

## **ADDENDUM B**

Date: August 7, 2019

Re: Highland Park Country Club Banquet Facility Management and Operations Services RFQ

This Addendum B serves to answer any questions which were submitted related to the City of Highland Park's Request for Qualifications ("RFQ") for Highland Park Country Club ("HPCC") Banquet Facility Management and Operations Services issued by the City of Highland Park on July 23, 2019. This Addendum B is being posted on the City's website in accordance with the RFQ schedule listed in Section VII on page 8 of the RFQ as amended. The RFQ can be found on the [City of Highland Park website](#).

### **ANSWERS TO QUESTIONS SUBMITTED FOR THE PERIOD OF 7/23/2019 – 8/5/2019**

(Questions and answers are not listed in a particular order)

**Question 1:** Can the City amend the due date of the RFQ to August 12, 2019?

**Answer Q1:** The City will amend the due date of the RFQ responses to August 12, 2019. This amendment was posted via an Addendum A to the RFQ dated August 6, 2019.

**Question 2:** The RFQ states that marketing should be managed by the Services Provider. Please define what constitutes marketing for the City. Please clarify which entity is expected to pay for marketing services.

**Answer Q2:** The City seeks a Services Provider with demonstrated success in utilizing modern marketing platforms. The Services Provider is asked to recommend an effective marketing strategy to help drive bookings and utilization of the HPCC. Upon mutual agreement between the City and the Services Provider on the marketing approach, the Services Provider will be asked to lead the marketing efforts through ensuring facility information is accurate and featured on websites focused on life events typically held in banquet facilities such as weddings and mitzvahs and will also be asked to prepare social media marketing efforts about the HPCC to be shared on the City's social media platforms as well as the Services Provider's and other relevant Social Media platforms. The Services



Provider may also prepare marketing materials for print distribution which can be included in the City's Highlander Newsletter distributed to all mailing addresses in the City. Marketing materials to be included in print magazines or periodicals would be considered on a case by case basis.

The Services Provider is also asked to showcase the HPCC at trade shows and events that the Services Provider attends which are intended to attract potential customers to banquet facilities, such as bridal shows or event planning trade shows. HPCC will also be marketed through the City's partnership with the Visit Lake County Convention and Visitor's Bureau.

A marketing cost share may be considered by the City as the marketing plan is established with the selected Services Provider, however, for purposes of this procurement, potential Services Providers are requested to assume the marketing costs and build those costs into the fee proposal.

**Question 3:** Since the Senior Center will be occupying the space in the near future, is the Services Provider expected to set up/breakdown furniture and equipment and clean for the Senior Center? If so, will the City employ custodial staff that the Services Provider will oversee or will the Services Provider be expected to pay custodial staff? How will the City compensate the Services Provider as this has no link to special events booked in the Space?

**Answer Q3:** The City will employ or contract for custodial staff to handle facility cleaning, setup, and breakdown for the Highland Park Senior Center and City functions and activities held at the HPCC facility. The City will be transitioning some Senior Services programming to HPCC in September, 2019 however setup and custodial services for those City events will be handled by the City and not the Services Provider. The Services Provider will not be responsible for setup, breakdown, or custodial services for City. The Services Provider is expected to coordinate setup and breakdown for HPCC rentals and to also provide custodial services after an event occurs to place tables and chairs within the facility's rental spaces as requested by the Senior Services Manager for the next day's morning activities or to restore the room to the condition it was in prior to the rental setup. The Services Provider is also asked to clean restrooms after rentals and to ensure paper towels, toilet paper, and soap are restocked and trash cans are emptied.



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Prior to the full relocation of the Senior Center to the HPCC, the Services Provider is asked to provide custodial services for the HPCC's rental spaces following all non-City room rentals and to incorporate such costs into the fees charged by the Services Provider.

**Question 4:** If the income of the Services Provider is solely based on ability to book the space, when will remodeling of the room be completed to make it competitive in the marketplace with other similar venues?

**Answer Q4:** The City has budgeted funds within its Capital Improvement Fund for 2022 to renovate the entire interior of the HPCC facility with the intent of relocating the Senior Center to the facility and to modernize and enhance the banquet space.

**Question 5:** Can events be booked for the facility in 2022 during the renovation year?

**Answer Q5:** The City has not yet identified the construction schedule for the renovations in 2022. The City will begin planning for renovations in late 2020 and 2021. The City will work closely with the Services Provider to identify the best timing for renovations to occur. As soon as a renovation schedule is known, the Services Provider will be made aware and will be allowed to book the facility for events around the renovations schedule. The City intends to complete all renovations at once to minimize disruptions to the facility and to reopen HPCC to the public as a fully renovated facility, however, plans are still being made for the renovations and final details are to be determined.

**Question 6:** Once the Management Services Provider has been selected, will a separate RFQ →RFP be issued for Special Event and Drop-off Catering Services for either a preferred list or exclusive catering agreement?

**Answer Q6:** The RFP following this RFQ will request submittal of proposals for the Services as outlined within the RFQ and will also request proposals for catering services if the proposer provides catering services.



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If the Services Provider also provides catering services in addition to facility and operations management, the City may award an exclusive catering agreement to that firm to oversee the facility, operations, and provide catering. If the selected Services Provider does not provide catering or if the City chooses to pursue an exclusive or preferred caterer list, the agreement with the Services Provider related to this RFQ may only include facility management and operations services and the City will issue an RFQ and/or RFP to establish an exclusive or preferred caterer list for the HPCC.

**Question 7:** If the City decides to proceed with an Exclusive Caterer arrangement instead of a Management Services Provider arrangement, please define what obligations the Exclusive Caterer will be expected to fulfill.

**Answer Q7:** The City is seeking a firm to operate HPCC and to provide the Services as set forth in the RFQ. If the City chooses to proceed with a Services Provider who also is a Caterer, and that Caterer is chosen as an Exclusive Caterer for HPCC, then that Caterer will be expected to fulfill the Services as outlined within this RFQ including facility and operations management of the HPCC and also provide catering services for the HPCC.

**Question 8:** Can the West Salon hold up to 240 people for a cocktail hour?

**Answer Q8:** Yes, for a cocktail hour, the West Salon can hold up to 240 people. For a seated event, it holds up to 70 people seated banquet style with round tables.

**Question 9:** What is the inventory of tables and chairs?

**Answer Q9:** Banquet Chairs - Oval Back (275)  
Banquet Chairs - Trapezoid Back (50)  
72" Round Tables (36)  
30" Round Cocktail Tables (6)  
30" Round High Boy Tables (8)



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8' Rectangular Tables (40)  
6' Rectangular Tables (10)

**Question 10:** Is there a long term commitment to the facility?

**Answer Q10:** The City is planning to renovate the facility in 2022 in order to relocate Senior Services to the facility and to modernize the facility for banquets and rentals. The City does have a long term commitment to the success of the facility. In addition to the City's commitment, the Park District of Highland Park is making a tremendous investment to convert the former golf course into a large passive recreation area providing a gorgeous vista for HPCC rentals, events, and activities.

**Question 11:** Do the large installed coolers in the kitchen work?

**Answer Q11:** No. There is one compressor fan that operates all the large installed coolers which is not working. There are multiple smaller portable refrigerators that are working and a walk-in cooler in the lower level storage space which works.

**Question 12:** Who will be responsible for vacuuming and maintaining the floors?

**Answer Q12:** Within the HPCC upper level, the Services Provider will be responsible for custodial maintenance of the floors. Should flooring need to be replaced or repaired, those costs would be the responsibility of the City. Maintenance and custodial services of the lower level hallways, café space, former pro shop and offices are not the responsibility of the Services Provider, however, if the Services Provider occupies or uses any of the lower level spaces, than the Services Provider will be responsible for maintenance and custodial services within those lower level spaces.



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**Question 13:** Is there a plan to rebrand the facility to no longer be called Country Club?

**Answer Q13:** The City will review the name and branding of the facility as part of the renovations and also the relocation of the Senior Center. The City will invite input and feedback from the Services Provider as part of this iterative process.

**Question 14:** Will the facility be called the Senior Center once the Senior Center is relocated?

**Answer Q14:** The City will review the name and branding of the facility as part of the renovations and also the relocation of the Senior Center. The City will invite input and feedback from the Services Provider as part of this iterative process.

**Question 15:** Is it the City's intent to monetize the property or to keep the property operating as a venue for the community?

**Answer Q15:** The City desires to operate the property as a venue for the community. The City desires for the facility to be financially self-sustaining and to cover the costs of offering the venue as an amenity for the community to hold meetings and special events. HPCC is the only banquet facility of its size and style in Highland Park.

**Question 16:** Is the outdoor natural area and gazebo available for photos or events?

**Answer Q16:** Yes, the outdoor area is owned and operated by the Park District of Highland Park and may be used for photos and events. Use of the natural area and gazebo for events, such as wedding ceremonies, requires permission from the Park District prior to use.



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**Question 17:** Is there a plan to relocate the gazebo closer to the banquet facility?

**Answer Q17:** The gazebo is owned by the Park District of Highland Park. The City will ask the Park District if the gazebo can be moved closer to HPCC as part of their planning and development of the passive recreation nature area.