

REQUEST FOR PROPOSALS



CITY OF OCALA FORT KING TENNIS CENTER REVENUE SHARING & MANAGEMENT SERVICE

RFP# REC/190417

Deadline for Submission:
August 6, 2019 at 2:00 pm



I. PURPOSE AND OVERVIEW OF THE PROJECT

The City of Ocala (City) is accepting proposals for the selection of a management firm, organization or individual qualified to manage the Fort King Tennis Center.

The Fort King Tennis Center serves approximately 180 members in addition to daily fee players (non-members), and guests. There are two (2) hard surface courts and twelve (12) Har Tru clay courts, a clubhouse and gazebo. Leagues, tournaments, and activities consist of in-house club members and United States Tennis Association (USTA) members.

II. SCOPE OF SERVICE

Responsibilities of the selected proposer shall include, but are not limited to the following:

1. Tennis professional services including individual and group lessons for all ages.
2. Coordination of tennis leagues and tournaments.
3. Operation of the clubhouse including staffing of facility during all operating hours, seven days a week.
4. Manage, staff and assume all costs associated with the operation and routine maintenance of the center.
5. Provision of routine services typically associated with a public tennis facility, including racquet stringing, merchandise sales, etc.
6. Routine maintenance of the entire area within the fenced boundary of the tennis facility including the clubhouse facility. This shall include all routine services needed to provide a high quality public tennis facility including (but not be limited to) daily custodial services for all buildings, mowing grass, edging and maintaining landscaped areas (including trees to a height of 15 feet) in the interior courtyard, pressure washing sidewalks and other concrete areas, fence and windscreen repairs, trash removal, cleaning out of drainage gutters, lighting (except that City will provide labor and lift/truck for replacement of court lighting bulbs provided by tennis manager), nets and line tape on courts, signage, equipment and court maintenance.
7. Court maintenance staff shall receive regular training on the care and upkeep of clay courts and the frequency of court maintenance shall be set to ensure courts are well prepped and maintained throughout each day and with the least disruption to users.
8. Routine cleanup of trash in the parking lot and areas outside the fence that are used primarily by the tennis operation.
9. Attendance at meetings to keep the City informed of operating and maintenance issues and status.
10. Coordination with City staff in setting of fees and establishment of operating policies.
11. Coordination with the Tourist Development Council on solicitation and operation of tournaments with likely economic impact.
12. Facilitate off-site youth development programs (particularly in underserved areas of the City) in coordination with City Recreation and Parks staff.

PLEASE NOTE: This is a Revenue -Sharing contract

The City will:

1. Provide and coordinate labor and lift/truck for replacement of the exterior court lighting.
2. Be responsible for hard court and clay court resurfacing (not top dressing) at intervals determined by the City.
3. Be responsible for the structural upkeep of buildings on-site, including roof and HVAC system and other routine repairs typically covered under the City's facilities maintenance operation in excess of \$2,500 per occurrence.
4. Provide and maintain the court maintenance machine.
5. Be responsible for clay court irrigation system repairs that exceed \$2,500 **per occurrence**.
6. Allow vendor to utilize the maintenance shed located at the tennis center to work out of and store equipment supplies used solely for the maintenance of the tennis center.

The term of the resulting contract will be for a period of five (5) years beginning on January 1, 2020. The contract will allow for one (1) five (5) year renewal option.

III. PRELIMINARY SCHEDULE

All dates and information contained herein may be extended, changed, or updated within the listing at www.bidocala.com. **Proposers are responsible for verifying all current listing information before submitting a response to this Request for Proposals (RFP).**

The following dates are proposed as a timeline for this solicitation:

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| • Formal Questions Due | July 31, 2019 by 5:00 p.m. |
| • Written Proposals Due | August 6, 2019 by 2:00 p.m. |
| • Selection Committee Meeting | August 13, 2019 (tentative) |
| • Presentations | TBD |
| • Present to City Council for Approval | TBD |

IV. PROPOSAL SELECTION CRITERIA

1. Proposal Submission

Proposals must be received electronically using www.bidocala.com no later than **2:00 PM on August 6th, 2019**. Responses received at any other location will not be considered. Proposers must be registered as a vendor on the City's e-procurement site at www.bidocala.com to participate.

Proposals must be clear, succinct and **not exceed twenty (20) pages**, excluding the proposal cover letter. Proposers who submit more than the pages indicated may not have the additional pages of the proposal read or considered. All submittals will be evaluated on the completeness and quality of the content. Only those proposers providing complete information as required will be considered for evaluation. The ability to follow these instructions demonstrates attention to detail.

This is a non-binding solicitation until the City negotiates and approves an agreement with the successful proposer.

2. Organization of Proposal

The proposers must provide all information as requested in this Request for Proposal (RFP). Responses must follow the format outlined in this RFP. Additional materials in other formats or pages beyond the stated page limit may not be considered. The City may reject as non-responsive, at its sole discretion, any proposal or any part thereof which is incomplete, inadequate in its response, or departs in any substantive way from the required format. RFP responses shall be organized in the following manner:

A. Cover Letter

The cover letter will state the name of the person(s) authorized to represent the proposer in any negotiations, the name(s) of the person(s) authorized to sign any contract that may result, the contact person's name, mailing or street addresses, phone and fax numbers and email addresses. A legal representative of the successful proposer, authorized to bind the proposer in contractual matters, must sign the cover letter and the Proposal.

B. Proposal will include the following sections:

- i. **Proposer Information:** Name of the proposer, address, principals, telephone number, email address, taxpayer ID number. Include a brief history of the firm.
- ii. **Qualifications/Experience:** Proposers must be certified through the United States Professional Tennis Association (Level I Professional) or the United States Professional Tennis Registry (Professional

Level), must have been providing professional tennis services for a minimum of five (5) years, and demonstrate through their proposal how they can meet the requirements outlined herein. The proposer shall include qualifications and experience of the firm/individual(s) providing the services. The submission must include:

- a) Brief history and organizational structure of your firm. Indicate home office location, local office, office handling account, office hours, number of employees, etc.
- b) List any potential conflicts of interest. In the proposer's own words, describe the potential conflict of interest providing as much detail as possible. It is not sufficient to refer the City to proposer's website.
- c) A list of staff, their positions and years of experience. Identify the individual(s) who will be assigned to provide services, their roles and qualifications, including name, title, phone number and location of office.
- d) Address the priority of the project regarding staff availability, indicate ability and commitment in ensuring the project or services will be performed in a timely fashion and completed on time. Provide a listing of current and projected workload.
- e) Current/past performance in similar activities. Provide a list with detailed information of at least three (3) public and/or private agencies for which your company has provided similar services. Experience at a public facility is important and should be emphasized. Include in your list:
 - ✓ Client (contact person name, title, full address, telephone number, fax number, and email address of a reference within each agency)
 - ✓ Period of contract
 - ✓ Dollar value of contract
 - ✓ Services offered

iii. **Project Understanding, Proposed Approach and Methodology:** Describe your understanding of the project and detailed approach to performing the work as indicated in the Scope of Service, which would best serve the City's needs. This description should demonstrate the proposer's intended methods for recruiting, training, staffing, pay schedules, supervision and customer service. This should include, but not be limited to, the following points:

- a) Define what services your company is proposing to best serve the City's needs. State your project plan, your interpretation of scope, and method of approach. Provide a detailed outline of the tasks associated with the scope of service, including any additional tasks that the proposer may choose to identify and describe.
- b) Provide proof of disability insurance coverage OR your plan for maintaining operations of the tennis center, should the tennis professional become injured to an extent that they cannot perform as needed.
- c) Describe any unique features within your service that sets it apart from other proposers.
- d) Describe your approach in growing the tennis center in terms of profits.
- e) Describe in detail where you believe the tennis center will be in five years under your management.
- f) Provide a proforma, which indicates proposed expense and revenue related to operations and maintenance.
- g) For each work task, the vendor shall:
 - Describe each work task or activity and the final products resulting from that task.
 - Describe which team members will lead each work task.
 - Describe the timeframe estimated to complete each task.

The City does not want to limit the proposer's innovations or creativity in preparing their submittal. Innovative ideas, new concepts and technologies other than those requested in this RFP may be considered.

- iv. **Revenue Sharing:** Each proposer must submit a five-year pro-forma which shall include an amount or percentage for any and all compensation to be provided to the City. The compensation to the City can be as little as \$0.00 or a figure the proposer offers, and can be paid per week, per month or by a net profit percentage benchmark. Compensation may be firm or escalating for the initial five-year term. The City reserves the right to negotiate prices with the selected firm.

3. Proposal Evaluation (All criteria will be considered for scoring)

A. Evaluation Criteria

A proposal that does not meet the minimum requirements listed in the scope of work will not be considered for selection. All proposals meeting the minimum requirements will be considered based on the following evaluation criteria with weights shown in parentheses:

Qualifications and Experience.....	(35%)
Project Understanding, Proposed Approach and Methodology.....	(50%)
Revenue Sharing.....	(15%)

B. Proposal Review

A Selection Committee will be appointed to evaluate submitted proposals. The committee members will independently score each responsive proposal received in accordance with the evaluation criteria. During the Selection Committee meeting, the committee members will review the proposals and submit their scores. Proposers may be selected at the committee's discretion for oral interviews.

C. Clarifying Proposal during Evaluation

During the evaluation process, the City has the right to require any clarification or change to understand the Proposer's view and approach to the project and scope of the work.

Any changes to the proposal will be made before executing the contract and will become part of the final contract.

V. CONTRACTUAL ARRANGEMENTS

A City contract will be drafted with the successful Proposer and all general city terms and conditions apply.