food, beverage, and banquet services (including golf tournaments) that meet or exceed the needs and expectations of the golf patrons, residents, families and visitors.
2. Provide outstanding professional service at reasonable prices comparable with establishment of similar Estate as Copperleaf.

3. Assess, provide, and install all necessary furnishings, facility upgrades, and equipment in order to create an attractive and inviting facility.
4. Display awareness of the needs of golfers, residents and the Copperleaf community at large and visitors
5. Reach out to the community through effective marketing and advertising with particular emphasis on electronic marketing and communication with customers (i.e., social media, print etc); and
6. Work in collaboration with the Copperleaf Management, The Els Club team, Board of Directors (Relevant Committees), Facilities & Operations and Golf Operations business units of the Estate in all facets of planning and executing golf tournaments, both those sponsored by The Els Club and by outside groups to insure the best experience for golfers, non-golfers, residents as well as Copperleaf families and Visitors.

H. Scope of Services

The selected Service Provider will:

- 1) Have demonstrated experience in the development and provision of food and beverage service, including both Restaurant/Cafe and banquet related activities.
- 2) Possess the knowledge and ability to meet the legal requirements that are involved in this type of operation, including obtaining all necessary permits/licenses necessary for the provision of services.
- 3) Demonstrate adequate financial strength to replace equipment, furniture, and fixtures to sustain operations as deemed necessary or required.
- 4) Be in a position or eligible and qualified to obtain and maintain a proper Liquor License for the operation, issued by the Liquor Board of Gauteng.
- 5) Comply with all applicable rules and regulations Bylaws adopted by the city, and all laws, ordinances and/or rules and regulations of other governmental units and agencies having lawful jurisdiction, which may be applicable to selected service provider's operations of the Restaurant, the Café and halfway house.

- 6) Be in full operation to provide food and beverage service no later than a certain time period negotiated between The Els Club and Service following the date of the contract award. Club reserves the right to extend this time frame if necessary.
- 7) Provide business and marketing plans for the Restaurant/Cafe and the food and beverage services prior to operations.
- 8) Provide a plan of organised events.

I. Personnel Requirements

The selected Proposer shall:

- 1) Employ a qualified full-time on-site manager (s) with experience in the management of this type of operations. In addition, the selected service provider shall provide sufficient employees in order to provide outstanding and five-star service. The selected service provider shall ensure that employees are distinctively uniformed or appropriately attired on a consistent basis, including name tags.
- 2) Employ a qualified specialist/manager to oversee tournament/banquet/catering and conferencing requests including the maintenance of a professional calendar and be available to answer questions and provide coordination with Management/ Copperleaf Board of Directors with respect to servicing golf tournaments and other special events.
- 3) Interview all existing Restaurant/Cafe employees for possible retention if they apply.

J. Operations

The selected service provider shall not undertake any activity which interferes with the operation of the golf course unless otherwise agreed upon with the Copperleaf Management and Board of Directors. The selected Proposer shall:

- 1) Coordinate activities with the Director of Golf Operations and CL Management/BoD during normal operations. Service provider shall be required to open the Restaurant/Cafe for business every day during the golf season no later than 30 minutes before the first scheduled tee time. The Restaurant/Cafe and bar shall remain open throughout the day and should be closed no sooner than 9:00 p.m. The Halfway house shall be open no later

than 90 minutes after the first scheduled tee time and shall remain open throughout the day, closing no sooner than dusk. Operating hours for the mobile beverage cart shall be determined by Director of Golf and the operator, considering business conditions and seasonal variations.

- 2) The operating hours specified above should be considered to be the minimum operating hours that will be allowed. The selected service provider shall submit a schedule of intended hours of operation to Club prior to contract approval. The Club may require changes in the hours of operation if, at their discretion, such a change is desirable in providing the best service to the golf patrons, residents, families and visitors.
- 3) Upon invitation attend and participate in all meetings initiated by The Els Club Management /or Board of Directors.
- 4) Pay for all utilities, including routine pest control services, garbage, Cable TV/satellite music services and Wi-Fi and Internet access.
- 5) Provide a dedicated restaurant/Café website and professional email address for the purposes of continual marketing and effective operations and customer feedback..
- 6) Pay, before delinquency, all taxes, assessments and fees assessed or levied for operation of the golf course food and beverage concession.

K. Food and Beverage Services

The selected service provider shall:

- 1) Provide a wide variety of food and beverage services in a manner that ensures a high-level of service and quality to golfers and non-golfers, residents, families and visitors. Food and beverage services shall be provided, based on demand, on a set schedule (terms to be finalized during negotiation process). At a minimum, it is expected that the Proposer provide the following:
 - a. Quickly freshly prepared breakfast or pre-prepared breakfast items taking into account healthy meals options;
 - b. Full-service sit-down breakfast, luncheon and dinner;
 - c. Full-service bar with food;

- d. Banquet/conference services, to include golf tournaments and other events;
- e. Halfway house grab and go and / or 10-15min sit down freshly prepared meal for golfers
- f. Mobile food and beverage cart

Service providers may submit recommendations for additional services and operating hours as part of the proposal with the understanding that the final determination will be made during negotiations. Style of menu and general range of prices are subject to approval by The Els Club Management in collaboration with the Service provider. Upon awarding of the contract the service provider is expected to immediately:

- a. Honour all banquets booked and with a signed contract for a period extending up to 12 months from the date Contractor signed agreement with Club.
- b. Maintain all food service areas and equipment in a safe and sanitary manner
- c. Provide employee training and protect the Copperleaf Golf and Country Estate and The Els Club brand.

Although the Food and Beverage Operation Management and staff are not employed by the Copperleaf Estate or The Els Club, they do represent the Copperleaf Country Estate HOA NPC. This representation must uphold the highest customer service standards possible.

NOTE : Alcoholic Beverages

Copperleaf Golf & Leisure and Copperleaf Café own the liquor licence(s). Should the service provider use the Copperleaf Golf & Leisure and Copperleaf Café liquor Licence(s), the service provider shall pay all licence fees applicable for the use thereof.

L. Recordkeeping

The ELS Club shall require that all sales be recorded by means of a computerized point of sale system (POS) that must be shared and accessed with The Els Club Management. System records shall be available to Club for internal audit purposes at any given time. The CL Management/Bod shall be provided annual financial information (financial records) no later than thirty (30) days after the close of the business year, and a copy of the business's SARS tax return no later than 15 days after filing.

Sales from the beverage cart & Halfway house shall also be recorded in a log and run through the system in a timely manner. The log shall be maintained daily and available for review by The Els Club at any time.

The successful service provider shall maintain permanent bookkeeping and accounting records at the premises. Such records and accounts, including any sales tax reports that may be required to be furnished to any SARS authority, shall be open at all reasonable times to the inspection of The Els Club or Club's authorized auditor or authorized representative, with prior notice and during business hours.

M. Improvements, Maintenance and Repairs

Club will provide the premises in **as-is** condition. The selected service provider shall be responsible for:

- a. All maintenance of interior areas and surfaces of the premises, including restroom custodial services; all exterior areas where food and beverage may be served; all fixtures, furnishings and equipment, whether provided by the Els Club or the concessionaire; all plumbing, electrical, flooring, walls, ceilings, interior doors, maintenance and repair of the mobile beverage cart; maintenance of all storage areas; and the refuse bin area located at the back of house area. The selected service provider will be required to submit a

schedule for both routine maintenance services, e.g. custodial services, trash removal, etc. as well as interval maintenance services, e.g. carpet cleaning, window cleaning, etc.

- b. Any alterations, upgrades or capital improvements to the premises must first be submitted to The Els Club for approval. All improvements made to the premises will remain upon termination of the agreement.

N. Financial Operating Fees to Club

- a. Proposers shall propose a monthly rental fee and / proposed percentage of gross sales paid directly to the Club, exclusive of all utility costs which will be billed to the lessee.

O. Response Submittal Requirements

Service Providers should carefully follow the format and instructions outlined herein. All documents and information must be fully completed and signed as required. The proposal shall be written in sufficient detail to permit Club to conduct a meaningful evaluation of the proposed services.

All Proposals must contain the following:

P. Cover Letter

Proposers are to include a cover letter indicating the contact information for the entity proposing. Include at a minimum:

1. Key names, including title and position;
2. Name of business entity and its legal designation, i.e. corporation, limited partnership, sole proprietor, etc.
3. Complete mailing addresses;
4. Contact information (telephone, email addresses and cell numbers as appropriate);
5. A statement that the proposing entity confirms its acknowledgement and acceptance of the terms and conditions set forth herein, without exceptions.



Q. Company Information

COPPERLEAF DATA PROTECTION (POPI ACT) AND PRIVACY POLICY APPLIES. SUPPLIER INFORMATION TO ACCOMPANY QUOTATION

ARE YOU A RESIDENT OF COPPERLEAF GOLF AND COUNTRY ESTATE?

YES	NO
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IF YES PLEASE PROVIDE ERF (STAND NUMBER) NUMBER_____

Title (Prof / Dr / Mr / Mrs / Ms) and Surname	
Sole Proprietor Identity Number	
Registered Name of Business	
Trading As	
Business Registration number	
SARS Tax number	
VAT Registration number	
Physical address of business:	
Building / Complex name	
Street name and number	
Suburb	
City	
Postal code	
Country	
Postal address of business:	
Post address	
P.O. Box / Private Bag	
City/Town	
Code	Code: Number:

Contact Details:	
Business telephone number	
Order e-mail address	
Supplier e-mail address	
Remittance e-mail address	
Business Contact person / Sales Rep	
Name	

Telephone number	
E-mail address	
<p>AFFIRMATION OF INTEREST</p> <p>Does any of the directors / owners / partners / shareholders have any connection or vested interest (whether direct or indirect) in Copperleaf or any of its operations or if any has been or are currently employed with Copperleaf or any of its operations?</p> <p><input type="checkbox"/>Y <input type="checkbox"/>N</p>	

R. Proposal Items

Proposers are to submit complete, detailed responses to all of the Proposal Items.

- **Ability to Finance**

Amount of investment required, sources of funding, and financial documentation that may include credit reports, loan commitment letters, bank statements, etc

- **Background and Experience**

Ownership description, including company information, organizational chart, current and past experience in similar operations

- **Proposed Operating Business Plan**

Proposed staffing and management structure; customer service plan, including how complaints will be handled and any anticipated use of customer service research tools, such as secret shopper, etc.; marketing strategies; sample Restaurant/Cafe and banquet menus, including price points; sample of items to be sold at the halfway house and mobile beverage cart; proposed additional services or amenities; plan for hiring/retaining/terminating staff members of current vendor; staff training plan

- **Ongoing Refurbishment, Improvements and Maintenance**

Plans for routine facility maintenance; proposed plans to implement and fund any necessary repairs, improvements, preventive maintenance, replacement or upgrades, etc. during the term of the Agreement; plan for improvements to Restaurant/Cafe, bar, banquet room and patio area, if envisioned

- **Proposed Community Service**

List any plans for utilization of local labour, vendors or suppliers; golf clubs, etc. at reduced prices; support of local non-profits. How staff will be transported on a daily basis.

- **Proposed Rent Payment**

Proposed monthly fixed fee rental and /or percentage on gross revenue

- **References**

List three persons or firms with whom you have conducted business transactions during the past three years, to include at least two who have knowledge of your financial history and at least one that must have knowledge of the services you are providing

S. Review of Proposals for Responsiveness

Each proposal will be reviewed to determine if the proposal is responsive to the submission requirements outlined in this RFP. A responsive proposal is one which follows the requirements of this proposal, includes all documentation, is submitted in the format outlines, is of timely submission, and has the appropriate signatures. Failure to comply with these requirements may result in the proposal being deemed non-responsive. Upon completion of the evaluations, Club may choose to conduct oral interviews/ presentations with the shortlisted service providers. Shortlisted service providers will be provided a list of questions and topics to cover in advance of the interviews/ presentations.

T. Mandatory Pre-Proposal Meeting/Site Visit

A **mandatory** pre-proposal briefing session and /site visit will be held on June 6th at 9:00 a.m. at the Copperleaf Country Estate HOA NPC ,Golf Course Clubhouse, Boardroom Room. The purpose of the meeting is to clarify the contents of this RFP and to discuss the Club's objectives with respect to the Copperleaf Country Estate HOA NPC Food and Beverage Operations. A site walk through of the facilities will take place at the conclusion of the meeting. All prospective Proposers are required to attend. It is highly recommended that prospective Proposers read the complete RFP prior to the conference and familiarize themselves with the document in order to maximize the benefits of the conference.

U. Contract Coordination/Questions

Proposers are requested to submit any questions in writing no later than June 15th to CL Management. Club will issue questions and responses in the form of written addendums to all representatives who attended the Pre-Proposal meeting. Oral inquires will not be accepted. Other than the contact identified in the proposal, prospective respondents shall not approach Club employees or members during the period of this RFP about any matters related to this RFP or any qualifications listed. **NON- ADHERENCE WILL RESULT IN A DISQUALIFICATION OF PROPOSAL.**

V. Proposal Submittal Information

Provide three (3) bound copies and one (1) electronic copy no later than July 16th by 4:30 p.m. The original copy must be signed by a representative authorized to bind the company. Proposals submitted only by facsimile or email or those submitted after the date and time will not be considered.

The complete proposal package shall be placed in a sealed envelope or box labelled "Proposal for Copperleaf Country Estate HOA NPC Food and Beverage Operation" and clearly identified with the name and address of the Proposer on the outside.



Deliver Completed Proposals to :

**Copperleaf Country Estate HOA NPC
The Els Club – Administration Building (The Els Club)
Ernie Els Boulevard**

ATTENTION: General Manager's Office and HR Business Partner
phineas@copper-leaf.co.za and michelle@copper-leaf.co.za

DISCLAIMER

The Els Club may, at its sole and absolute discretion, reject any and all or parts of any or all responses; accept parts of any and all responses; further negotiate project scope and fees; postpone or cancel at any time this proposal process; or waive any irregularities in this proposal or in the responses received as a result of this process.

The Els Club reserves the right to request and evaluate additional information, including background and financial standing from any respondent after the submission deadline as Club deems necessary.

The Els Club reserves the right to verify the information received in the proposal and perform any investigations to determine the ability of the Proposer to perform under this RFP. If a proposer knowingly and willfully submits false information or data, Club reserves the right to reject that proposal. If it is determined that an Agreement was awarded as a result of false statements or other data submitted in response to this RFP, The Els Club reserves the right to terminate the Agreement.

All proposals submitted in response to this RFP become the property of The Els Club. Information in the proposal, unless specified as trade protected, may be subject to public review. Proprietary information submitted in response to this RFP will be handled in accordance with the POPI Act.

Any submitted proposal shall in its entirety, remain a valid proposal for twelve (12) months after the proposal submission date.

Any Proposer who, at the time of proposal submission, is involved in an ongoing bankruptcy as a debtor, or in a reorganization, liquidation, or dissolution proceeding, or if a trustee or receiver has been appointed over all or a substantial portion of the property of the Proposer under SARS bankruptcy law or any Government insolvency law, may be found non-responsive.