

City Council – Action Request Form

Date: April 11, 2022

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Johnnie Taylor, Assistant City Manager
William Royston, Recreation and Parks Director

Council Action Requested:
Resolution Approving the Lease of Joe White Tennis Center to Serve First Racquet Sports

Strategic Focus Area: Livable Neighborhoods
Strategic Objective: Expand Open Space and Recreational Facilities
Strategic Plan Action Item: No
Key Work Item: No



Summary of Information:
 On February 22, 2022, the City issued a Request for Proposals (RFP) for the management of the Joe White Tennis Center and received one proposal that was opened on March 22, 2022. The proposal was evaluated by a committee comprised of City staff. Once the evaluation process was completed, the committee selected Serve First Racquet Sports to be the new director of City tennis programs at the Joe White Tennis Center. Terms of the RFP specified an initial contract of five years beginning May 1, 2022, and ending on April 30, 2027, with the option to extend the contract for another term of five years providing both parties are in agreement and funds are made available for this purpose.

Major criteria considered during the evaluation included, but were not limited to:

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

Committee Action:

Committee	Finance 4/11/22	Action	Approval
For	Unanimous	Against	

Remarks:

- 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.
- Provides program fees and other revenue generating opportunities to demonstrate ability to pay monthly proposed fee.
- Demonstrates knowledge and ability to effectively provide, quality, affordable programming for all skill levels; organize, promote, recruit local and USTA sectioned tennis tournaments at JWTC, Bolton, Central, Miller Park, Parkland, Oak Summit, Shaffner tennis courts.
- Proposer's full and detailed listing and cost estimate of all planned improvements to the tennis facility. Include the anticipated project completion date(s) for court maintenance,
- 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.

Serve First Racquet Sports proposes a monthly lease fee of \$2,000 per month for five years with the option to extend for another five years. Serve First Racquet Sports will 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 by scheduling tournaments and other activities with special interest groups, private groups, tennis clubs and/or school interests. Serve First Racquet Sports will resurface the soft courts once annually between March 1 and May 1. The City will provide supplies for court resurfacing, outlying tennis facilities, which includes the tennis courts, windscreens, fencing, restrooms cleaning support, landscaping and mowing. The City will also replace light bulbs on tennis court lights and any support facilities and provide custodial supplies as needed for Joe White Tennis Center and facility restrooms.

On April 5, 2022, City staff presented their recommendation to the Recreation and Parks Commission for review and consideration. The Commission recommends the selection and recommends approval of a contract with Serve First Racquet Sports by the Mayor and City Council.

M/WBE comment: Please see Exhibit A for a complete list of businesses notified of this RFP opportunity. This RFP was posted on the City's and State's purchasing websites, and staff from the Office of Business Inclusion and Advancement addressed inquiries from potential respondents about compliance with the City's M/WBE policy.

Exhibit B provides the combined scores of the evaluation panel for the proposal.