



**CITY OF GLENDALE, CALIFORNIA
REPORT TO THE PARKS, RECREATION AND COMMUNITY SERVICES
COMMISSION**

AGENDA ITEM

Report: Request for Proposals for Tennis Operations at Glorietta Park and Fremont Park tennis courts.

1. Motion to review and provide feedback on the Request for Proposals for the operation of tennis courts at Glorietta and Fremont Parks.

COMMISSION/COMMITTEE ACTION

Item Type: Action Item

Approved for December 16, 2024 **calendar**

ADMINISTRATIVE ACTION

Submitted by:

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Reviewed by:

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RECOMMENDATION

Staff recommends that the Parks, Recreation and Community Services Commission review the Request for Proposals for tennis operations at Glorietta Park and Fremont Park tennis courts and provide feedback.

BACKGROUND/ANALYSIS

The Community Services & Parks Department (CSP) maintains thirty-three (33) tennis courts at ten (10) park locations throughout the City (Exhibit 1). The Department operates the tennis courts at three (3) of the park locations under the supervision of a contracted concessionaire. These locations are Fremont Park, Glorietta Park, and Scholl Canyon Golf & Tennis. The tennis courts at Glorietta Park is currently operated by an independent contractor, while Scholl Canyon Golf & Tennis is operated by American Golf, through Glendale Tennis Academy. Fremont Park is under construction but was also operated by a private concessionaire until it was closed for construction.

The Department has been operating Fremont and Scholl Canyon Tennis Courts under private vendor contracts since the early 1990s. In 1996, the department began operating Glorietta Tennis Courts under a private vendor contract. This was due to numerous complaints and issues surrounding the inappropriate use of these tennis courts. Complaints included:

- Domination of courts by one group of players
- In-line skaters, roller hockey players and skateboarders using the courts inappropriately
- Use of courts by tennis instructors benefiting financially without paying for the use
- Increased maintenance costs due to misuse of the courts

A certain portion of court time is dedicated to patrons who may reserve the courts. Each vendor maintains a reservation book at each respective facility. This allows the public to reserve and/or use the courts when available. A customer wishing to teach or take lessons at the courts may also contact the existing vendor to establish court times and rates for teaching.

The current tennis concessionaire at Glorietta has had his contract continually renewed and in place since the mid-1990s. CSP opened a Request for Proposals in 2015, and the same vendor was selected for the operation at that time. Fremont Tennis Courts are currently closed, so there is no tennis operation taking place. This Request for Proposals (RFP) will be used to select a vendor to operate both Fremont and Glorietta Tennis Courts. The same vendor may be selected for both sites, or a separate vendor may be selected for each location. Interested vendors must submit a proposal for each site separately.

Staff has worked with the City’s Legal Department to draft the RFP for the operations at Glorietta and Fremont parks (Exhibit 2). Staff plans to release the RFP on or around December 17, 2024, with a proposed contract starting date of April 1, 2025.

Selection Process

The following schedule of events is proposed for the RFP process:

Event	Responsibility	Date(s)
RFP Distribution	CITY	December 17, 2024
Last Day to Object to RFP or Evaluation Process	Proposer	December 27, 2024
Mandatory Concessionaire Conference	CITY	January 14, 2025
Last Day to Submit Request for Clarification	Proposer	January 17, 2025
RFP DEADLINE - RFP Responses Due	Proposer	January 29, 2025
CITY opens Proposals (non-public setting)	CITY	January 29, 2025
Candidate interviews	CITY	Beginning February 3, 2025
Final candidate announced	CITY	February 28, 2025
Contract Award (City Council approval)	CITY	March 4, 2025
Concession operation transition	Current Vendor moving out of site	March 5 – 31, 2025
CONCESSIONAIRE contract start date (if CITY approves CONCESSIONAIRE’s insurance)	Proposer who is awarded contract	May, 2025

CSP will select a panel of professionals experienced in tennis concessions who will bring diverse expertise, perspectives, and backgrounds that allow them to objectively evaluate

the proposals and Proposers. The panel will be sent all proposals that meet the minimum requirements and will be asked to review and rate them. Those results will be submitted to the City for review, and subsequently, a meeting will be coordinated virtually with the panel to narrow down the applicants by up to five (5) proposals per site based on the criteria below. The panel will then recommend up to three (3) finalists for each site. City staff will interview the top three (3) proposers for each site and make a recommendation to the Director of Community Services & Parks, who will select one or more proposers as the operator(s).

The criteria for the initial review of the proposal are:

- 1) **Adherence to minimum requirements (Pass/Fail).** A proposal must adhere to the minimum requirements outlined in the RFP. Failure to comply may eliminate a proposal from further consideration. The CITY may elect to waive any informality in a proposal if the sum and substance of the proposal is present.
- 2) **Adherence to format (Pass/Fail).** A proposal must adhere to the format outlined in the Proposal Forms. Failure to adhere to this format may eliminate a proposal from further consideration. The CITY may elect to waive any informality in a proposal if the sum and substance of the proposal is present.
- 3) **Experience and qualifications (20%).** Evaluation of a Proposer's experience and capacity to perform the required services in the following:
 - a. Previous operation and implementation of tennis or other similar programs
 - b. Experience operating a concession in a government or school setting
 - c. Business awards or tennis industry achievements
 - d. Certifications in tennis industry
 - e. Training experience
 - f. Business management experience
- 4) **Proposed payment to the CITY (20%).** CITY will evaluate the cost benefit to the CITY based on the proposed payments over the term of the contract.
- 5) **Financial Stability (15%).** Evaluation of Proposer's financial resources and solvency such as a credit report or business tax return.
- 6) **Range of services (15%).** Evaluation of Proposer's ability to provide a well-rounded program in the following:
 - a. Public rentals
 - b. Tennis instruction (private)
 - c. Tennis instruction (group)
 - d. Tennis Club
 - e. Ability to accommodate persons with disabilities and provide integrated programs/services, as opposed to segregated programs that exclude or tend to segregate persons with disabilities.

- 7) **Daily Operational Plan (15%).** CITY will evaluate the proposed schedule of operations including:
 - a. Days / Hours of operation
 - b. Days / Hours of services provided
 - c. Staffing
 - d. Leadership at the site
 - e. Proposed hours of staff working at the site
 - f. Support capability and experience
 - g. Contingency plans for inclement weather
- 8) **Advertising and marketing (15%).** Evaluation of the marketing plan, and Proposer's ability to attract business to the tennis courts. Evaluation of proposed marketing tools, including:
 - a. Social media
 - b. Printed press
 - c. Proposal to attract new customers
 - d. Proposal for customer retention

Once CSP selects an operator(s), the contract is expected to be awarded by City Council, with the tentative date set for March 4, 2025.

FISCAL IMPACT

The selection of a tennis vendor will result in the award of a revenue contract at each location. The amount of revenue is unknown at this time and will be determined by the proposals submitted and selected.

ALTERNATIVES

Alternative 1: The Parks, Recreation and Community Services Commission may consider any other alternative not proposed by staff.

EXHIBITS

1. Exhibit 1: Available Tennis Court Facilities in Glendale Parks
2. Exhibit 2: Request for Proposals: Tennis Operation at Fremont & Glorietta Parks (Draft)