

June 5, 2026

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City of San Leandro
14200 Chapman Road
San Leandro, CA 94578

Re: Golf Operations Consultant Services Proposal

Purpose

The purpose of this proposal is to continue the engagement of a Golf Operations Consultant to provide independent professional oversight of the City of San Leandro's municipal golf facilities operated by American Golf Corporation (AGC). The Consultant will serve as the City's representative and subject matter expert, ensuring that golf operations, maintenance activities, capital improvement projects, and financial performance are managed in accordance with contractual requirements, City objectives, industry best practices, and long-term asset management strategies.

Background

Monarch Bay Golf Club, including the Tony Lema Course, Marina Course, Everett Rooney Driving Range, and Tony Lema Clubhouse, represents a significant public investment and community asset. Effective oversight is essential to preserve facility quality, protect public resources, maintain operational accountability, and enhance the overall customer experience.

While AGC is responsible for the day-to-day management and maintenance of the facility, the City benefits from independent professional oversight to ensure compliance with contractual obligations, monitor performance standards, guide capital investments, and provide strategic recommendations that support the long-term success of the golf operation.

The Golf Operations Consultant serves as the primary liaison between the City and AGC, providing expertise in golf course operations, agronomy, financial management, capital planning, contract administration, and facility development.

Scope of Services

1. Contract Administration and Compliance

The Consultant shall:

- Administer and monitor the City's Management Agreement with AGC.
- Ensure compliance with all contractual obligations, performance standards, and reporting requirements.

- Participate in contract negotiations, amendments, renewals, and dispute resolution as requested by the City.
- Conduct regular meetings with AGC management to review operational and financial performance.
- Provide recommendations regarding contract administration, risk management, and future service delivery.

2. Operations and Maintenance Oversight

The Consultant shall:

- Conduct routine inspections of golf course facilities and operations.
- Monitor agronomic programs, irrigation systems, maintenance practices, and environmental stewardship initiatives.
- Evaluate customer service standards, staffing levels, marketing programs, food and beverage operations, tournaments, and special events.
- Review golf course fees, pricing strategies, and revenue-generating opportunities to ensure market competitiveness.
- Periodically evaluate course conditions and the overall customer experience through on-site assessments.

3. Financial Management and Budget Oversight

The Consultant shall:

- Review annual operating and capital budgets prepared by AGC.
- Monitor monthly revenues, expenditures, and financial performance.
- Coordinate with City staff regarding operating budgets, capital improvement funding, and long-range financial planning.
- Identify opportunities to improve operational efficiency, increase revenues, and manage costs.
- Provide financial analyses and recommendations to City management.
- Review expenditures associated with golf operations and capital improvement programs to ensure consistency with approved budgets.

4. Capital Improvement Program Management

The Consultant shall:

- Assist in the development and implementation of short- and long-term capital improvement plans.

- Prioritize projects based on safety, asset preservation, operational efficiency, regulatory compliance, and customer experience.
- Coordinate project planning, design review, construction oversight, and contractor performance.
- Monitor project schedules, budgets, and compliance with City procurement and construction requirements.
- Provide technical review and oversight of golf facility redevelopment and renovation projects.
- Identify grant opportunities, strategic partnerships, and alternative funding sources when appropriate.

5. Community Relations and Special Projects

The Consultant shall:

- Serve as a resource to City staff, golf course patrons, community stakeholders, and the public.
- Respond to public inquiries and operational concerns in a timely and professional manner.
- Assist with community outreach and stakeholder engagement efforts.
- Organize and oversee City-sponsored golf events, including the annual San Leandro Junior Golf Championship and other events as directed by the City.
- Evaluate opportunities for sustainability initiatives and environmental certifications, including participation in the Audubon Cooperative Sanctuary Program.
- Provide technical review and advisory services related to future golf course redevelopment projects.

6. Reporting

The Consultant shall provide:

- Monthly operational summaries, as requested.
- Semi-Annual Operations Review Reports.
- Annual Golf Facility Performance Assessments.
- Annual State of the Golf Course Reports.
- Capital Improvement Program Status Reports.

- Budget and Financial Analysis Reports.
- Strategic recommendations to improve operational performance, customer satisfaction, asset preservation, and financial sustainability.

Other Services

- Consultant shall provide technical review of proposed plans to redevelop the 9-hole Executive course to a 9-hole Par 3 course (development of architectural plans and reconstruction work to be provided by others under the Shoreline Master Developer). Consultant shall also provide technical assistance as may be warranted during construction to ensure that the City's/public's best interests are foremost in redevelopment of this public golf course.
- Work collaboratively with the City and golf course operator to identify, develop, and implement revenue-generating community events, including concerts, festivals, and alternative golf-related activities, that maximize utilization of the property, attract new audiences, and strengthen the facility's role as a valued community gathering place.

Term of Services and Compensation

- The Consultant shall provide services for a one-year term commencing July 1, 2026, and ending June 30, 2027. The agreement may be renewed upon mutual written consent of both parties, subject to satisfactory performance and the availability of funding.
- Either party may terminate this agreement upon thirty (30) days' written notice. The City reserves the right to terminate the agreement immediately for cause.
- In consideration of the services provided, the Consultant shall receive compensation in the amount of Six Thousand, Eight Hundred Dollars **(\$6,800)** per month.
- The Consultant shall submit monthly invoices summarizing services performed and hours worked during the billing period. Payment shall be made within thirty (30) days following receipt and approval of the invoice by the City.
- Total compensation under this agreement shall not exceed Eighty-One Thousand, Six Hundred Dollars **(\$81,600)** annually.
- The Consultant shall devote up to one hundred twenty (120) hours per month to the performance of services and shall maintain an on-site presence at the golf facility no fewer than twelve (12) days per month, unless otherwise approved by the City.

Conclusion

The Golf Operations Consultant will provide the City with independent professional expertise necessary to protect and enhance its investment in Monarch Bay Golf Club. Through proactive oversight of operations, maintenance, capital improvements, financial performance, and strategic initiatives, the Consultant will help ensure that the facility continues to operate efficiently, remains financially sustainable, and delivers exceptional recreational value to the residents of San Leandro and the broader community.