



Request for Proposals

Joe White Tennis Facility & Programs Management Services

PROPOSALS WILL BE RECEIVED UNTIL

12:00 Noon, Friday, September 7, 2018

in

Purchasing Department, City Hall Building

101 North Main Street, Suite 324 Winston-Salem, NC 27101

ADVERTISEMENT FOR PROPOSALS

Sealed proposals endorsed **Joe White Tennis Facility & Programs Management Services** for the City of Winston-Salem will be received by the City/County Purchasing Department in Suite 324, City Hall Building, 101 North Main Street, Winston-Salem, NC, **until 12:00 Noon, Friday, September 7, 2018**. Instructions for submitting proposals and/or receiving the complete RFP document specifications may be obtained during regular office hours at the same location, or by contacting Jerry Bates via email jerryjb@cityofws.org (Email is preferred) or phone 336-747-6939. The City reserves the right to reject any or all proposals.

Notice of

PRE-PROPOSAL CONFERENCE

WILL BE HELD

10:00 AM, Thursday, August 23, 2018

JWTC is located within Hanes Park at

625 West End Boulevard, Winston-Salem, NC 27101

Jerry Bates
Purchasing Director

This document IS NOT the complete proposal. To obtain the completed proposal specifications contact Jerry Bates via email jerryjb@cityofws.org, by phone 336-747-6939, or visit the Purchasing Department, City Hall Building, Suite 324, 101 North Main Street, Winston-Salem, NC during regular office hours.

INSTRUCTIONS TO PROPOSERS

INTRODUCTION:

This entire set of documents constitutes the RFP. The proposer must return the RFP with all information necessary to analyze properly the proposer's response as stated within the RFP document. **All proposals shall be returned in a sealed container/envelope marked "Joe White Tennis Facility & Programs Management Services"** and submitted to the City/County Purchasing Department in Suite 324, City Hall Building, 101 North Main Street, Winston-Salem, NC, no later than **12:00 Noon, Friday, September 7, 2018**. **Late proposals will not be considered.**

Pre-Proposal Conference

A non-mandatory pre-proposal conference will be held on Thursday, August 23, 2018 at 10:00 am, at Joe White Tennis Center, located within Hanes Park at 625 West End Boulevard, Winston-Salem, NC 27101. The purpose of this conference is to explain the scope of work as it relates to this RFP. **While attendance at the pre-proposal conference is not mandatory, all interested proposers are encouraged to attend.**

Proposer Questions and Inquiries

Proposer Questions and Inquiries relative to this RFP must be submitted **in writing only** by **12:00 Noon, Thursday, August 30, 2018**, to Jerry Bates, City/County Purchasing Director, 101 North Main Street, Winston-Salem, NC 27101 or e-mail: jerryjb@cityofws.org (**Email is preferred**), Fax: (336) 727-2443. The City will provide written responses to all inquiries received by this date, and responses will be made available to all recipients of this RFP. Any oral responses made by any representative of the City may not be relied upon. Any supplements or amendments to this RFP will be in writing and furnished to potential bidders.

RFP Response Submission

Proposals must be submitted in a **sealed container/envelope** containing **one original (please mark document as original)** proposal showing original signatures and seals, **and two (2) copies** of the complete proposal. In addition to the three (3) paper copies, please include one (1) electronic copy of your proposal in PDF format on CD, flash drive or other electronic media containing only the information included in the hard copy version of the proposal and clearly labeled with the Company Name and RFP name. Submittals **will not be accepted by fax or electronic mail.**

The City will not be obligated for the expenses of any provider arising out of preparation and/or submittal of responses to this RFP. Any and all proposals to this RFP are to be prepared at the cost and expense of the respondents, with the express understanding that there may be no claims whatsoever for the reimbursement of any costs, damages, or expenses relating to this procurement from the City or any other party for any reason (including the cancellation of this RFP).

Proposals must be made in the official name of the individual, firm, or corporation under which the business is conducted (showing official business address) and must be signed in ink by a person duly authorized to legally bind the business entity submitting the proposal.

All proposals should be complete and carefully worded and must convey all of the information requested by the City. If errors or exceptions are found in the proposal, or if the proposal fails to conform to the requirements of the RFP, the City will be the sole judge as to whether that variance is significant enough to reject the proposal.

Proposals should be prepared simply and economically. All data, materials, and documentation shall be available in a clear, concise form. The City reserves the right to reproduce proposals for internal use in the evaluation process.

Proposers are expressly forbidden from contacting any other city employee or city of Winston-Salem elected official regarding this Request for Proposals. Any such outside contact may result in disqualification from the request for proposal process.

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SECTION 1 – General Introduction

1.1 General Information

The City of Winston-Salem Recreation & Parks (WSRP) is seeking an experienced individual or tennis management company with considerable experience in providing goods and services of this RFP.

The desire is to contract with an individual or company to offer, manage and maintain a professional municipal tennis program utilizing City-owned tennis facilities and serve as the Tennis Director at the Joe White Tennis Center (JWTC).

1.2 Background

The JWTC is located within Hanes Park at 625 West End Boulevard, Winston-Salem, NC 27101. The Joe White Tennis Center has fourteen (14) lighted soft courts, six (6) lighted hard courts, and pro-shop.

Tennis lessons, camps, tournaments, and new programs are part of the contract for management services at the JWTC and responsible for offering tennis services at Bolton, Central, Miller Park, Parkland, Oak Summit and Shaffner Tennis Courts, under the jurisdiction of the City of Winston-Salem Recreation and Parks Department.

1.3 Basic Guidelines for this Request for Proposals

The proposal should be divided into the individual sections listed below. Proposers are urged to include only information that is relevant to this specific project to provide a straightforward, concise delineation of capabilities to satisfy the requirements of the RFP and emphasize the Proposer’s demonstrated capability to provide services of this type.

Section 2 - Descriptions of Requirements

2.1 Introduction

The WSRP has established certain requirements with respect to proposals to be submitted by Proposers.

Whenever the terms “shall”, “must”, “will”, or “is required” are used in the RFP, the specification being referred to is a mandatory requirement of this RFP. Failure to meet any mandatory requirements will cause rejection of Proposers proposal.

Whenever the terms “can”, “may”, or “should” are used in the RFP, the specification being referred to is a desirable and failure to provide any items so termed may not be cause for rejection, however, will probably cause a reduction in score awarded.

2.2 Project Oversight and Staffing

The successful Proposer will report to the WSRP Director, Athletic/Special Use Facility Supervisor, or designee.

2.3 Detailed Services Required

2.3.1 Project Scope

- a. The Proposer is to operate, manage, and maintain the City’s Tennis Center facilities; provide competent tennis instruction for all ages and levels of play at a reasonable fee. Tennis programs should include, but not limited to adult and youth: classes, camps, clinics, leagues, tournaments, private lessons, and special events.
- b. The Proposer shall organize, promote, recruit and conduct local and United States Tennis Association (USTA) sanctioned tennis events.

- c. The Proposer will provide patrons of City of Winston-Salem with excellent customer service and a positive tennis experience. Patrons will be treated courteously and respectfully. The Proposer shall be patient and polite when dealing with patrons regardless of the circumstances.
- d. The Proposer must submit a schedule of tennis programs and fees at specified deadlines as set by the WSRP Director, Athletic/Special Use Facility Supervisor, or designee. All tennis programs will be listed in the WSRP website, online and through flyer distribution. Any changes to the fee schedule must be submitted to the WSRP Director, Athletic/Special Use Facility Supervisor, and designee for review prior to being implemented.
- e. Tournaments, leagues, and special events/programs shall be planned by the Proposer as to fees, operation, dates and times. The Proposer, as part of its compensation as the Tennis Director at JWTC, will retain fees for these activities. The Proposer will contact WSRP for the use of additional courts, outside of the courts at JWTC, for special events and programs.

The Proposer will promote these activities as follows:

- Facilitating organizational meetings
 - Printing organizational materials as needed
 - Planning and operation of tournaments (equipment, charts, etc.) and securing necessary supplies including, but not limited to, tennis balls, towels and awards.
 - Planning and operation of events (arranging for staffing, etc)
- f. Two tournaments must be accommodated for on an annual bases: Junior Tarheel Qualifier (May) and Forty State Team Championship (June)
 - g. During spring and fall tennis seasons R.J. Reynolds High Schools shall have the right to use the hard courts free of charge for practice and matches at JWTC
 - h. Parkland High School shall have the right to use Parkland Tennis Courts during spring and fall tennis seasons for practice and matches free of charge
 - i. Additional Winston-Salem/Forsyth County Schools requesting special use of public facilities listed shall not be charges a court rental fee; private schools are charge a court rental fee for use
 - j. In consideration of the City appointing a Proposer as the exclusive Tennis Director for the JWTC, the Proposer must pay a monthly fee to the City during the term of the agreement. The fees will be due by the seventh day of each month during the term.
 - k. Pro Shop sales and racquet stringing services will be the responsibility of the Proposer. The Proposer will incur all costs associated with any pro shop and stringing services, and will retain all revenues collected from these services.
 - l. The Proposer will be responsible for providing all necessary supplies that are needed as part of the program being organized that the WSRP does not have in inventory. The Proposer may collect and retain rental fees for the utilization of their equipment such as ball machines.
 - m. It will be the responsibility of the Proposer to supply necessary labor for all tennis programs.
 - n. No signs, advertising materials, posters, or other such material shall be posted on City of Winston-Salem property without written permission from the Director, Athletic/Special Use Facility Supervisor, or designee.
 - o. Ensures proper inspection of the courts/facilities on a daily basis prior to the start of play and ascertain that all necessary maintenance has been performed and the courts are in a safe working order. Reports any maintenance problems to the Athletic Supervisor. Knowledge proper of resurfacing soft tennis courts annually.
 - p. The City will provide all court materials and supplies, court maintenance equipment, nets, and windscreens for JWTC as budgeted for each fiscal year. The City will also provide electrical and water

utilities, mowing, and dumpster collection from the Tennis Facility. Trash receptacles will be emptied by the Proposer as needed. **The Proposer will be responsible for resurfacing the soft courts once annually between March 1 and May 1 with supplies provided by the City.** Proposer will be responsible for personnel to do the resurfacing of the soft courts. Proposer will also provide custodial maintenance of the JWTC and its adjoining restroom facility during operating hours.

- q. The Proposer shall be responsible for court inspection prior to use to ensure no safety issues are present, and if there is, take appropriate action to eliminate injuries to participants.
- r. The Proposer shall be responsible for notifying WSRP of any maintenance related concerns that do not meet or satisfy the standards within 24 hours of identifying
- s. The Proposer shall be responsible for picking up trash generated by use of the facilities for classes, tournaments, clinics, camps, etc. This includes trash on and immediately around the courts, restroom facility, and office at the beginning or conclusion of use. Trash is defined as any discarded, unwanted or worthless material or object.
- t. In consideration of the City appointing a Proposer as the exclusive Tennis Director for the JWTC, the Proposer must pay a monthly fee to the City during the term of the agreement. The fees is determined by the Proposer based on estimated programming and tournaments. The monthly fee is due by the seventh day of each month during the term.
- u. The Proposer has the right to submit a written request to the City to change hours to better meet the needs of our citizens and accommodate events.

2.4 Contract Term

Any contract resulting from this proposal shall be effective upon execution for one initial term of five (5) years. The contract may be extended for as many as one (1) additional five (5) year term, for a total of ten years, provided that both parties are in agreement and funds are made available for this purpose

2.5 Responsibilities

2.5.1 Proposers Responsibility

The successful Proposer's basic service obligations shall include but not be limited to the usual and customary responsibilities outlined below:

- a. General
 - 1. Enforce all rules and regulations.
 - 2. Regulation of play and conduct of players.
 - 3. Policing of facility property, preserving order and providing for security of facility and preventing injury to facility by players and others.
 - 4. Regular inspection of facility.
 - 5. Routine maintenance of tennis courts, with regular cleaning and sweeping of the tennis courts.
 - 6. Operate and manage the tennis courts, pro shop services, and other pertinent areas in a manner calculated to enhance and provide quality service for public use.
 - 7. Development of outreach, promotional and advertising efforts subject to City approval.
 - 8. Subject to City approval, contractor shall create a method in which to collect information of program participants and facility user satisfaction for the purpose of review by the City and contractor.
- b. Programs, Activities and Services
 - 1. Provide private and/or group lessons and instruction in tennis and all services customarily provided by a tennis professional either by contractor personally or by qualified employees of the contractor.

2. Will schedule tournaments and other tennis activities with special interest groups, private groups, tennis clubs and/or school interests to assure the best overall, well-rounded tennis program for the community while incorporating public play and use of facilities in the overall program.
3. May operate, manage, and supervise any pro shop that might include, but not limited to maintaining, selling and renting a stock of merchandise, supplies and equipment to meet customer demand and needs and suitable for use at the facility.
4. May maintain and operate a business for the repair of tennis rackets and other tennis related equipment.
5. Must provide and maintain proof of insurance as required by the City.
6. Must furnish and pay for all costs relative to the operation and maintenance of the provision of tennis classes, leagues, special events, instructors.

c. **Building and Facility Responsibilities**

Improvements and maintenance of the facility and equipment shall include but not be limited to the following:

1. Contractor shall keep the facilities and tennis courts clear of trash, debris, and vermin.
2. Contractor shall be responsible for reporting any maintenance needs to the City.
3. Contractor shall be responsible for securing buildings and turning off lights, etc. at the conclusion of their use.
4. Contractor shall be responsible for cleaning of restrooms as needed.

d. **Hours and Employee Information**

1. Proposer and its employees must comply with all rules, regulations and policies of the City of Winston-Salem.
2. For all communications materials, i.e. brochures, event announcements, media releases and related e-mails, Proposer will be expected to submit for review and approval by the WSRP Director Athletic/Special Use Facility Supervisor or designee in advance of event or activity.

e. Proposer and its employees must comply with all rules, regulations and policies of the City of Winston-Salem.

f. For all communications materials, i.e. brochures, event announcements, media releases and related e-mails, Proposer will be expected to submit for review and approval by the WSRP Director Athletic/Special Use Facility Supervisor or designee

2.5.2 City Responsibilities

The WSRP shall maintain:

- a. Outlying tennis facilities, which includes the tennis courts, windscreens, fencing, restrooms cleaning support, landscaping and mowing.
- b. Replacing light bulbs on tennis court lights and any support facilities.
- c. Provide custodial supplies are as needed for Joe White Tennis Center and facility restrooms.

2.5.3 Other Rights and Responsibilities

The City of Winston-Salem has the right to amend or supplement the RFP by written addendum. The City is not responsible for and shall not be bound by any representations made by any individual acting or purporting to act on its behalf. The City shall not be responsible for any pre-contractual expenses incurred by any Proposer in responding to the RFP, negotiations with City or any other expenses incurred prior to execution of an agreement with the City.

- a. Financial Reporting Requirements: If requested by the City, the successful Proposer shall provide the City with monthly financial reports which shall include but are not limited to a balance sheet, statement of cash flow and schedule of expenditures associated with the City tennis program as outlined in this RFP.
- b. Reporting Illegal Activity: Proposer is required to report any illegal activity or violations of City Codes, Rules and Regulations to the WSRP Director, Athletic/Special Use Facility Supervisor or designee and/or the Winston-Salem Police Department as deemed necessary.

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SECTION 3 - Proposal Submission and Evaluation

3.1 Proposal

Each Proposal shall be prepared simply and economically, providing straight-forward concise delineation of Proposers capabilities to satisfy the requirement of this RFP. Emphasis on each Proposal must be on completeness and clarity of content. The Proposal must include detailed information relative to how you propose to accomplish the tasks described in this RFP.

3.2 Criteria

3.2.1 Review of Proposal

Failure to meet the submittal requirements included in the RFP may be cause for rejection of a Proposal. The City of Winston-Salem will conduct an administrative evaluation of all proposals submitted by the deadline, to determine compliance with proposal requirements and mandatory document submissions. The City reserves the right to request additional information to clarify a submitted proposal. All costs of proposal preparation shall be borne by the Proposer.

Any proposal which does not include all the required statements and affirmations called for in this RFP may be automatically rejected as not being responsive.

The award will be made to the firm making the most favorable Proposal to the City of Winston-Salem taking into account all criteria in this RFP.

3.2.2 Proposal Submission

Each Proposer shall be responsible for preparing an effective, clear, and concise proposal. Proposals shall be submitted in the following format in the order listed below with each element requested and/or for furnished as specified to facilitate evaluation of the proposals. Failure to adhere to the required format may be cause for rejection of proposal. The content and sequence of the proposal must be as follows:

- a. Letter of Transmittal

A letter of transmittal must be submitted with proposal. The letter must include:

1. A statement of the Proposers understanding for the services required by the RFP.
2. A statement that the Proposer can and will furnish the required services in full compliance to the terms, conditions and specifications set for in this RFP.
3. A statement of the Proposers status (i.e. corporation, partnership, other).

- b. Company or Firms Organization

1. Name and address of the individual or business.
2. General overview of the business.
3. Business profile(s) including:
 - i. Type of business (limited partnership, corporation, etc.)
 - ii. Business history and age.
 - iii. Telephone number and fax number.

- iv. Number and location of offices in Texas
 - v. Location of the office from which the work is to be managed
 - vi. Name and contact information for the project manager or other key contact with the entity contracting these products or services
- c. Relevant Experience and Capabilities
- 1. Describe the type of experience related to tennis management, i.e. when, how long, service area, type of services, etc.
 - 2. Proposal must demonstrate that it or the company has the experience and qualifications to perform the required services.
 - 3. Describe experiences relating to tennis tournaments, leagues, clinics and camps.
 - 4. Include copies of current licenses as required in this RFP.
- d. Proposal for the proposed services in the RFP.

Proposals must present a comprehensive program for offering tennis services for the public as described in this RFP.

- 1. The nature and extent of tennis activities and related services
 - 2. Fee structure for proposed activities and services and percentages or amounts to be paid to the City.
 - 3. Leasing fee for JWTC and additional courts: Bolton, Central, Miller Park, Parkland, Oak Summit and Shaffner Tennis Courts.
 - 4. A staffing plan indicating the number of employees, their responsibilities and number of hours per week/event to worked, including a description of all services available.
 - 5. Advertising methods
 - 6. A method for ensuring customer satisfaction, i.e. dealing with public complaints.
- e. Insurance
- 1. Attach copy of current Certificates of Insurance
- f. M/MBE Commitment
- 1. Commitment to meeting the City’s adopted goals for participation in the M/WBE program.
 - 2. Fully executed affidavit

SELECTION PROCESS AND EVALUATION CRITERIA

A. SELECTION PROCESS

The City reserves the right to act as sole judge of the content of the proposals submitted for the City's evaluation/selection.

B. EVALUATION CRITERIA

Below is a description of the evaluation criteria that will be used to evaluate the proposals. To be deemed responsive, it is important for the firm’s proposal to contain appropriate detail to demonstrate satisfaction of each criterion and compliance with the performance provisions outlined in this RFP. The proposal will be the primary source of information used in the evaluation process. Proposal must contain information specifically related to the proposed services requested in this RFP. Failure of any firm to submit information requested may result in the elimination of the proposal from further evaluation.

- **M/WBE Commitment**
 Proposer’s efforts to comply with all the terms and conditions of the City of Winston-Salem’s Minority and Women Business Enterprise (M/WBE) Program through award of subcontracts to minority and women-owned business enterprises and utilization of minority and women owned

business enterprise suppliers to the fullest extent consistent with the efficient performance of this contract. **Please refer to pages 15 through 28**

- **Local Business (Distance from City)**

Proposer's business location/distance from the City of Winston-Salem.

- **Proposer's Experience and Capability**

Proposer's demonstrated financial status and ability to provide the proposed service operations for the Joe White Tennis Facility.

Proposer's demonstrated operational capabilities stressing the ability to provide/manage a full-service tennis facility and provide maintenance operations.

Proposer's demonstrated experience and compliance with qualifications for similar tennis facility operations, service and maintenance.

- **Fee and Payment Confidence:** Provides program fees and other revenue generating opportunities to demonstrate ability to pay monthly proposed fee.
- **Programming & Tournament Abilities:** Demonstrates knowledge and ability to effectively provide, quality, affordable programming for all skill levels; organize, promote, recruit local ad USTA sectioned tennis tournaments at JWTC, Bolton, Central, Miller Park, Parkland, Oak Summit, Shaffner tennis courts.
- **Proposed Court Maintenance:** A full and detailed listing and cost estimate of all planned improvements to the tennis facility. Include the anticipated project completion date(s).
- **Quality of Proposal:** Meets RFP requirements, readability and flow of proposal, overall marketing vision and creativity that furthers City's commitment to the tennis facility. The respondent's responsiveness and compliance with the RFP requirements and conditions. The respondent's demonstrated ability, capacity, and skill to fully provide the services requested by the City through this RFP.

C. EVALUATION PROCESS

Proposals will be evaluated for quality, completeness, and price value to the City of Winston-Salem by an Evaluation Panel. Selection shall be made from all offers deemed to be fully qualified and best suited among those submitting proposals based on the evaluation of factors included in the RFP, including price. Price shall be considered, but need not be the sole determining factor. The Evaluation Panel may cancel this RFP or reject proposals at any time prior to an award and is not required to furnish a statement of the reason why a particular proposal was not deemed the most advantageous.

The City reserves the right, as part of the selection process, to request on-site (or virtual) demonstrations and/or presentations. In the event that such demonstrations or presentations take place, proposers will be selected for this process based on scores derived from the scoring matrix, which includes M/WBE participation, local availability, and all other applicable criteria. The scoring of the demonstration or presentation must be based upon the criteria from one or more of the original evaluation factors. After the demonstrations or presentations, each proposer will then be re-graded on the same criteria. The number of proposers chosen to take place in the demonstration/presentation process is subject to administrative discretion.

The following weighted scale will be utilized by the Evaluation Panel to evaluate and score each proposal:

Criteria	Weight
MWBE Commitment	20.00
Distance from Project	20.00
Qualifications and Experience	20.00
Fee & Payment Confidence	10.00
Programming & Tournament Abilities	10.00
Proposed Court Maintenance	15.00
Quality of Proposal	5.00

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