

REVISED SECTION 5.0 PROPOSAL FORMAT

5.1 INSTRUCTIONS TO RESPONDENTS

Respondents should carefully follow the format and instructions outlined below, observing format requirements where indicated. All materials (except for plans and schematics, if any) are to be submitted on 8 1/2" X 11" pages, neatly typed and double sided on recycled paper, with normal margins and spacing. All documents and information must be fully completed and signed as required. The original document package must be **marked "ORIGINAL"**. The document package copies should be individually bound. CD's must be provided on a CD or DVD (Adobe or Word format). Proposals which do not include the required documents may be deemed non-responsive and may not be considered for award.

PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING A PROPOSAL.

Responses should be prepared in a clear and concise manner, addressing the requirements according to the instructions provided in this Solicitation.

Each proposal must be submitted as follows:

- One (1) original (must be clearly identified as "ORIGINAL").
- Five (5) duplicate copies.
- One (1) CD's or DVD's (must be clearly labeled with Company Name, Bid No., Title & Professional Category) or Thumbprint Drive.

Proposals shall be submitted in sufficient detail to permit the City/Agency to conduct a meaningful evaluation of the proposed services. The proposal must include the following information:

A "tab" should be provided for each section as follows:

1. Cover Page

The title page should include the name of the respondent's company/corporation, address, telephone number, facsimile number, e-mail address, name of person which will handle City/Agency's account, date, and the subject and signature page. (See Section 6.0)

2. Table of Contents

The table of contents should outline in sequential order the major areas of the submittal, including enclosures. All pages must be consecutively numbered and correspond to the Table of Contents.

3. Business Structure

Corporations, Joint Ventures, or Partnerships - Submit copy of State of Florida Department of corporate information (if applicable) indicating when corporation was organized, corporation number, and date and status of most recent annual report. Provide copies of current City / County / State Occupational License(s) where applicable.

4. Qualification of the Firm – 20 Points

Provide an overview of the proposer's organization, size and experience; major clients; areas of expertise; approximate number of staff assigned to the project; unique qualifications of the proposer; and other matters that the proposer feels would assist the City in the evaluation of this criterion.

- Provide company description; include number of years in business, size, specialties, etc.
- State whether your organization is national, regional or local as well as the location of the office from which your work is performed.
- Resources available to perform the services required under this contract.
- Provide a list of best practices your company utilizes when operating a tennis facility.
- Describe the firm's resources available to perform the work for the duration of the project and other on-going projects.
- Provide the name, title, brief description of duties, and years of experience and availability for the staff that will be assigned to this contract and their pertinent experience.
- Sub-Consultants: Provide the name and address of any sub-consultant that may perform work under this contract and what services they may provide. Include information about their experience and the name, title and brief description of duties and years of experience for each staff member that will be assigned this project.

5. Proposed Approach to Operations and Management of Tennis Facility – 20 Points

Information under this section should include, but not be limited to, your understanding of the City's requirements, and a proposed approach to operating and managing the tennis facility. At a minimum, include the following areas:

- Include services and programs proposed, including instruction/ lessons, tournaments, league play, junior tennis, school age programs.
- Number of hours and participants planned for each program or service.
- Approach to scheduling. Proposed hours of operation, including holidays.
- Staffing plan including involvement of principal(s) and/or owner(s) in operations and management.
- Process of requiring all employees and sub-contractors must pass a pre-employment background screening similar to that required of City employees.
- Names, qualifications, and certifications of operator's current teaching and management staff.
- Safety plan covering the various types of programs and activities included in the proposal.
- Concessions plan including food service, pro shop services, and merchandising plan including model inventory summary.
- Maintenance plan for the center including courts, building, and support facilities. Including the plan for the frequency and description of custodial and basic maintenance of the buildings and courts at the Tennis Center.
- Provide plans for ensuring the facility is maintained and operated at a high level of standards and the staff is providing the highest level of customer services.

- Provide plans to develop marketing and business strategies to attract more members and users, increase sales, increase events, etc.
- Customer service plan, plan for establishing and maintaining positive relationships with tennis and community groups including current members and the United States Tennis Association.
- Proposed reservation/point of sale system and related equipment.
- Proposed revenue handling procedures and policies.
- Provide an approach for transitioning the current operations, maintenance, and management program and responsibilities to demonstrate a well thought out plan that is designed to achieve performance requirements and expectations of this RFP; a successful transition of existing operations with no disruption of the high quality service and performance guarantees requested by the City. Provide a summary of the key components of the Proposer's envisioned transition plan, an indication of the key elements of the anticipated City staff involvement, along with indication of the timelines. While the City recognizes that many of the details are not practical to finalize at this time, the Proposer shall provide an outline of the activities, timeline and proposed approach for the transition.

6. Financial Strength and Stability – 20 Points

The Proposer must provide documentation of its financial strength and stability. The Proposer shall provide documentation that it can financially support the services covered in this RFP and be able to afford losses that may arise from inaccurate estimates of revenue, expenses, fines, and resource requirements necessary to comply with the performance standards identified in this RFP.

- Financial Statements: Provide year-end financial statements for the last three years that support the organization's financial ability to perform the services included in this RFP and the Proposal.
- Financial Commitments: Provide a list of commitments, and potential commitments, which may impact assets, lines of credit, and guarantor letters or otherwise affect the proposer's ability to perform the Contract.
- Working Capital: The Proposer shall describe its working capital sources and quantify the amount it expects to need for the initial operation of this project. Include the source of this capital and if any part of it will be borrowed, include verification from a financial institution that your organization is approved or prequalified to borrow sufficient funds.

7. Proposed Rent – 30 Points

Guaranteed Annual Rent

Provide the minimum Rent payable to the City from the date of issuance of the Notice to Proceed through the termination date of the Operations and Management Agreement, either in one (1) lump sum, which is due no later than thirty (30) days after issuance of the Notice to Proceed, and then annually on the anniversary of the Operations and Management Agreement, or alternatively, paid in twelve (12) equal installments.

Participation Rent

Provide a business plan with financial projections and pro forma to include but not be limited to:

- Methodology for determining fees, proposed fee schedule for court usage and instructional programs as well as general pricing strategy for food/beverage and merchandise sales.
- Anticipated income from all revenue sources.
- Proposed rent structure/revenue sharing plan.
- Proposed Resident Discount.

8. References -10 Points

Respondent must provide at least two (2) references of clients to which it has provided tennis facility operations/management within the last ten (10) years. If available, such references should be representative of Florida public agencies. Please include a fully completed **Form A-14** for those tennis facilities to be verified as references.

9. Local Business Preference

The evaluation of competitive Solicitations is subject to Section 7-151, City Code which, except where contrary to federal and state law, or any other funding source requirements, provides that preference be given to local businesses. To satisfy this requirement, the Respondent shall submit in writing its compliance with any of the following objective criteria (**see Form A-3**).

A local business shall be defined as:

- a) A business located in the City with a current City business tax receipt issued prior to the City's issuance of the Solicitation for supplies or services; or
- b) Has at least ten (10) percent of its total workforce residing in the City prior to the City's issuance of the Solicitation for supplies or services; and/or
- c) Subcontracts at least ten (10) percent of the contractual amount of a City project with subcontractors who are physically located within the City (**must submit Form A-3(a) as part of the Proposal**).

The local business preference is used to assign a preference of ten (10) percent of the total evaluation point, or ten (10) percent of the total price to those Respondents who qualify for this preference.

The Respondent seeking local business reference has the burden to show that it qualifies for the preference, by submitting supporting documentation, to the satisfaction of the City. Failure to do so may result in being considered ineligible for local business preference.

END OF SECTION