REQUEST FOR PROPOSAL

# Golf Course Restaurant Operations & Food + Beverage Management

## OAKCREEK COUNTRY CLUB

690 Bell Rock Boulevard • Sedona, Arizona 86351 https://oakcreekcc.com/

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| RFP NUMBER | GC-REST-2026-001 |
| ISSUE DATE | November 2, 2026 |
| PROPOSAL DEADLINE | December 14, 2026 • 5:00 p.m. Arizona time |
| SUBMISSION CONTACT | info@vocaonline.com<br>Earl Svenningsen, esvenningsen@vocaonline.com |

## INVITATION TO QUALIFIED OPERATORS

Oakcreek Country Club invites qualified food-and-beverage operators to submit proposals to manage its restaurant and related golf food-and-beverage services. Proposals should demonstrate operational excellence, financial accountability, and a compelling dining experience for golfers, members, guests and the surrounding community.

# 1. Introduction & Background.

Oakcreek Country Club (the "Club") is a semi-private golf facility located at 690 Bell Rock Boulevard, Sedona, Arizona 86351. The Club is owned by the Village of Oakcreek Association (VOCA).

The property features an 18-hole championship golf course set among Sedona's iconic red rocks, with course design attributed to Robert Trent Jones Sr. and Robert Trent Jones Jr. The award winning golf course is popular with both members and guests. Over 45,000 rounds are played each year.

The Club seeks a qualified and experienced food-and-beverage operator or restaurant management company to operate the on-site restaurant, bar, and related food-and-beverage services. The objective is to deliver high-quality, reliable dining experiences, support member and guest satisfaction, generate sustainable revenue, and complement the golf and HOA community experience.

# 2. Purpose of the RFP

This Request for Proposal (RFP) invites qualified operators or organizations to submit proposals to operate and manage the golf course restaurant and associated food-and-beverage services under a management or lease agreement. The selected operator will oversee day-to-day restaurant and golf food-and-beverage operations, including menu development, staffing, purchasing, inventory, marketing, customer service, financial reporting, and compliance with applicable laws and Club/HOA policies.

# 3. Scope of Services

- Operate the restaurant, bar/lounge, outdoor patio, and any cart-service or other food-and-beverage areas included in the agreement. (e.g. beverage carts, golf and pickleball)
- Develop and refine menus for grab-and-go, breakfast, lunch, and, if appropriate, limited dinner service, with options suited to golfers, members, guests, and the HOA community.
- Provide alcoholic beverage service in compliance with applicable laws and ensure managers, bartenders, and servers be certified by the state of Arizona in alcohol training. Provide proof of liability insurance and name Village of Oakcreek Association as Additional Insured.
- Provide catering and banquet services for tournaments, outings, member events, and private functions, as required by businesses.
- Hire, train, schedule, supervise, and manage restaurant personnel and payroll.
- Manage purchasing, inventory, vendor relationships, and food, beverage, and supply costs.
- Maintain high standards for cleanliness, food safety, food quality, service, and presentation.
- Coordinate with Club management on operating hours, golf programming, tournaments, weddings and special events. The Club operates year-round, including weekends and holidays, with the exception of Christmas Day and New Year's Day. Generally, the operating hours follow golf demand.

| Season | First Golf |
|---|---|
| Dec-Feb | 11:00 am shotgun |
| March | 8:00 am |
| April | 7:00 am |
| May-Aug | 6:00 am |
| September | 6:30 am |
| October | 7:00 am |
| November | 8:00 am |

- Market and promote the restaurant in coordination with the Club.
- Maintain an appropriate point-of-sale (POS) system and provide accurate, timely financial reports, TPT tax reports and payments due to the Club.
- Comply with applicable health, safety, labor, accessibility, and other regulatory requirements.

# 4. Facility Information

- Indoor seating capacity: 65 dining, 54 bar
- Outdoor seating capacity: estimated 32
- Square footage details:

  Bar - 1,000 square feet

  Upper dining room - 1,340 square feet

  Kitchen (including storerooms and connected utility areas) - 1,300 square feet
- The Club will provide access to the following facilities and equipment for restaurant and bar operations:

  Fully equipped commercial kitchen. (equipment and smallwares)

  Walk in cooler.
  Restaurant dining facilities.
  Bar and beverage service facilities.
  Beverage carts for golf course service.
  Series 6 liquor license is available for the new restaurant operator.
- Banquet room (2,110 square feet) and connecting card room (775 square feet) are available for rent.

# 5. Proposal Requirements

Proposals must be organized using the headings below and should be concise, complete, and supported by relevant information.

1. Cover Letter — Statement of interest and summary of key qualifications (maximum two pages).
2. Company Profile — Legal name, ownership, years in business, organizational structure, and relevant licenses.
3. Relevant Experience — Similar golf course, country club, hospitality, or recreational food-and-beverage operations; include references and contact information. Include recent Health Department inspections.
4. Proposed Concept and Menu — Dining concept, sample menus and pricing, grab and go options, beverage program, and approach to value and service. Include plans for accommodating common dietary needs and food allergies.
5. Operations Plan — Proposed hours, staffing, customer-service standards, food-safety procedures, and coordination with Club management.
6. Financial Proposal — Proposed rent, percentage of gross sales, minimum guarantee, management fee, or other compensation; three-year revenue and expense forecasts; and any proposed investment in furniture, fixtures, equipment (FF&E), or improvements.
7. Marketing and Promotion Plan — Strategies to attract golfers, members, HOA residents, event groups, and the local community.
8. Key Personnel — Resumes or biographies of the proposed on-site manager and other key staff.
9. Insurance and Bonding — Evidence of the ability to meet the Club's required coverage and bonding requirements, if applicable.
10. Exceptions and Added Value — Any requested exceptions to the RFP and additional services or benefits offered.

**Incomplete submissions will not be considered. Electronic proposals in PDF format are preferred.**

## 6. Evaluation Criteria

Proposals will be evaluated using the following criteria. The Club and/or Board may request interviews, site visits, references, or additional information as part of the evaluation.

- Relevant experience and references.
- Quality of concept, menu and operations plan.
- Financial proposal and value to the Club.
- Key personnel and staffing approach.
- Overall responsiveness and professionalism.

The Board of Directors reserves the right to reject any or all proposals.

## 7. Anticipated Timeline

| Milestone | Date / Deadline |
|---|---|
| RFP issued | November 2, 2026 |
| Deadline for questions | November 30, 2026 |
| Responses to questions issued | At earliest convenience |
| Proposals due | December 14, 2026, at 5:00 p.m. Arizona time |
| Interviews, if needed | Week of January 4, 2027 |
| Anticipated award / contract negotiations | January 11, 2027 |
| Target commencement of operations | No later than March 1, 2027 |

## 8. Submission Instructions

Submit one electronic PDF copy by email to info@vocaonline.com and esvenningsen@vocaonline.com Use the subject line:

RFP GC-REST-2026-001 – Village of Oakcreek Association

If hard-copy submissions are required, deliver them to: 690 Bell Rock Boulevard • Sedona, Arizona 86351. Late proposals will not be considered. All questions must be submitted in writing to info@vocaonline.com and Earl Svenningsen esvenningsen@vocaonline.com by November 30, 2026.

Responses will be shared with all known interested parties to support a fair and consistent process.

## 9. Terms & Conditions

- This RFP does not obligate the Board of Directors to award a contract or reimburse proposal-preparation costs.
- All costs incurred in preparing a proposal are the proposer's responsibility.
- The Board of Directors may negotiate with one or more proposers and may request clarification or additional information.
- The selected operator must enter into a formal written agreement. A sample agreement may be made available upon request.

- Required insurance is expected to include general liability, liquor liability, workers' compensation, and applicable property coverage. The Board's final requirements will be specified in the agreement, including any additional-insured requirements.
- The anticipated agreement term is three to five years, with possible renewal options, subject to final negotiation and approval.
- The final agreement will define responsibilities for operating expenses, repairs, maintenance, equipment, capital improvements, licenses, taxes, reporting, and payments to the Village of Oakcreek Association.

## 10. Questions & Contact

All questions regarding this RFP must be submitted in writing to:

info@vocaonline.com

Earl Svenningsen

esvenningsen@vocaonline.com

## Appendix A. Revenue Streams & Required Financial Reporting

Proposers should identify anticipated revenue streams and clearly state which are included in any rent, commission, management fee, or gross-sales calculation.

- Restaurant and patio dining: breakfast, lunch, dinner (if offered), and daily specials.
- Bar and beverage sales: alcoholic and nonalcoholic beverages.
- On-course service: beverage carts, halfway-house or turn-stand sales, and mobile ordering.
- Tournaments and events: outing packages, catering, banquets, private functions, weddings and member events.
- Takeout and grab-and-go: prepared meals, sandwiches, salads, snacks, and preorders.
- Community dining and special programs: theme dinners, social events, league nights, and promotions.
- Other revenue: any additional food-and-beverage services proposed by the operator.

Proposals must include a three-year financial forecast with stated assumptions and separate estimates for revenue, food and beverage costs, labor, other operating expenses, and projected operating profit. Any proposed rent, commission, minimum guarantee, or management fee must be shown clearly along with support documents that substantiate the financial proposal model.