

An aerial photograph of the Golden Gate Park Tennis Center. The image shows a large complex of green tennis courts arranged in a grid-like pattern. A long, low building with a grey roof runs along the left side of the courts. The surrounding area is lush with green trees and grass. The text is overlaid in white on the center of the image.

Golden Gate Park Tennis Center Operations

Request for Proposals
Pre-Bid Site Meeting
August 30, 2018

Agenda

- Introductions
- Overview of New Center- Virtual Walkthru
- Community Vision and Goals
- Key Lease Provisions
- Request for Proposals Process
- Q&A
- Walk over to tennis center (if needed)



Project Background

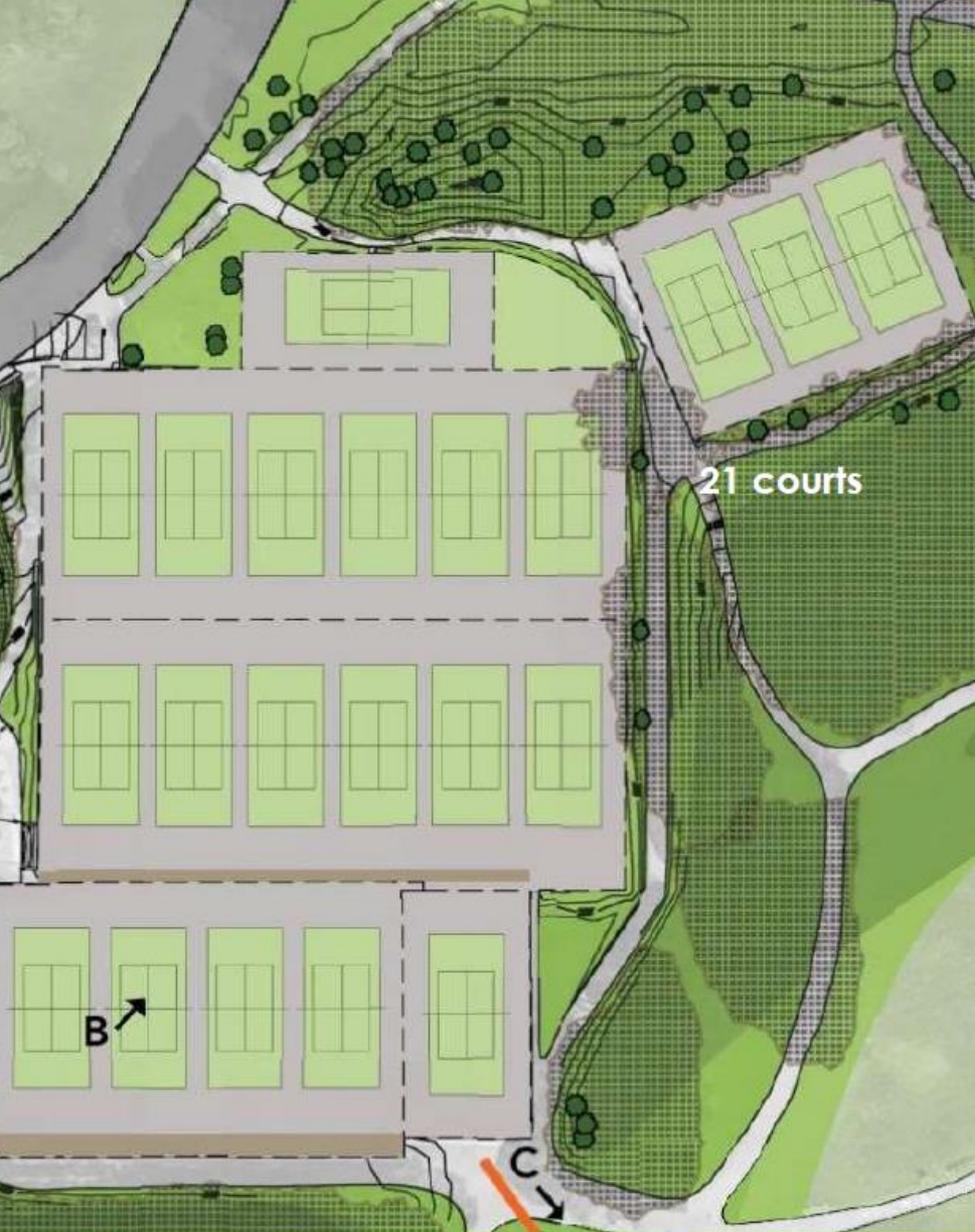
- First 2 tennis courts were constructed in 1894
- Replaced 1901 with 6 courts
- In 1915, 21 courts constructed with today's configuration
- First clubhouse built in 1917
- Current clubhouse built in 1958
- The renovation project...



The New Tennis Center

- New tennis courts
 - 18 new courts with 17 full size tennis courts and one pickleball court
 - 90 new 20-foot lights for evening play
- New clubhouse
 - Single point of entry, check-in desk, court check-in kiosk, retail space, administrative office space, community space, recreation room, locker rooms, kitchen, janitorial storage room, and terrace.
 - Separate TLC Area for Recreation and Park Program
- Outdoor areas
 - Garden, landscaped walkways and viewing areas, and storage sheds for equipment and refuse





proposed



NANCY PELOSI DR.



1

2

3

4

5

6

7

8

9

10

11

12

13

14

1B

15

16

17



**ADMINISTRATIVE
OFFICES**

**AMMENITIES AND
SUPPORT**

PLAYER'S LOUNGE

**TENNIS LEARNING
CENTER**





IS CENTER

TAUBE FAMILY CLUBHOUSE



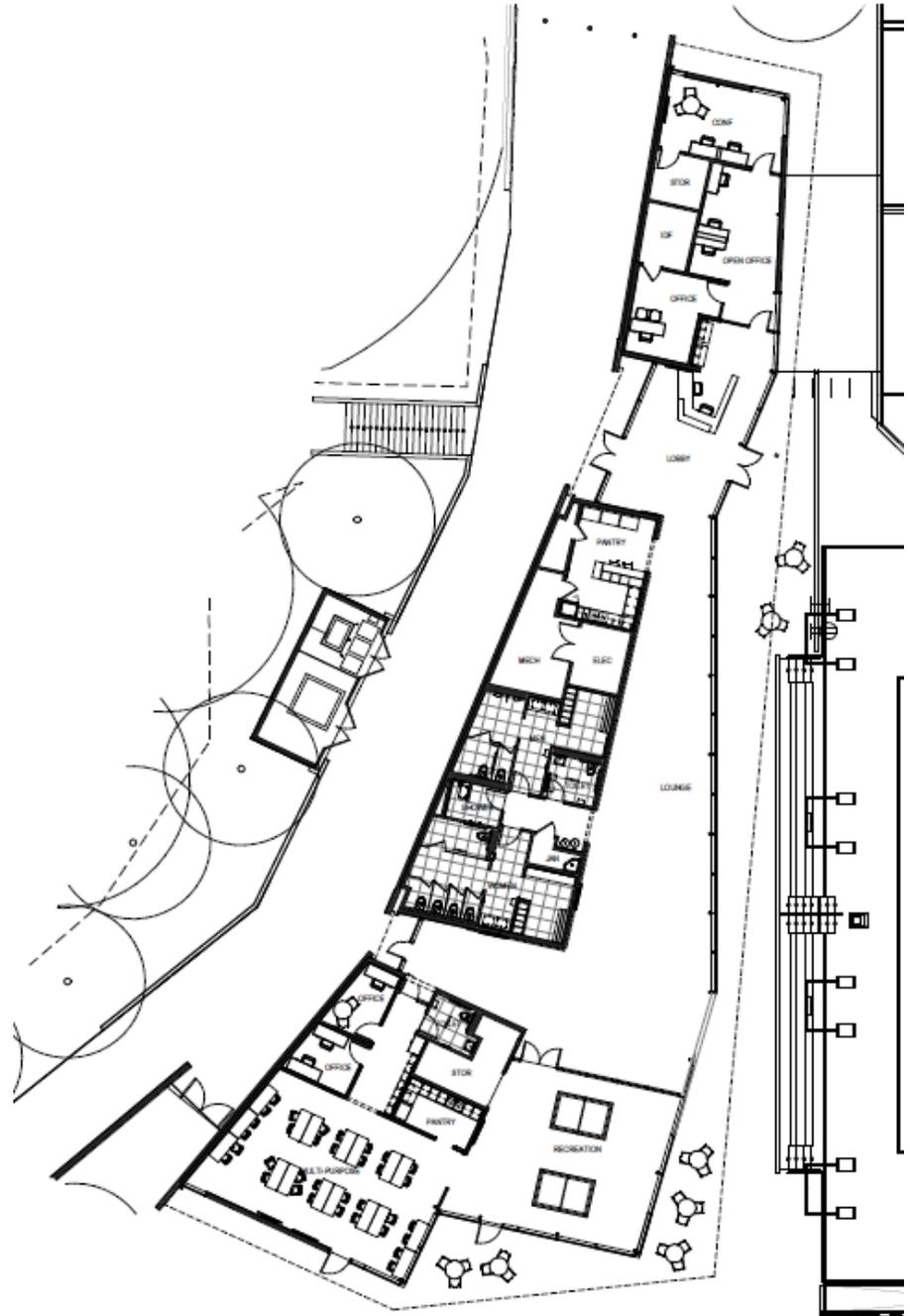


Front Entrance

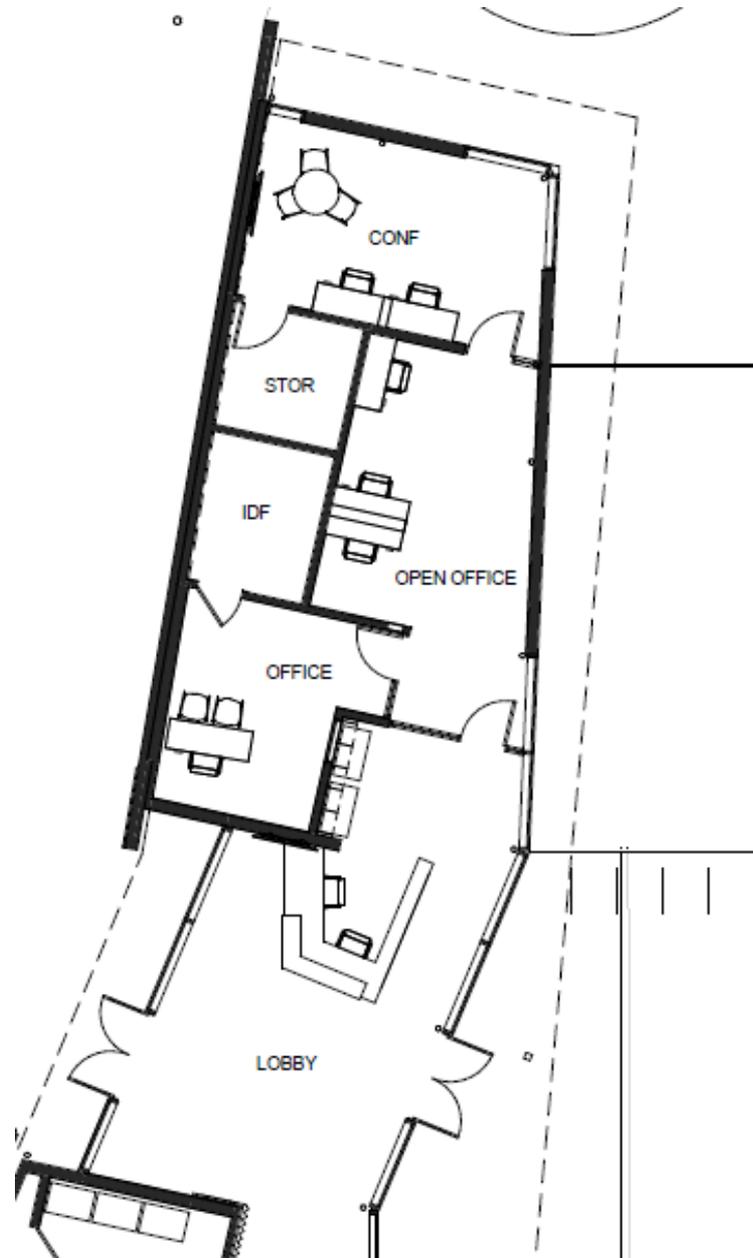




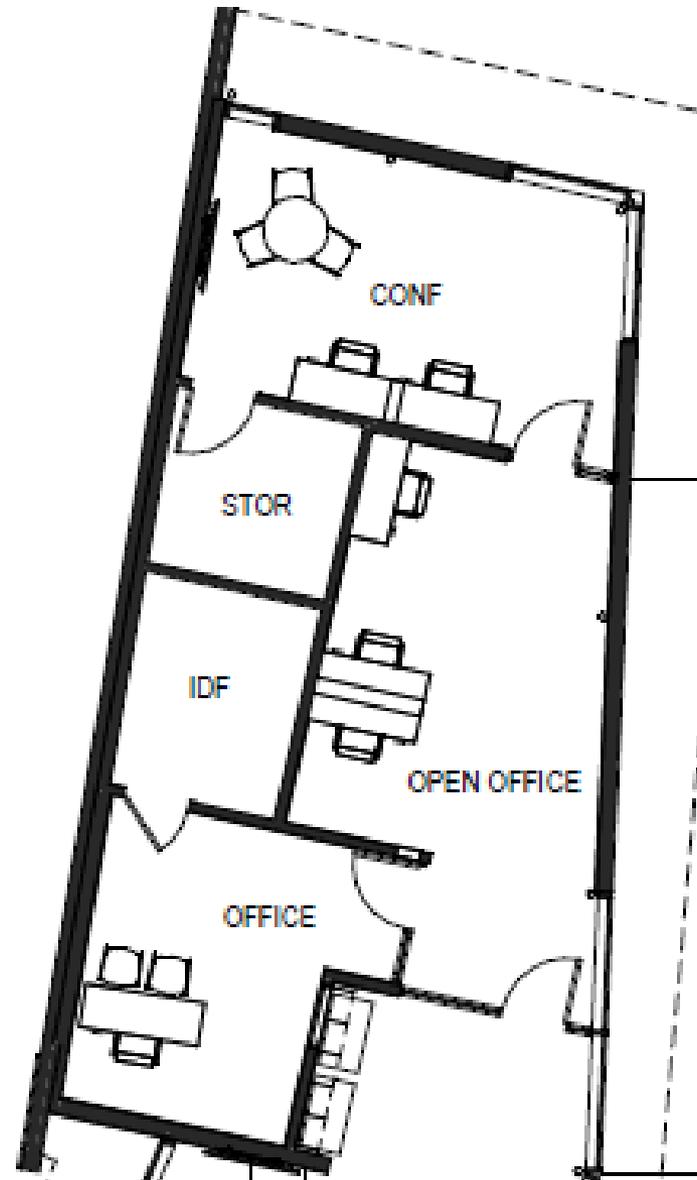
Building



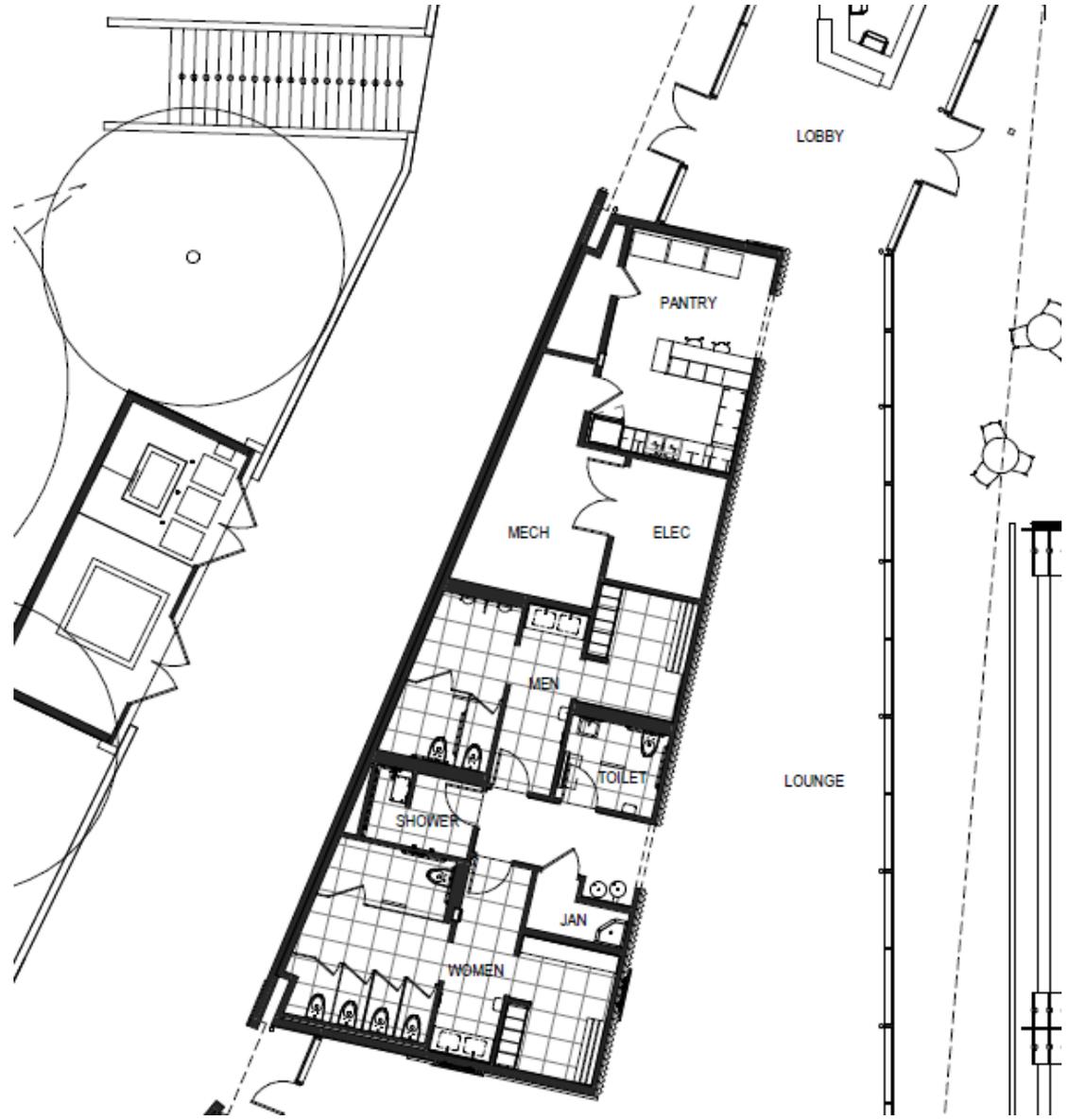
Office Overview



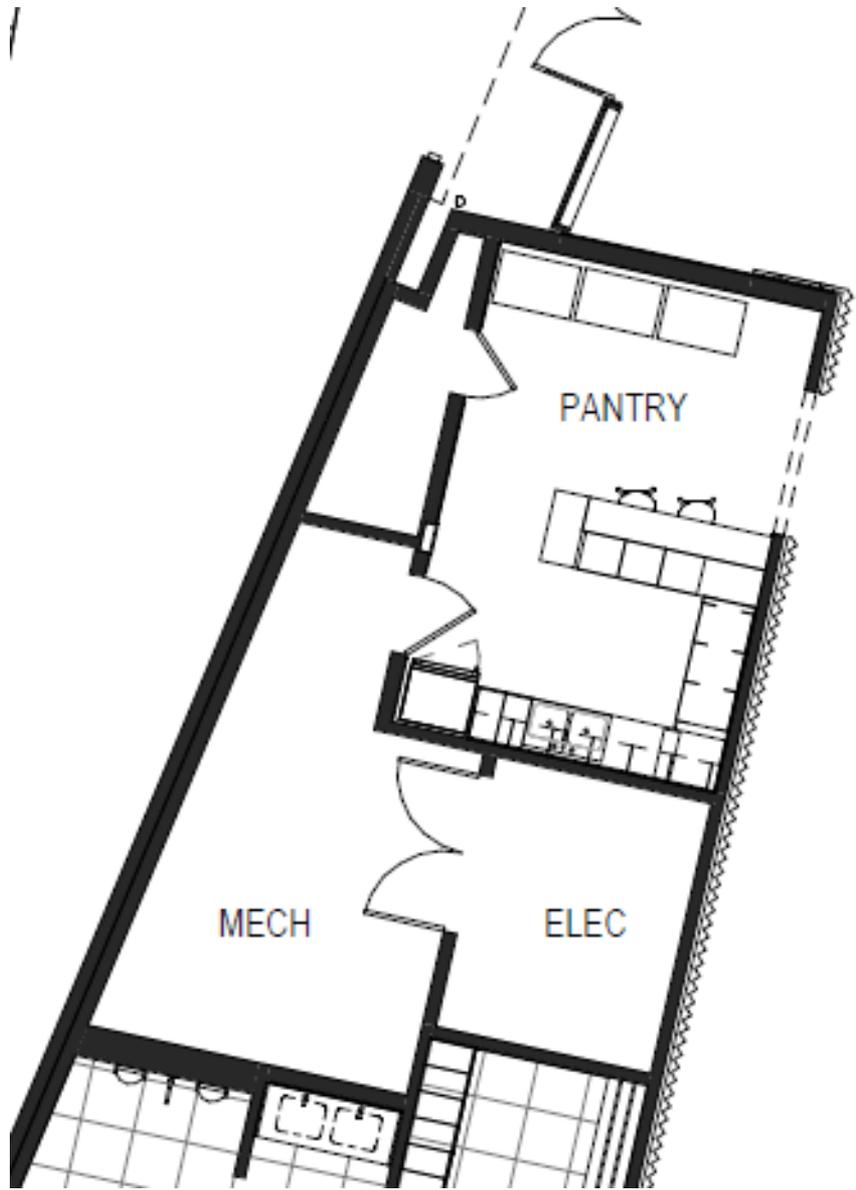
Office Detail



Lounge,
Pantry,
Restrooms,
Mechanical



Pantry

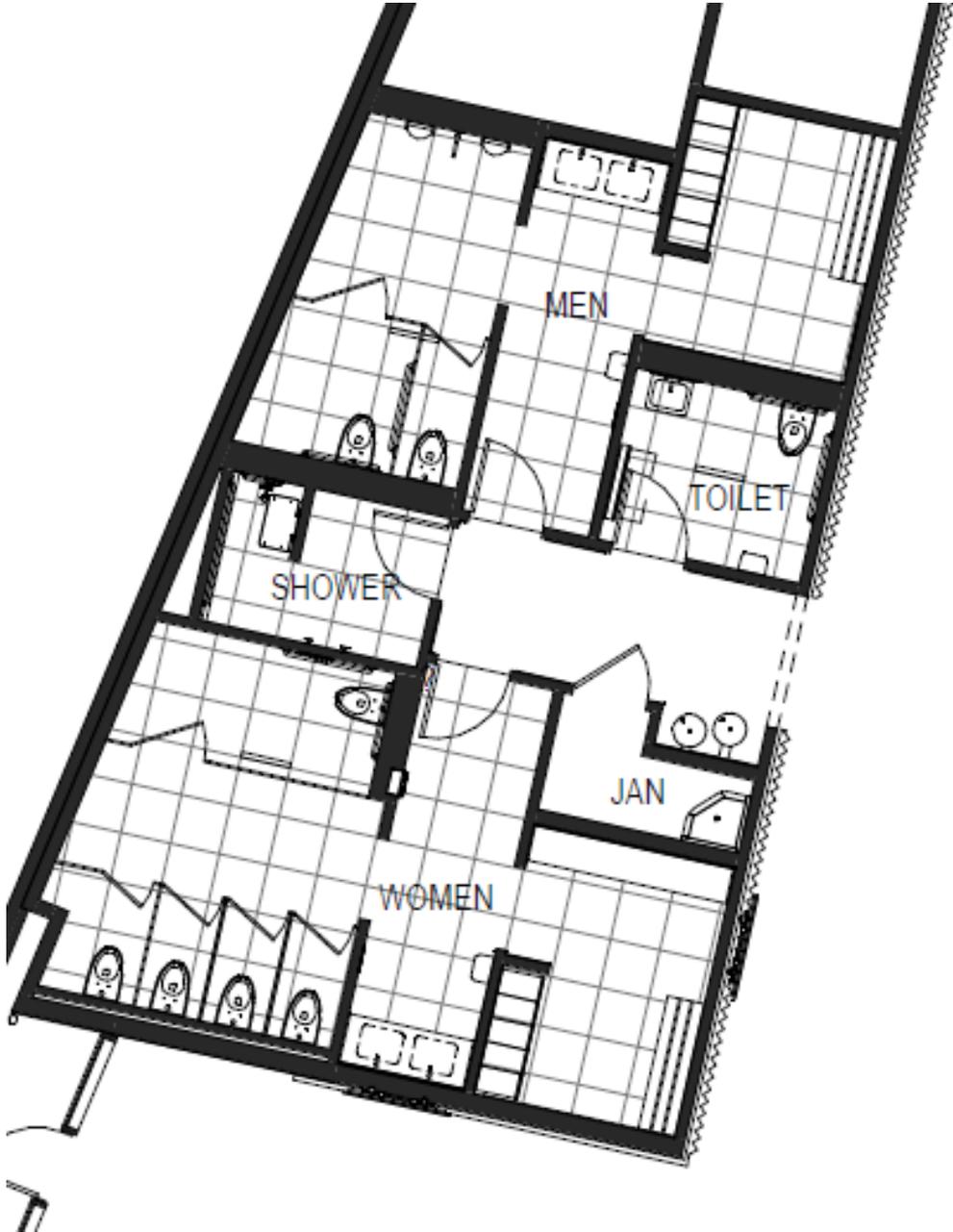


Pantry/Catering





**Restroom/
Shower**



**Tennis and
Learning
Center,
Recreation
Room**



TLC Classroom



Recreation Area

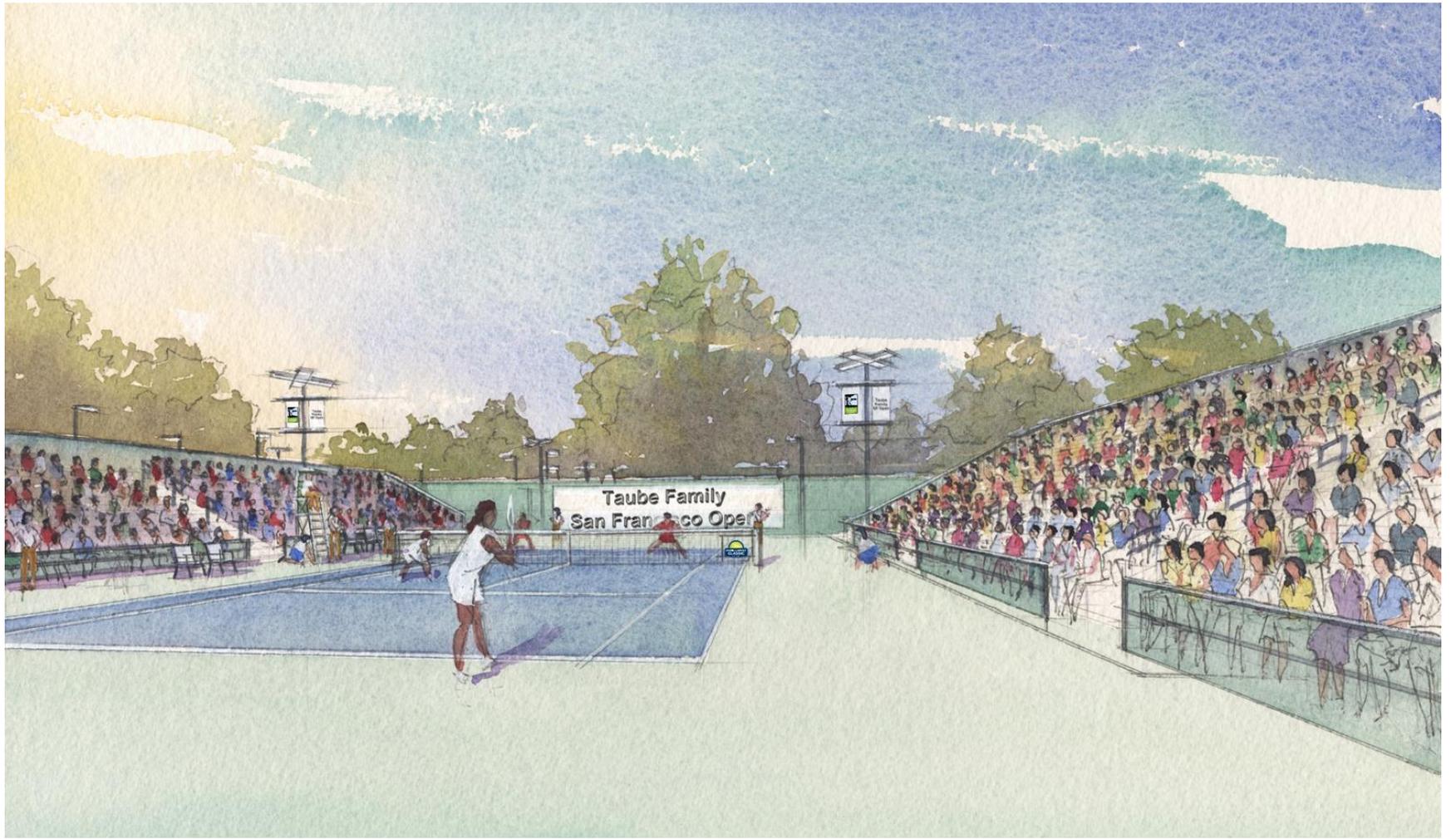












WHO WILL YOU SEE AT THE NEW GGPTC?

- Recreational tennis and pickleball
- Seniors, families, youth and after-school leagues
- League teams
- Spectators and park visitors
- Ping-pong and pickleball players
- TLC Middle School Students
- Friendly, professional staff



Vision- GGPTC will

- be the bedrock of tennis for the City, broadening the services offered by RPD and improving tennis throughout the City
- ensure that players of all ages, abilities, and socioeconomic background are welcome and love playing there
- be an exemplary public facility, sustainable physically and fiscally.



Community Goals

- Access
- Affordability
- Programs to promote tennis as a lifetime sport
- Continue to Accommodate Key Youth Programs
- Rejuvenation of San Francisco City Open
- Long-Term Sustainability



Goals-Access

- Hours of Operation- 6:30 a.m. to 10 p.m. every day of the year
- Online Reservation System and Website
- Operator will coordinate schedule and balance demands of Tennis and Pickleball and meet monthly with community representatives



Goals-Affordability

Hourly Rates (can be reserved by the half hour)	Residents	Non-Residents
Weekdays	\$8	\$12
Weekends and evenings	\$9	\$15
Seniors*	\$4	\$6
Youth*	no fee	\$12
USTA matches**	\$18	\$18

- Youth and senior rates available during off peak hours.
- Rates subject to annual CPI adjustment
- Other fees including camps, clinics, group play, challenge courts, rental and event fees will be set annually by the Operator as part of the Operating Budget.



Goals-Balancing Users

- Popular site and with renovation will be in more demand
 - New lights will add capacity
- Historical heavy use times
 - Weekday mornings – seniors (both tennis and pickleball)
 - Weekend (matches since weeknights did not work due to no lights)
 - School groups –see below
- Proposed court schedule should take into account the need to accommodate senior and youth demand



Goals-Programs to Promote Tennis

- Operator to offer a variety of programs to promote tennis across generations including
 - extensive tennis instruction
 - recreational programs and play by skill level
 - leagues
 - drop in play times
 - tournaments,
 - special events and
 - associated social activities for the whole tennis community
- Fees to be set annually as part of operating budget



Goals-Accommodate Youth Programs

- TLC Middle School Program
- RPD Summer Camp
- High School Tennis Matches



Goals-Accommodate Youth Programs

TLC Middle School Program

- Program
 - Program to serve disadvantaged middle school children who graduated from RPD neighborhood program
- Facilities Used
 - Dedicated Classroom at all times
 - Recreation Room during program hours
 - 3 courts during program hours
- Program Hours
 - School year 3 pm to 6 pm
 - Summer 8 am to 6 pm



Goals-Accommodate Youth Programs

RPD Summer Camp

- Program
 - Beginner summer camp serving 8 to 14 year olds
 - Operator may not offer directly competing camp
- Facilities Used
 - Recreation Room
 - 5 courts during program hours (includes TLC courts)
- Program Hours
 - Summer 7 am to 6 pm



Goals-Accommodate Youth Programs High School Matches

- Program
 - High school matches and end of season tournaments
- Facilities Used
 - 6 courts Monday, Tuesday, Thursdays
 - 12 courts Wednesdays and Fridays and for end of season tournaments
 - Must book courts 3 months in advance
- Program Hours
 - 3 to 5:30 pm during school year



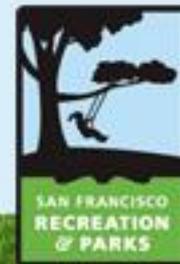
Goals-Long-Term Sustainability

- Rent will be contributed by SFRPD to a maintenance fund to provide funding for capital needs including:
 - Windscreens
 - Fencing
 - Court resurfacing and lines



Basic Lease Terms

- Term- 5 years
 - 3 year option to renew if both parties agree
- Rent
 - Higher of
 - Base Rent (Minimum Annual Guarantee (MAG))
 - No less than \$45,000 per year
 - May increase over years to reflect start up costs
 - Percentage of gross receipts
 - Percentage may vary by revenue stream
 - Percentage may increase based on total revenues



Maintenance Requirements

- Operator
 - Daily court and building cleaning and small repairs
 - Net maintenance and replacement
 - Touch up to lines
 - Equipment: scorecards, sweepers, ball baskets and ball machines (for rent)
 - Furniture cleaning and replacement
- RPD
 - Landscaping
 - Basic building operations (heat/air, roof, electrical, plumbing)



Utilities and Connections

- Operator
 - Security
 - Internet
 - Phone
 - Insurance (structure and liability)
- RPD
 - Water
 - Electrical
 - Garbage removal



Request for Proposals Process

- **Schedule**

- RFP issued 8/7/18
- Pre-bid/site meeting 8/30/18
- Last date to submit questions 11/30/18
- Proposals due 12/14/18

- **Selection process**

- Selection panel will be compiled by the Department and will prioritize panelists with experience in tennis center operations
- Scoring will be based on criteria set forth in RFP
- Department may request additional information from respondents during selection process



RFP Minimum Qualifications

- 3 years of experience in fully managing a business of the nature of this opportunity which at a minimum will be a facility or a group of facilities of at least 6 courts
- Sufficient financial capacity to undertake this opportunity
- Professional Licenses and Certifications: United States Professional Tennis Association (USPTA) Certified Tennis Professional, Elite Professional, or Master Professional level membership for all instructors. Firms must provide proof with submission of proposal.



RFP Evaluation Criteria

- Significant Detail in RFP on what must be submitted and criteria
 - Look at both the scoring and required submittals – they tie together
- Essential that you review those carefully to ensure that your application is complete



RFP Submittal

- Must follow Section IV exactly
- Be sure to include
 - Proposed court schedule
 - Proposed fees for your programs
 - Proposed staffing plan
 - Proposed reservation system
 - Proforma financials that show that your proposal works economically
 - Proposed rent terms



RFP Scoring

- Scoring
 - Experience and Qualifications (30 points)
 - Operations Plan (30 points)
 - Business Plan and Financial Projections (20 points)
 - Financial Capability and Proposed Financial Terms (20 points)



Timeline

- Proposals due
- Selection panel
 - One to two months depending on the number of submissions
- Anticipated negotiation period
 - Will commence after a selection is made
 - Finalize lease which will be approved by Rec and Park Commission
- Anticipated tennis center opening
 - QX 2020



Q&A

Answers given at this meeting are
not considered final.

Final answers will be posted on the RPD website.



Thank you!

Please remember to take your belongings with you before we leave this conference room.

