



**Hallandale Beach**  
PROGRESS. INNOVATION. OPPORTUNITY.

**NON-BINDING  
REQUEST FOR LETTERS OF INTEREST  
(LOI) # FY 2015-2016-012  
GOLDEN ISLES TENNIS CENTER OPERATIONS**

**EXHIBIT I SCOPE OF WORK**

**PREPARED BY:  
CITY OF HALLANDALE BEACH  
PARKS AND RECREATION DEPARTMENT AND  
PROCUREMENT DEPARTMENT**

**NOTE: This LOI will not yield an award of contract at the end of the process**

Exhibit I – Scope of Services

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## NOTICE TO PROSPECTIVE RESPONDENT

Information provided as a result of this LOI is subject to the State of Florida public records law. This LOI does not obligate the City to take any action whatsoever.

Nothing within the LOI should be interpreted as a contract with, or obligation of the City.

## INTRODUCTION / INFORMATION

The purpose of this Request for Letters of Interest (LOI) is to solicit formal interest from private and public entities interested in providing services to all aspects of Tennis Center Operations. The services include, but are not limited to:

- Assist the City throughout the design and construction of the City's new tennis center. The selected Operator shall be part of the design team and attend all project meetings including preconstruction, construction, community, and any other meetings needed throughout the project such as City Commission meetings.
- The Operator shall formulate, implement, direct manage, and control a complete and full service Municipal tennis program for persons of all ages and skill levels at the Golden Isles Tennis Center upon construction completion. The City's primary goal is to secure a concessionaire with experience and expertise to run a first-class public facility with the highest level of customer service, reasonable rates in line with other public Tennis Centers, and without financial or manpower assistance from the City.

This LOI does not constitute a Request for Proposal (RFP) or an Invitation to Bid (ITB) or any promise to issue an RFP or ITB. This LOI does not commit the City of Hallandale Beach to contract for any service or services contemplated. Failure to respond to this LOI in whole or in part does not preclude the ability to respond to any future ITB and/or RFP opportunities. Responders are advised that the City of Hallandale Beach will not pay any cost incurred in responding to this LOI and that any or all such costs are the sole responsibility of the Responder.

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## ADDITIONAL BACKGROUND INFORMATION

The City of Hallandale Beach is a City Manager/City Commission form of government. It serves an area of approximately 4.4 square miles with a population of approximately 37,000 off –season with an increase in population to approximately 50,000 during season. The City’s fiscal year begins October 1<sup>st</sup> and ends September 30<sup>th</sup>.

## INSTRUCTIONS FOR SUBMITTAL OF RESPONSES

Firms are to submit responses only on a thumb drive that is searchable in adobe format. No hardcopy (paper) submittals nor CDs will be accepted. In order to ascertain that the proposal information provided on the thumb drive contains data that allows the reviewer to perform an “edit” “find” search your firm must test each thumb drive before it is submitted. **Firms must make sure that the thumb drive is tested before submission. Do not place password on the thumb drives. Provide five (5) thumb drives with your firm’s submittal.**

## DEFINITIONS

- **City** means the City of Hallandale Beach or the City Commission, a municipal corporation of the State of Florida.
- **Firm** the individual(s) or firm(s) to whom the award is made and who executes the Contract Documents.
- **Proposal** means the proposal or submission submitted by a Proposer. The terms Proposal and Bid are used interchangeably and have the same meaning.
- **Proposer** means one who submits a Proposal in response to a solicitation. The terms Proposer and Bidder are used interchangeably and have the same meaning.
- **Proposal Documents** the Request for Proposals, Instructions to Proposers, Technical Specifications, plans and attachments and the proposed Contract Documents (including all Addenda issued prior to the opening of Proposals).

## CONFLICT OF INTEREST

If you are an employee, board member, elected official(s) or an immediate family member of any such person, please indicate the relationship in the form provided in the Form’s Section, Exhibit II. Pursuant to the City of Hallandale Beach Standards of ethics any potential conflict of interest must be disclosed and if requested, obtain a conflict of interest opinion or waiver from the City Commission prior to entering into a contract with the City of Hallandale Beach.

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**PROPOSAL FORMAT: The following format must be followed by firms submitting responses to the LOI.**

Firms are to submit responses only on a thumb drive that is searchable in adobe format. No hardcopy (paper) submittals nor CDs will be accepted. In order to ascertain that the proposal information provided on the thumb drive contains data that allows the reviewer to perform an “edit” “find” search your firm must test each thumb drive before it is submitted. Firms must make sure that the thumb drive is tested before submission. Do not place password on the thumb drives. Provide five (5) thumb drives with your firm’s submittal.

**The outline for items # 1 through # 5 below must be followed:**

The proposal **must** address all points outlined in LOI. The proposal should be prepared simply and economically, providing straightforward, concise description of the proposer’s capability to satisfy the requirements of the LOI.

While additional data may be presented, the information requested in items 1 through 5, must be included. Items 1-5 represent the criteria against which proposals will be evaluated.

**1. Title Page**

Provide the LOI # and title, the firm’s name; the name, address, telephone number and email of the contact person; and the date of the LOI. The City will only contact one (1) person for this LOI. Therefore, if your firm is providing a response, which is made up of more than one (1) firm, the contact person provided must be able to answer all questions/clarifications requested from the City.

**2. Table of Contents**

Include clear identification of the material by section and by page number.

**3. Transmittal Letter**

A letter of transmittal, signed by an authorized officer of your company, briefly stating the proposer’s understanding of the LOI.

Provide the names of the person who will be authorized to make representation for the Proposer, their titles, addresses and telephone numbers.

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Provide an explanation and/or relevant information necessary for the City to proceed with the implementation of a successful public parking operations project.

**4. Firm's Experience**

Provide a summary of the firm's background and experience in providing the same services as requested in this LOI.

**5. Technical Approach**

As the awarded Operator of the Golden Isles Tennis Center, what would be the approach to the project tasks listed below:

- a. What services or programs would be offered, including instruction/ lessons, tournaments, league play, junior tennis, school age programs?
- b. What would be your firm's approach to program pricing?
- c. What would be your firm's approach to scheduling? Proposed hours of operation, including holidays.
- d. What would be your firm's approach to maintenance of the facility? Would your firm be solely responsible for the daily, preventative, and long-term maintenance and repairs of the facility including capital assets and systems? If not what would be your firm's responsibility for repair and maintenance versus the City?
- e. Is your firm interested in leasing the facility, revenue share, or combination of both? Please explain.
- f. Does your firm plan on selling concessions, with the need for a pro shop? If so, what kind of concessions and what size of pro shop shall be needed. Also, will your firm revenue share concession items?
- g. Does your firm plan on selling food items with the need for a separate food concession area and/or kitchen? if so, what kind of food items and what size of food area shall be needed. Also, will your firm revenue share food items?
- h. Other information, as necessary, to fully describe proposed services.

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**SUBMITTAL DUE DATE:**

**RESPONSES ARE DUE: MARCH 25, 2016 BY NO LATER THAN 11:00 AM.**

**RESPONSES MUST BE SUBMITTED IN SEALED ENVELOPES AND MUST BE MAILED OR HAND DELIVERED TO THE ADDRESS IN THE BOX BELOW. SEALED ENVELOPES MUST BE LABELED AS FOLLOWS:**

CITY OF HALLANDALE BEACH  
YOUR FIRM'S NAME  
CITY CLERK'S DEPARTMENT – EXECUTIVE OFFICES  
400 SOUTH FEDERAL HIGHWAY – 2<sup>ND</sup> FLOOR  
HALLANDALE BEACH, FL 33009  
TITLED: LOI # FY 2015-2016-012  
GOLDEN ISLES TENNIS CENTER OPERATIONS

**LAST DAY FOR QUESTIONS:**

Any questions are to be submitted via email to [tcamaj@cohb.org](mailto:tcamaj@cohb.org) by no later than **MARCH 14, 2016 no later than 11:00 A.M.**

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**LETTER OF INTEREST (LOI) TENTATIVE SCHEDULE**

**THE DATES SHOWN BELOW ARE TENTATIVE AND ARE NOT BINDING AND MAY BE SUBJECT TO CHANGE.**

LOI DOCUMENT RELEASED	FEBRUARY 26, 2016
QUESTIONS	ALL QUESTIONS MUST BE EMAILED BY NO LATER THAN MARCH 14, 2016 BY NO LATER THAN 11 AM
LOI DEADLINE FOR RECEIPT OF RESPONSES	<u>MARCH 25, 2016</u> <u>BY NO LATER THAN 11 AM</u>
ORAL INTERVIEWS – (IF REQUIRED)	TO BE DETERMINED

**QUESTIONS REGARDING LOI:**

For information pertaining to this Letter of Interest (LOI), contact the Procurement Department via email at [tcamaj@cohb.org](mailto:tcamaj@cohb.org). Such contact shall be for clarification purposes only. Changes, if any, to the scope of the services or proposal procedures will be transmitted only by written addendum.

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UNABLE TO SUBMIT A RESPONSE? We sincerely hope this is not the case. If your firm cannot submit a proposal at this time, please provide the information requested in the space provided below and return form to [procurement\\_department@cohb.org](mailto:procurement_department@cohb.org):

WE \_\_\_\_\_ HAVE RECEIVED THE LOI  
(COMPANY NAME)

**WE ARE UNABLE TO RESPOND TO THE LOI AT THIS TIME DUE TO THE FOLLOWING REASONS:**


**COMPLETE INFORMATION BELOW:**

SIGNATURE:	
TITLE:	
STREET ADDRESS: (OR)	
P.O. BOX:	
CITY:	
STATE:	ZIP CODE:
TELEPHONE/AREA CODE: (    )	
EMAIL ADDRESS:	

<b>RETURN THIS UNABLE TO SUBMIT FORM ONLY TO:</b>
<b>CITY OF HALLANDALE BEACH</b>
<b>PROCUREMENT DEPARTMENT</b>
<b>400 SOUTH FEDERAL HIGHWAY, ROOM 242</b>
<b>HALLANDALE BEACH, FL 33009</b>
<b>TITLED: LOI # FY 2015-2016-012 GOLDEN ISLES TENNIS CENTER OPERATIONS</b>



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**THIS LETTER OF INTEREST SUBMITTED BY:**

COMPANY:
ADDRESS:
CITY & STATE:
ZIP CODE:
TELEPHONE:
DATE OF LOI:
FACSIMILE NUMBER:
E-MAIL ADDRESS:
FEDERAL ID NUMBER:
NAME & TITLE PRINTED:
SIGNED BY:

WE (I) the above signed hereby agree to furnish the item(s), service(s) and have read all attachments including specifications, terms and conditions and fully understand what is required.

The Letter of Interest, Specifications, LOI Forms, and/or any other pertinent document form a part of this proposal and by reference made a part hereof. Signature indicates acceptance of all terms and conditions of the LOI.