SUBJECT: Discussion and Possible Action Regarding Approval of a License Agreement between Synergy Golf Management, Incorporated, and the City of Sunnyvale for the Operation and Management of Sunnyvale’s Golf Course Restaurants

REPORT IN BRIEF

Sunnyvale currently owns and operates two golf facilities, Sunnyvale Golf Course, and Sunken Gardens Golf Course and Driving Range. Food, beverage, and banquet services are an integral part of successful golf operations in Sunnyvale, and have been provided over the years by several long-term licensees. The most recent license agreement was approved in 1999, with Lookout Inn, Incorporated, being awarded a 20-year term. On August 1, 2012, with no advance notice to the City, Lookout Inn closed the restaurants at both golf courses and ceased operations. The City subsequently terminated the license agreement with Lookout Inn for non-performance.

A Request for Proposal process was issued for a new operator in September 2012 that culminated in the selection of Synergy Golf Management, Incorporated, as the most qualified applicant. This report requests approval of a license agreement between Synergy Golf Management, Incorporated, and the City of Sunnyvale for the operation and management of Sunnyvale’s golf course restaurants (See Attachment A, “License agreement between Synergy Golf Management, Incorporated, and the City of Sunnyvale for the operation and management of Sunnyvale’s golf course restaurants”) for a term of 15 years.

The draft of this report was reviewed by the Parks and Recreation Commission on February 13, 2013. The commission voted unanimously (4-0) to recommend that the City Council approve the proposed license agreement between Synergy Golf Management, Incorporated, and the City of Sunnyvale for the operation and management of Sunnyvale’s golf course restaurants for a term of 15 years. (Attachment B – Excerpt of draft Parks and Recreation Commission meeting minutes of February 13, 2013)

BACKGROUND

The City presently owns and manages two public golf courses. Sunnyvale Golf Course was built by the City in 1967 and opened for business in 1968. It is an 18-hole championship course situated on 145 acres of property at 605 Macara Avenue. Sunken Gardens Golf Course and Driving Range was purchased from a private entity with bond revenue in 1973, and was shortly thereafter re-
opened as a municipal course. It is an executive, 9-hole course with a 26 stall driving range, situated on a 30 acre parcel at 1010 South Wolfe Road. These facilities operate as part of the self-supporting Golf and Tennis Enterprise Fund.

Services provided at these facilities include golf play on-course, golf practice on the driving range/putting green, golf merchandise sales, golf cart and equipment rentals, golf lessons, food/beverage services (including full service bar), and hosting of banquets/meetings/tournaments/events. The types of services provided are similar in nature to those available at most high quality public courses across the industry.

Buildings at each course currently house a pro shop, restaurant, bar, banquet room(s), and outdoor patio space. Areas licensed for food, beverage, and banquet related services (those encompassed by the scope of this agreement) include approximately 8,000 sq. ft. at Sunnyvale Golf Course and 2,500 sq. ft. at Sunken Gardens. While the buildings are serviceable, portions are in need of renovation and upgrade to maintain the City’s position in a highly competitive golf marketplace.

Sunnyvale’s two courses are operated by a combination of City staff, part-time contract workers, and licensees. Since inception, food, beverage, and banquet services have been provided through agreements with outside vendors. These agreements were non-transferable and non-saleable, and required approval from Council.

The most recent licensee, Lookout Inn, Incorporated, entered into an agreement with the City in August of 1999. That contract required the licensee to operate a restaurant, bar, and banquet/event business at each of Sunnyvale’s two golf courses. On August 1, 2012, Lookout Inn closed the two restaurants and ceased operations without prior notification to the City. Golf customers were immediately unable to purchase food or beverages at the courses, and many upcoming events were forced to make other arrangements. Pursuant to the terms of the agreement, the City Attorney filed a notice with Lookout Inn, Incorporated, for failure to perform, and with no change in action from Lookout Inn, the contract was terminated. Lookout Inn, Inc. is still in arrears for approximately three months rent and the City has recently turned this over to a collection agency for further action.

While staff were able to quickly secure temporary on-site assistance from a food service truck, and later from Michael’s at Shoreline restaurant, these temporary measures only provided for minimal food and beverage service and are insufficient to meet the long-term needs of the golf community. The financial viability of Sunnyvale’s Golf and Tennis Enterprise Fund is also dependent on the license revenue received from a full service restaurant, bar and banquet business.
The best course of action was to employ the Request for Proposal (RFP) process to find a new, highly qualified operator. The RFP was issued on September 18, 2012 and three proposals were received by the deadline of October 17, 2012. One of the three proposals was determined to be incomplete, and was later withdrawn. A panel of staff reviewed the remaining proposals and met with the potential operators to view live presentations and to conduct question/answer sessions. In November 2012, the most qualified proposal and potential operator was selected and license negotiations began with the principal of the company.

EXISTING POLICY

General Plan Chapter 4 Community Character – Recreation

POLICY CC-10.6 Leverage available resources by pursuing co-funded and/or cooperative agreements for provision and maintenance of programs, facilities, and services, in order to maximize benefits to the community. Partners may include, but are not limited to, school districts, non-profit groups, governmental agencies and businesses.

DISCUSSION

Qualifications of Operator

The top qualified proposal was submitted by Synergy Golf Management, Incorporated, a 10 year-old golf course management company based in San Jose, California. Synergy currently manages two upscale public golf clubs in the South Bay, The Ranch Golf Club, and Coyote Creek Golf Club. Synergy is responsible for all facets of facility operation, and both clubs currently generate a significant, positive financial return. Food service related activities at the clubs include restaurants, catering, snack bars/food carts, full-service bars, banquets, and wedding/event planning. The Ranch and Coyote Creek are known for attractive and well maintained grounds, high quality customer service, a wide selection of food/beverage items with competitive pricing, and a resort-like atmosphere.

Synergy Golf Management principal, Kristy Park, has been in the golf industry for 23 years. She is currently a “Class A” member of both the Ladies Professional Golf Association and the Professional Golf Association of America. Prior to founding Synergy Golf Management, Ms. Park held General Manager and Director of Golf positions at several public golf facilities in California. Her goal is to improve and expand services at Sunnyvale’s golf course restaurants through a combination of the following:

- Capital investment
- Provide friendly, well trained staff
- Exceeding customer expectations through high quality service
- Offering a wide range of well liked, high quality food and beverage items
- Maintain competitive pricing
• Attract new customers through community outreach and marketing
• Manage finances and cost-of-goods to ensure long-term profitability
• Consistent involvement and oversight by Synergy management staff

**Services Provided**
Synergy Golf Management, Incorporated, will provide food, beverage, and banquet services for Sunnyvale’s golf course restaurants. The target audience for these services will be course players, local businesses, and the surrounding community. These services will be provided as a stand-alone business and Synergy will bear all costs and responsibility for equipment/furniture purchases, staffing, management, goods for sale, interior maintenance, utilities, marketing, rent, and other miscellaneous expenses. The City will only be required to maintain the basic infrastructure of the buildings and the surrounding grounds.

A full breakfast and lunch menu will be offered from 6:30 a.m. to 2:00 p.m. each day (closed only on Christmas), with a bar menu offered from 2:00 p.m. to closing (at dark.) Each course will have a full bar, and Synergy is required by this agreement to obtain and maintain the proper liquor license(s) within 90 days of operation. Synergy will also operate the on-course concession at Sunnyvale Golf Course, commonly known as “The Shack”, each day from 8:00 a.m. to 5:00 p.m. (4:00 p.m. during the winter).

Synergy will host large scale events at the courses both in the available banquet rooms and outside on adjacent patio areas. The most popular group functions are expected to be weddings, golf tournament banquets, company meetings, and parties. Synergy will employ a full-time manager/event coordinator who will be on-site a minimum of 40 hours per week to provide high quality, start-to-finish service for these types of events.

**FISCAL IMPACT**
If approved, the proposed agreement will have a significant, positive impact on both the operating and capital programs in the Golf and Tennis Fund. From 2008 though 2011, the previous agreement returned an average of approximately $90,000 annually to the former Community Recreation Fund (now the Golf and Tennis Fund) through license fees and revenue sharing. In addition, there were capital improvements totaling approximately $30,000 paid for by the licensee during this time period. These improvements included floor coverings, painting, cabinetry, and other interior modifications and enhancements.

The proposed agreement would both simplify and improve upon the previous agreement by eliminating revenue sharing and instead would collect a license fee that would be equivalent to $96,000 in year one and then increase by 2% each year, reaching $127,000 in the 15th and final year of the agreement. It is important to note that the first six months’ license fee in year one of the agreement is discounted by 50% to consider reduced income for the licensee.
due to the lack of food services at the golf course for the previous eight months. This reduces the income to the City in year one by approximately $24,000, to $72,000; however, the 2% fee increase in year two is still based off of the $96,000 base fee established in year one.

The proposed agreement also requires a capital improvement program funded by the licensee that would require a minimum $150,000 investment over the life of the contract, including an initial investment of $100,000 in the first year to improve the restaurant building infrastructure and provide equipment and furnishings. $100,000 of the total licensee-funded capital investment shall involve improvement of the infrastructure and will become the property of the City. The other $50,000 shall provide for portable equipment and furnishings that shall remain the property of the licensee.

The proposed agreement provides for license fees to be paid over 15 years totaling $1,636,168 to the Golf and Tennis Enterprise Fund. This is an increase of approximately $230,000 over what is currently projected for that same time period in the FY 2012/13 Adopted Budget, and these additional revenues will be incorporated into the FY 2013/14 Recommended Budget. In addition, there is a total capital investment from the licensee of $150,000. The licensee is also obligated to pay for all utilities associated with the operation of the restaurants, so there is no additional operating cost to the Golf and Tennis Enterprise Fund as a result of this agreement.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

The Parks and Recreation Commission conducted a public hearing on this item at their meeting of February 13, 2013.

ALTERNATIVES

1. Approve the proposed License Agreement between Synergy Golf Management, Incorporated, and the City of Sunnyvale for the operation and management of Sunnyvale’s golf course restaurants for a term of 15 years.

2. Do not approve the proposed License Agreement between Synergy Golf Management, Incorporated, and the City of Sunnyvale for the operation and management of Sunnyvale’s golf course restaurants.

3. Provide other direction to staff as Council deems appropriate.
RECOMMENDATION

Staff recommends Alternative No. 1: Approve the proposed License Agreement between Synergy Golf Management, Incorporated, and the City of Sunnyvale for the operation and management of Sunnyvale’s golf course restaurants for a term of 15 years. The proposed agreement is mutually beneficial, providing golf players, local businesses and the community with on-site food, beverage, and banquet services while providing the City with significant revenue and capital improvements.

The draft of this report was reviewed by the Parks and Recreation Commission on February 13, 2013. The Commission voted unanimously to recommend that Council approve Alternative No. 1. Reasons given included Synergy Golf Management, Incorporated being a reputable company with a proven record for high quality service in the golf/restaurant industry and the license agreement meets the needs of Sunnyvale’s golfing and larger community for food, beverage and banquet services.

Reviewed by:

Kent Steffens: Director, Department of Public Works
Prepared by: Scott Morton, Superintendent of Parks

Approved by:

Gary M. Luebbers
City Manager

ATTACHMENTS

A. License agreement between Synergy Golf Management, Incorporated, and the City of Sunnyvale for the operation and management of Sunnyvale’s golf course restaurants.

B. Excerpt of the February 13, 2013 draft meeting minutes of the Parks and Recreation Commission
ATTACHMENT A
LICENSE

An exclusive and revocable License is hereby granted by CITY OF SUNNYVALE, a municipal corporation of the State of California, to Synergy Golf Management, Inc., a California corporation, as Licensee, to manage, operate and supervise sales of food, beverages and related services associated with Sunnyvale Golf Course and Sunken Gardens Golf Course including the restaurant and concession buildings at Sunnyvale Golf Course and restaurant building at Sunken Gardens Golf Course (attached hereto as Exhibit “A”) and all related services for a term beginning on the date this agreement is signed in March, 2013 by all listed parties and ending at 11:59 p.m. on March 31, 2028 unless sooner terminated subject to the conditions contained in this license. At City’s sole discretion, this license may be extended for an additional five years on mutually agreed upon terms and conditions beyond the term described above. If the parties reach agreement, a written amendment to the license shall be executed by both parties.

I. DEFINITIONS

As used in this License, the following words and phrases, unless provided otherwise, shall have the following meanings:

A. “City” shall mean City of Sunnyvale.

B. “City Council” shall mean the City Council of the City of Sunnyvale.

C. “Clubhouse” shall mean the pro shop/restaurant building, and adjacent patios, walkways and planters located at the Courses.

D. “Employee” shall mean any person employed by and paid solely by Licensee for any purpose.

E. “License Year” shall mean a 12 month period of time between April 1 of one calendar year and March 31 of the following calendar year.
during which this License is in effect. The initial License Year shall be deemed to be April 1, 2013, through March 31, 2014.


G. “Pro shop” shall mean those portions of the Clubhouses dedicated to sale of golf merchandise and green fees including the entire lower floor of the Sunnyvale Golf Course Clubhouse, and East end of the Sunken Gardens Golf Course Clubhouse.

H. “Restaurant” shall mean those portions of the Clubhouses and associated areas dedicated to provision of food and/or beverage services including the entire upper floor of the Sunnyvale G. C. Clubhouse, free-standing concession building known as “The Shack” located on-course at the Sunnyvale G. C., and the West half of the Sunken Gardens G.C. Clubhouse and adjacent outdoor patio area. (See Exhibit “A”)

I. “Manager” shall mean a particular employee designated by the Licensee to act on the behalf of the Licensee in any license-related matter.

J. “Shall”, when used herein, is mandatory.

K. “Sunnyvale Golf Course” shall mean that particular golf course owned by or leased to City, located at 605 Macara Ave., Sunnyvale, CA.

L. “Sunken Gardens Golf Course” shall mean that particular golf course owned by or leased to City, located at 1010 South Wolfe Rd., Sunnyvale, CA.

II. EXCLUSIVE USE
A. In order to enable Licensee to exercise the privileges and rights herein licensed and to perform the duties and obligations herein imposed, City grants to Licensee:

1. The exclusive use of Restaurants, at Sunnyvale and Sunken Gardens golf courses.
2. Such other locations within the golf courses outside of the Restaurants as may be established, subject to approval of City as to each particular location and any improvements.
3. Licensee shall occupy the Restaurants and any other locations as may be approved for sale of food, beverages and related services, and for no other purpose.

B. Licensee shall occupy and operate Restaurants as a licensee and not as a lessee.

C. City reserves the right to require Licensee to share general storage areas with the City and/or any other person to whom the City may grant a license for other purposes.

III. PRIVILEGES AND DUTIES OF LICENSEE

A. Licensee shall do the following:

1. Exercise each privilege and right hereby licensed and perform each duty imposed herein in full compliance with the Sunnyvale Municipal Code and other ordinances of the City; all rules, regulations, and policies of the City, and all applicable laws of the State of California and the United States of America.
2. Enforce all rules and regulations.
3. Establish, operate, manage, and supervise sales of food, beverages and related services at the Golf Courses.
4. Present proposals to City for its approval of food and beverage services and related events outside of designated
5. Maintain for sale, or for use in connection with the services of meals, and at all times, a reasonable stock of food, alcoholic and non-alcoholic beverages, confections, and other articles in amounts sufficient to meet customer demands and which are of industry standard quality and are of such purity and content so as to comply with applicable federal, state, and local food, health and sanitation laws and regulations. City in no way warrants that Licensee shall be able to obtain license(s) to engage in the sale of liquor. The acquisition of such license(s), however, is required within 90 days of April 1, 2013.

6. Police the Restaurants, preserve order, and provide for security, including the exclusion of trespassers and prevention of injury to the Restaurants by customers and others.

7. Keep the Restaurants open to the public between the hours of 6:30 a.m. and sunset (“The Shack” hours to be 8:30 a.m. to 4:00 p.m. during Standard Time and 8:30 a.m. to 5:00 p.m. during Daylight Saving Time) on each day the Course is open for play, except during such times when closure is necessary due to construction of structural additions or other physical improvements to the Clubhouses. Nothing herein shall preclude Licensee from remaining open additional hours subject to any and all City ordinances, or County or State laws or regulations as related to food and beverage service businesses.
8. Restaurants and concession “Shack” may be closed temporarily during inclement weather that significantly reduces the amount of play on the golf courses. Licensee shall notify City in advance of closing and shall reopen the facilities as soon as weather conditions have improved.

9. Retain for a minimum of 40 hours per week in the Restaurants at least one “manager” who is experienced in the operation of restaurants and food and beverage services, authorized to represent and act for Licensee in matters pertaining to the exercise of the privileges and duties hereby licensed. Licensee shall keep City informed in writing of the identity of such person(s) and conduct all general business through the manager(s).

10. Employ at its sole cost and responsibility such employees as it deems necessary provided that within ten (10) days following receipt of written notice from City that a particular employee of Licensee is not satisfactory to City for good cause, Licensee shall dismiss that employee forthwith.

11. No employee of Licensee shall be deemed to be an employee, agent or representative of City at any time or for any purpose whatsoever.

12. Licensee shall require all employees to be neatly dressed and courteous at all times, and to refrain from boisterous or objectionable conduct when at work on City property.

13. Furnish, maintain, and operate the Restaurants and provide all other services and facilities offered in connection therewith in a high quality manner, and furnish and maintain a standard of service at least equal to the better class of similar businesses in the City and in adjacent communities during the entire term of this License at prices
comparable to those prevailing for similar services and facilities without discrimination. Licensee shall provide prompt, clean, courteous and efficient service.

14. Provide full breakfast, lunch, bar and banquet menus and promote sale of banquet and meeting services for the Restaurants.

15. Provide prompt, courteous and efficient customer service.

16. Provide the Director of Public Works on April 1 of each year with an annual operations and marketing plan including a list of all activities including, but not limited to, food and beverage sales, banquets, facility rentals, special events, promotions and advertising.

17. Provide City with reasonable access to and the right to inspect all menus, lists and schedules of prices for services or products provided.

18. Covenant and agree to discontinue and remedy all objectionable practices upon demand of City if and when the City raises objections to the conditions of those portions of the Golf Courses and buildings occupied by Licensee, the quality of the food, articles sold, or character of the service.

19. Meet not less than once per month with an authorized representative of City to discuss and review the operation of the Restaurants by Licensee.

20. Follow the procedure for handling complaints established by standard operating procedures of City. In this regard, the parties recognize that the Superintendent of Parks and Golf of City is designated to represent the Department of Public Works in resolving all such complaints.

21. Authorize the Director of Public Works of City or his designee to inspect the premises occupied by Licensee not less than
twice per year to determine whether Licensee is complying with the requirements of the License.

22. Provide City's recognized Golf Clubs with limited use of space within the Restaurants for club activities at low or no cost. Licensee will be solely responsible for determining frequency, type of use, and cost, and will determine a method of scheduling that will best serve that purpose. Use of Restaurant space by retail customers will take priority over Golf Club use, when insufficient space exists for both user groups.

23. Keep all fixtures and equipment within those areas occupied by Licensee clean, neat, safe, sanitary and in good order at all times.

24. Store all waste matter, garbage and refuse in a manner satisfactory to City and arrange for the daily disposal thereof at the expense of Licensee.

25. Promptly remove and dispose of any waste and/or refuse resulting from food and beverage operations which has been blown by wind or otherwise transported from the areas occupied by Licensee into adjacent areas of the Golf Course properties.

26. Comply with all requirements of City, or State Department of Health Services, or measures in health or sanitary regulation adopted by any legal authority, and grant access for inspection purposes to any duly authorized representative of the State Department of Health Services or City.

27. Refrain from selling beer, wine and liquor for consumption off the Golf Course premises. Restrict sale of beer, wine and liquor to consumption within Restaurant and Golf Course premises.
28. Refrain from selling any food or beverage item supplied in a breakable glass container, for consumption on Golf Course premises, outside the Restaurants.

29. Refrain from installing or permitting the installation or use of any vending machine, pinball machine, video game machine, or similar equipment without first having obtained the written consent of the Superintendent of Parks and Golf of City.

30. Refrain from attaching, hanging, or otherwise affixing any sign or advertising matter on the exterior of the Clubhouses, or anywhere on the Course properties without first having obtained the written consent of the Superintendent of Parks and Golf of City.

31. Refrain from installing any newspaper rack or other object to be placed and maintained outside the Clubhouses, whether attached thereto or free-standing, or anywhere on the Courses, without first having obtained the written consent of the Superintendent of Parks and Golf of City.

32. Not permit other businesses, vendors, customers, or any other person or entity to directly provide services or entertainment to customers; or, display or sell goods, wares or merchandise either within the interior or exterior of the Clubhouses, or anywhere on the Courses, without first having obtained written consent of the Superintendent of Parks and Golf.

33. Not conduct any business activity at the Courses and Restaurants for any other purpose except sale and service of food and beverages, and related events, or except such activities for which written consent of the Superintendent of Parks and Golf of City has first been given.
34. Not make any alterations, changes or additions to the Restaurants or to any fixtures or equipment owned by City without first having obtained written consent of City.

35. Provide a sufficient quantity of expendable equipment, including but not limited to tables, chairs, linen, glassware, dishes, cutlery and kitchen utensils.

36. On or before April 1, 2013 and every April 1 thereafter, file with City a signed inventory of any furnishings, equipment, fixtures and amenities owned by Licensee and used in operation of the Restaurants.

37. Promptly pay all moneys required to be paid to the City, and all expenses incurred in operating the restaurants and other facilities on the Courses where food and beverages are sold;

38. Obtain and pay for any permit or license required by the Sunnyvale Municipal Code (as it currently provides or may hereafter be amended) or any other ordinance, or law of the State of California or the United States of America;

39. Pay any and all taxes, levies, charges, or assessments, including but not limited to personal property taxes, sales and use taxes, assessed against Licensee, or its possessory interest in the property of the Clubhouses occupied by Licensee, or its property, including inventories used in performing its duties and obligations or exercising its privileges under this License, for whatever purposes in connection with the operation of the Restaurants; and,

40. Keep Restaurants occupied by Licensee free from any liens arising out of the work performed, materials furnished, or obligations incurred by Licensee. Licensee shall have no power to establish or permit the creation of any such lien.
41. Furnish and pay all charges for gas, electricity, water, garbage, sewer and grease trap service to the Restaurants.

42. Furnish and pay all charges for telephone, internet and cable television or satellite television service to the Restaurants.

43. Furnish and pay all costs in connection with janitorial and maintenance services within the Restaurants occupied by Licensee. The janitorial and maintenance services shall include but not be limited to:

   a) Clean entire areas licensed by the Licensee regularly and as-needed including but not limited to interior furnishings, equipment, fixtures, windows (inside and outside), flooring, ceilings and walls as needed.

   b) Inspect and maintain facilities regularly during operating hours.

   c) Check (no less than every 2 hours the facilities are open) and maintain restrooms and related equipment in proper working order. Thoroughly clean related equipment, fixtures, and surfaces, and provide adequate stock of paper and soap products.

   d) Maintain exterior of the facilities and windows including cleaning, graffiti removal and painting.

   e) Replace electric lights/bulbs as necessary.

   f) Provide and maintain appropriate and high quality floor coverings throughout the Restaurants.

   g) Keep areas occupied by Licensee in a clean and sanitary condition, reasonably free from garbage, refuse, and waste at all times to the satisfaction of City and to a level of quality to that of similar facilities in the community.
h) Repair and replace anything broken or damaged as a result of any act or neglect by Licensee in all areas of the Clubhouse buildings.

IV. **DUTIES OF CITY.**

A. City shall, in conjunction with Licensee’s service, do the following:

1. Publicize the Restaurants in the Library and Community Services Department’s “Activities Guide” as long as the City publishes and distributes it during the length of this agreement; one-half of a full page will be provided in each edition.

2. Publicize the Restaurants on the City’s web site and provide a link to the Licensee’s web site.

3. Approve, by the Director of Public Works or his designee, the annual operations and marketing plan including a list of all activities, including but not limited to, menus, programs, banquets, services, promotions, advertising and special events and their associated fees. All new services, programs and activities instituted after the annual approval of the operations plan shall be submitted in writing to the Director of Public Works for approval.

4. Determine, as established by the Director of Public Works or his designee, when fees may be waived or adjusted excluding promotions and discounts offered temporarily by the Licensee.

B. City shall be responsible for providing and maintaining only the following, within the Restaurants at each course:

1. Restaurant facility, complete with supporting structural members, smoke/fire detection system and required gas/electrical/plumbing services, roofs, ceilings and walls.
2. The patio, second floor patio deck, and portions of the perimeters of the buildings, including existing entrances and seating areas and excluding patio surface coverings.

3. The existing interior lavatories, with all required plumbing and fixtures.

4. The existing air conditioning and heating systems.

5. The existing light fixtures.

6. Those miscellaneous furnishings, equipment, fixtures and amenities currently located in the restaurants including but not limited to: ovens, sinks, refrigeration equipment, fryers, beverage dispensers, food preparation counters and dishwasher stations. They are provided in as-is condition and shall not be maintained by the City. Licensee may use these items or notify the City in writing of any items they do not want and dispose of them in a mutually agreeable manner. Licensee is solely responsible for all costs associated with use, maintenance, and disposal.

7. Within the kitchens and bar areas, roughed in plumbing only.

8. Locks and fasteners on doors and windows.

9. Windows not broken as a result of any act or neglect of Licensee.

C. City shall provide the existing off-street parking and parking lots, including lighting systems at both Courses. Licensee shall share the use of these facilities with customers and visitors of the Courses.

V. **CAPITAL INVESTMENT**

A. Licensee shall make a minimum capital investment of One Hundred Thousand Dollars ($100,000) within the first year of
operating the restaurants. Capital investments are defined as modifications or enhancements of the existing infrastructure or equipment and furnishings required for the operation of restaurants. Capital investments shall include a minimum of Sixty Thousand Dollars ($60,000) to be spent on modifications or enhancements of the existing infrastructure including, but not limited to, painting, floor coverings, lighting, wall treatments, affixed cabinetry and a walk-in refrigerator. All of these improvements become the property of the City upon installation. A minimum of Forty Thousand Dollars ($40,000) shall be spent on kitchen and dining equipment and furnishings including, but not limited to, gas ranges, fryer, slicer, tables and chairs. These items shall be inventoried as set forth in section VI.A.36 of this agreement and remain the property of the Licensee. Costs to obtain liquor licenses, up to a maximum of $10,000, may be included as part of the required capital investment. By the third and fifth years of the agreement the Licensee shall make additional capital investments of Twenty Five Thousand Dollars ($25,000) each year for a total capital investment of One Hundred Fifty Thousand Dollars ($150,000) of which a minimum of One Hundred Thousand Dollars ($100,000) shall consist of modifications or enhancements of the existing infrastructure that become the property of the City upon installation. The scope of work shall be mutually agreed upon at the time of the investments and Licensee shall provide City with a written description of proposed investments including estimated costs.

1. Licensee shall prepare plans and specifications in consultation with City.

2. Licensee shall receive approval of all plans and specifications by the Director of Public Works and/or his designee(s) prior
to filing of final plans and specifications. City shall be provided with two complete sets of final plans and specifications before construction begins and two complete sets of “as-built” plans and specifications at the completion of construction.

3. Prior to construction, Licensee shall have obtained all necessary permits authorizing construction of the Project from City and other public agencies having jurisdiction over the Project, in compliance with all applicable laws, regulations, codes and the permitting process.

B. Additional remodel of the Clubhouses, construction of additions to the clubhouses, and/or remodel or construction of concession building(s) may be proposed at any time by the Licensee, or the City. City shall review all such projects and their associated costs on a case-by-case basis, and Licensee shall not undertake any such project without the prior express written consent of the City.

C. City shall not award a contract for construction of remodel and/or additions or authorize construction thereof within the Licensee areas of use unless Licensee shall have been given a reasonable opportunity to review the associated plans and specifications.

VI. PAYMENTS TO CITY, RECORDS, AND ACCOUNTS

A. Licensee, in consideration of the privileges and rights allowed by this License, shall pay to the City the following sums:

1. An amount equal to ninety-six thousand dollars ($96,000) in the first license year, increasing by 2% each subsequent license year, per the table shown below.

2. For each month of each license year, Licensee shall submit a payment to City for one-twelfth (1/12) of the amount due for that year, which shall be due and payable on the 1st of each
month. The first payment shall be made on April 1, 2013, and additional payments shall be made on the 1st day of each subsequent month for the term of the agreement. The annual amount due will increase by 2% on April 1 of each year. The first increase will commence on April 1, 2014.

3. The license fee for the first six months of the agreement including April through September, 2013, shall be reduced by 50%, to the amount of $4,000.00 per month. This reduction shall have no impact on the calculation of future year payments.

B. All payments due to the city that are late shall incur a 10% penalty fee that will be due with the payment.

<table>
<thead>
<tr>
<th>Year of Agreement</th>
<th>Amount of annual and monthly rent</th>
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</thead>
<tbody>
<tr>
<td>1 (commencing April 1, 2013)</td>
<td>$72,000.00 ($4,000.00 monthly for six months, $8,000.00 monthly for six months)</td>
</tr>
<tr>
<td>2 (commencing April 1, 2014)</td>
<td>$97,920.00 ($8,160.00 monthly)</td>
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<td>3 (commencing April 1, 2015)</td>
<td>$99,878.40 ($8,323.20 monthly)</td>
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<td>4 (commencing April 1, 2016)</td>
<td>$101,875.97 ($8,489.66 monthly)</td>
</tr>
<tr>
<td>5 (commencing April 1, 2017)</td>
<td>$103,913.49 ($8,659.46 monthly)</td>
</tr>
<tr>
<td>6 (commencing April 1, 2018)</td>
<td>$105,991.76 ($8,832.65 monthly)</td>
</tr>
<tr>
<td>7 (commencing April 1, 2019)</td>
<td>$108,111.60 ($9,009.30 monthly)</td>
</tr>
<tr>
<td>8 (commencing April 1, 2020)</td>
<td>$110,273.83 ($9,189.49 monthly)</td>
</tr>
<tr>
<td>9 (commencing April 1, 2021)</td>
<td>$112,479.31 ($9,373.28 monthly)</td>
</tr>
<tr>
<td>10 (commencing April 1, 2022)</td>
<td>$114,728.90 ($9,560.74 monthly)</td>
</tr>
<tr>
<td>11 (commencing April 1, 2023)</td>
<td>$117,023.48 ($9,751.96 monthly)</td>
</tr>
<tr>
<td>Year (commencing April 1, 2024)</td>
<td>Amount</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>12</td>
<td>$119,363.95</td>
</tr>
<tr>
<td>13</td>
<td>$121,751.23</td>
</tr>
<tr>
<td>14</td>
<td>$124,186.25</td>
</tr>
<tr>
<td>15</td>
<td>$126,669.98</td>
</tr>
</tbody>
</table>

**VII. COMPENSATION OF LICENSEE**

Licensee shall be entitled to keep and retain fees and revenues collected from all operations of the Restaurants less all operating and other expenses for which Licensee is made responsible pursuant to this agreement, and those amounts described in SECTION VI, above.

**VIII. INDEMNIFICATION, INSURANCE**

A. Licensee shall indemnify and hold harmless the City of Sunnyvale, its officers, employees and agents, from and against any and all claims, demands, orders, decrees or judgments for injury or death or damage to person or property, loss, damage and liability (including all costs and attorneys’ fees incurred in defending any claim, demand or cause of action), occasioned by, arising out of, or resulting from any act or omission on the part of Licensee, or its agents or employees, from the performance of any services required to be performed by Licensee or arising from the use of the Restaurants, or its agents, employees, or arising out of the operation or maintenance of dangerous or defective condition of the Restaurants, or any other structure, facility or thing erected or placed in the Restaurants and under the control or supervision of the Licensee.

B. Licensee shall procure and maintain for the duration of the contract general liability insurance against claims for injuries to persons or damages to property which may arise from or in connection with the Licensee’s activities or because of this License.
Minimum Scope and Limits of Insurance Licensee shall maintain limits no less than:

1. **Commercial General Liability**: $1,000,000 per occurrence and $2,000,000 aggregate for bodily injury, personal injury and property damage. ISO Occurrence Form CG 0001 or equivalent is required.

2. **Automobile Liability**: $1,000,000 per accident for bodily injury and property damage. ISO Form CA 0001 is required.

3. **Workers’ Compensation**: Statutory Limits and **Employer's Liability**: $1,000,000 per accident for bodily injury or disease.

**Deductibles and Self-Insured Retentions**

Any deductibles or self-insured retentions must be declared and approved by the City. The licensee shall guarantee payment of any losses and related investigations, claim administration and defense expenses within the deductible or self-insured retention.

**Other Insurance Provisions**

The **general liability** policy shall be endorsed to contain, the following provisions:

1. The City of Sunnyvale, its officials, employees, agents and volunteers are to be covered as additional insured with respects to liability arising out of activities performed by or on behalf of the Licensee; products and completed operations of the Licensee; premises owned, occupied or used by the Licensee; or automobiles owned, leased, hired or borrowed by the Licensee. The coverage shall contain no special limitations on the scope of protection afforded to the City of Sunnyvale, its officers, employees, agents or volunteers.

2. For any claims related to this project, the Licensee's insurance shall be primary. Any insurance or self-insurance maintained by the City of Sunnyvale, its officers, officials, employees, agents and volunteers shall be excess of the Licensee’s insurance and shall not contribute with it.

3. Any failure to comply with reporting or other provisions of the policies including breaches of warranties shall not affect coverage provided to the City of Sunnyvale, its officers, officials, employees, agents or volunteers.
4. The Licensee's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

5. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, cancelled by either party, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City of Sunnyvale.

Acceptability of Insurers
Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the City of Sunnyvale.

Verification of Coverage
Licensee shall furnish the City with original Certificates of Insurance, naming the City as additional insured, and endorsements affecting the coverage required. The certificates are to be signed by a person authorized by that insurer to bind coverage on its behalf. City shall be provided with updated Certificates prior to any expiration date of coverage.

C. Licensee shall fill out and forward to the City an accident report for any injury that takes place in and around the Restaurants within twenty-four (24) hours.

D. Licensee, before exercising any of the privileges and rights hereby licensed, and at its own costs and expense, shall deposit and maintain with City a minimum of Ten Thousand Dollars ($10,000.00), in cash or bond, to guarantee full and faithful performance of all the duties, obligations, covenants and agreements contained in this License to be performed by Licensee or any employee of Licensee, including, but not limited to, payment of all fees, or any other monies required to be paid to City at the times and in the manner specified in this License. City may make withdrawals from this guarantee fund to cover the cost of failure to fully and faithfully perform as stated above, or to reimburse City whatever fees, or any other monies required to be paid to City
which are not so paid. Licensee shall deposit additional monies to replenish the guarantee fund upon being billed by City for withdrawals from the fund. Any balance remaining shall be returned to Licensee upon the termination of this License provided that Licensee or any employee of Licensee is not in default in the payment of any fees, portion of gross revenue or any other monies required to be paid to City, or in the performance of any duty, obligation, covenant or agreement contained herein. This requirement will be terminated and the bond released to the Licensee upon completion of their capital investment of One hundred and fifty thousand dollars ($150,000.00) required by the fifth year of this agreement. Licensee shall have the sole responsibility of insuring (if it so desires and at its own cost and expense) any furnishings, fixtures, equipment, merchandise and supplies which it is required to provide under the terms of this License against loss or damage from fire, theft or any other cause.

IX. TERMINATION, REMOVAL, DEFAULT, BANKRUPTCY

A. Upon expiration of the term of this License, or upon the sooner termination of such term from whatever cause, Licensee:

1. May remove any and all furnishings, equipment, merchandise and supplies purchased by Licensee and noted in their annual inventory list provided in writing to the City; provided, however, that:

   a) Any item of personal property described above not so removed shall be deemed abandoned by Licensee to City and absolute title thereto shall vest in City immediately;

   b) Licensee is not then in default in the payment of any fees, portion of gross revenue or any other monies
required to be paid to City, or in the performance of any duty, obligation, covenant or agreement contained herein;

c) Licensee shall leave the Restaurants in good order, condition and state of repair, reasonable wear and tear and damage by the elements excepted, together with any alterations, changes, additions or improvements thereto; and,

d) Licensee shall be responsible for any damage to the Restaurants occasioned by the removal of any furnishings, or equipment; and for such damage, if any, City shall have lien on said items of personal property until such damages be paid. The City lien is additional security for performance of the License obligations and supercedes any other creditor lien.

2. Shall peaceably and quietly leave, surrender and yield up to City the Restaurants.

B. City reserves the right to terminate this License:

1. If at any time Licensee is in default in the payment of any fees, or any other monies required to be paid to City, or in the performance of any duty, obligation, covenant or agreement contained herein (time expressly declared to be of the essence), upon thirty (30) days written notice to Licensee and Licensee fails to correct such default within said thirty (30) day period; provided, however, that:

a) Licensee shall not be entitled to and expressly waives any other form of demand or notice (written or oral);

b) City shall have the full right, at its election, to enter the Restaurants and take immediate and sole possession thereof;
c) City shall have the right to bring suit for and collect all fees and any other monies required to be paid to City and which shall have accrued up to the time of entry described above;

d) Upon such termination, this License and all rights and privileges herein licensed shall become void to all intents and purposes whatsoever; or,

2. If Licensee fails to keep in full force and effect at any time the policies of insurance or faithful performance deposit required above upon five (5) days written notice to Licensee and Licensee fails to correct such default within said five (5) day period.

C. This License and all rights and privileges herein licensed shall immediately (and without any demand or notice written or oral) cease, determine, come to an end, and become void, and the City immediately may enter the Restaurants and take immediate and sole possession thereof, without prejudice to the right of City to recover from License all unpaid fees or any other monies required to be paid to City and which shall have accrued up to the time of the entry described above, if:

1. Licensee at any time during the term of this License become insolvent, or if proceedings in bankruptcy shall be instituted by or against Licensee, or if Licensee shall be adjudged bankrupt or insolvent by any court, or if a receiver or trustee in bankruptcy or a receiver of any property of Licensee shall be appointed in any suit or proceeding brought by or against Licensee, or if Licensee shall make an assignment for the benefit of creditors, or if any action is taken against or suffered by Licensee under any insolvency or bankruptcy act.
D. In the event of termination of the License, because of the default of Licensee upon any of the grounds set forth above or in the event of the automatic termination of this License, City reserves the right to remove any personal property belonging to Licensee from the Restaurants and to store such personal property at the sole cost and expense of Licensee, and City shall have a lien on such personal property for and until all and any storage charges are paid.

X. PROHIBITIONS

A. Licensee shall not do any of the following acts, except as herein otherwise provided:

1. Assign or transfer this License or any of the rights or privileges herein licensed, or any part thereof. This License cannot be assigned involuntarily or by operation or process of law.

2. Make any alterations, changes, or additions to the Restaurants occupied by Licensee, or to any fixtures or equipment owned by City without first having obtained written consent of City thereto, provided that any alterations, changes or additions consented to shall be at the sole cost of Licensee and shall become the property of City upon termination of this License, for whatever cause.

3. Let, sublet, rent or assign any or all portions of the Restaurants occupied by Licensee.

4. Commit, permit or allow any nuisance or waste in, or injury to, any of the portions of the Restaurants, or to permit the use of any of such portions of the Restaurants for any illegal purpose.
5. Bind or attempt to bind City to any contracts or obligations of any nature.

XI. NOTICES

A. Any action, notice, or request required to be taken, given or made by City hereunder may be taken, given, or made by the City Manager of City or such other person or persons as he may authorize for the purpose. All notices, requests, or other papers required to be given or delivered to Licensee shall be deemed to be duly and properly given or made if mailed to Licensee, postage prepaid, addressed to:

Kristy Park, Owner
Synergy Golf Management, Inc.
1527 Rangewood Drive
San Jose, CA 95138

Or, personally delivered to Licensee at such address, or at such other address as Licensee may designate in writing to City. All notices, requests, or other papers required to be given or delivered to City shall be deemed to be duly and properly given or made if mailed to City, postage prepaid, addressed to:

Director of Public Works
City of Sunnyvale
Post Office Box Number 3707
Sunnyvale, California 94088-3707

Or, personally delivered to Director of Public Works at City Hall, 456 West Olive Avenue, Sunnyvale, California, or at such other address as City may designate in writing to Licensee.

B. Nothing in this provision shall be construed to prohibit communication by more expedient means, such as by telephone, e-mail or facsimile transmission, to accomplish timely communication. However, to constitute effective notice, written confirmation of a telephone conversation or an original of an e-mail
or facsimile transmission must be sent by first class mail, by commercial carrier, or hand-delivered. Each party may change the address by written notice in accordance with this paragraph. Notices delivered personally shall be deemed communicated as of actual receipt; mailed notices shall be deemed communicated as of three days after mailing, unless date is a date on which there is no mail service. In that event communication is deemed to occur on the next mail service day.

**XII. NATURE OF LICENSE; MODIFICATIONS**

A. This License does not constitute a contract of employment and the relation of master and servant, employer and employee, does not and shall not exist between City and Licensee, or any of its employees. Licensee is, and at all times shall be, deemed to be an independent contractor.

B. This License does not constitute a deed or grant of any easement by the City of Sunnyvale and does not constitute a lease.

C. No assurances or inducements of any kind, not specifically set forth in the License, have been made to Licensee by anyone authorized by City to cause Licensee to execute these presents.

D. Failure of City to insist upon a strict performance of any of the duties, obligations, conditions, covenants or agreements contained in this License shall not be deemed a waiver of any subsequent breach or default in the duties, obligations, conditions, covenants or agreements herein contained.

E. Rights of City or Licensee hereunder shall be cumulative and not alternative and shall be in addition to any and all rights which City shall have as a matter of law.

F. No agent, officer or employee of City has any authority to vary or extend the term of this License or any duty, obligation, covenant or agreement contained herein, or to make any statements or
representations concerning this License, or the rights and privileges set forth herein, except such as are set forth in any written addendum to this License which has been approved by the Council.

G. This License shall not become effective until receipt by the City of Sunnyvale of an original copy of this License with properly signed endorsement accepting the License subject to the conditions, duties, obligations, covenants or agreements contained herein.

H. The City of Sunnyvale does not warrant or represent that the Restaurants, Clubhouses, golf courses or other public places to which this License relates are safe, healthful or suitable for the purpose for which they are permitted to be used under this License.

I. Licensee warrants that the undersigned is authorized by the corporation to execute this Agreement and bind the corporation.

Licensee accepts the License set forth above and covenants and agrees (1) to be bound by and to comply with and perform each duty, obligation, covenant or agreement contained in the License in the manner and at the times set forth therein; and (2) to pay all fees at the times set forth herein, respectively, this ________________ day of March, 2013.

IN WITNESS WHEREOF, the parties have executed this Agreement.

ATTEST: CITY OF SUNNYVALE ("CITY")

___________________________ By __________________________
City Clerk City Manager

APPROVED AS TO FORM: LICENSEE

25
Synergy Golf Management, Inc.

By _________________________________

Kristy Park, Owner

___________________________________

City Attorney


First floor of the building is the Sunnyvale Pro Shop. The second floor is the restaurant and patio.
Sunken Gardens Golf Course Restaurant

Restaurant

Pro Shop

Patio
ATTACHMENT B
1.A. Approval of Draft Minutes of December 12, 2012

MOTION: Commissioner Pasqua moved and Vice Chair Pochowski seconded to approve Consent Calendar Item 1.A. as presented.

VOTE: 4-0 motion passed unanimously.

PUBLIC COMMENTS – None

PUBLIC HEARINGS/GENERAL BUSINESS

2. Approval of License Agreement between Synergy Golf Management, Inc. and the City of Sunnyvale for the Operation and Management of the Sunnyvale Golf Course Restaurants

Superintendent Morton presented the staff report giving a brief overview of the License Agreement with Synergy Golf Management, Inc. He introduced Mark Peterson, and Kristy Park, and said they were available to answer any questions.

The public hearing was opened.

Kristy Park, Synergy Golf Management principal, introduced herself as having been in the golf industry for 23 years and as a founder of Synergy Golf Management. Her goals are to improve and expand services at Sunnyvale’s golf courses, including a significant capital investment.

Chair Kinder questioned whether the outdoor area at Sunken Gardens would be used for eating. Ms. Park plans to create a comfortable and pleasant outdoor eating environment. She also highlighted intentions to offer promotions, such as a bucket of balls, plus lunch at a competitive price.

Commissioner Harms asked if the golf community was informed of, or provided input to, the RFP process. Superintendent Morton shared the outreach plan that was defined in the previous agreement with the Lookout Inn, Incorporated regarding the scope.

Commissioner Harms inquired if the Lookout Inn, Incorporated was in breach of contract. Superintendent Morton informed the Commission that the Lookout Inn owes the City approximately $20,000. The City Attorney filed a notice with Lookout Inn, Incorporated for failure to perform and the contract was terminated. The City recently turned this over to a collection agency for further action.

Commissioner Harms asked if Synergy Golf Management had a dietician on staff, or the ability to prepare specialty meals upon request. Ms. Park informed the Commission of their ability to comply with special medical, dietary or religious requirements. On the occasion where Synergy Golf Management is unable to fulfill a dietary request from a customer, it is not uncommon for them to work with an outside caterer to comply.
Vice Chair Pochowski asked how long Synergy Golf Management has been operating the food and beverage services at Coyote Creek. Ms. Park said Synergy Golf Management took over in 2008.

Vice Chair Pochowski was interested in learning how the current condition of the restaurant infrastructure of the Sunnyvale Golf Course and how it compares with that of the current courses she manages. Ms. Park acknowledged the current condition is outdated and in need of immediate improvement in order to meet Synergy Golf Management’s objectives. As the potential licensee, Synergy Golf Management is required to fund an initial investment of $100,000 in the first year of the contract to improve the infrastructure, equipment and furnishings. An additional $50,000 shall be invested over the life of the contract.

Commissioner Pasqua asked Ms. Park if she has any plans to hire former Lookout Inn employees at either restaurant. Ms. Park indicated that one former Lookout Inn employee had been in contact with her for potential employment. Ms. Park informed the individual of the current licensee negotiation process and her interest in interviewing her should Synergy Golf Management be awarded the agreement.

Chair Kinder asked when this item will be heard by the City Council. Superintendent Morton responded the Council is scheduled to discuss and take possible action on this item on March 5, 2013.

Chair Kinder asked how long Ms. Park anticipated it would take to open the restaurants should Council approve the agreement. Ms. Park indicated that it would expedite the construction process in order to get the concession area and restaurant open as soon as possible. The liquor license, on the other hand, may take a bit longer to obtain.

The public hearing was closed.

| MOTION: Chair Kinder moved and Vice Chair Pochowski seconded to recommend that the City Council approve the proposed license agreement between Synergy Golf Management, Incorporated, and the City of Sunnyvale for the operation and management of Sunnyvale’s golf course restaurants for a term of 15 years. |
| VOTE: 4-0 motion passed unanimously. |

The Commissioners felt Synergy Golf Management, Incorporated was a reputable company with a proven record for high quality service in the golf/restaurant industry. The license agreement meets the needs of Sunnyvale’s golfing and larger community for their food, beverage and banquet needs.

**NON-AGENDA ITEMS AND COMMENTS**

COMMISSION MEMBERS Oral Comments