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**CITY COUNCIL AGENDA ITEM**

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**TO:** Mayor & City Council

**DATE:** October 31, 2012

**FROM:** John McDonough, City Manager

**AGENDA ITEM:** Consideration of Approval of Selection of the Tennis Center Services Provider

**MEETING DATE:** For Submission onto the November 6, 2012, City Council Regular Meeting Agenda

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*BACKGROUND INFORMATION: (Attach additional pages if necessary)*

See attached:

Memorandum  
Evaluation  
Resolution

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APPROVAL BY CITY MANAGER:  APPROVED

PLACED ON AGENDA FOR: 11/6/2012

CITY ATTORNEY APPROVAL REQUIRED: (  ) YES (  ) NO

CITY ATTORNEY APPROVAL: 

REMARKS:



TO: Mayor and City Council

FROM: John McDonough, City Manager

DATE: October 31, 2012 for submission on the Agenda of the November 6, 2012 City Council Meeting

ITEM: Source Selection Recommendation for RPF13-257, Tennis Center Operations for the City of Sandy Springs

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### **Background**

The City of Sandy Springs issued RFP13-257, Tennis Center Operations on August 15, 2012 to request proposals from offerors to provide Tennis Center Operations services to the City.

### **Discussion**

See attached Evaluation Memorandum.

### **Alternatives**

Council could choose not to award a contract.

### **Financial Impact**

See attached Evaluation Memorandum.

### **Attachment**

1. Evaluation Memorandum.
2. Resolution.

*City  
Manager*

## EVALUATION MEMORANDUM

Tennis Center Operations  
RFP13-257  
City of Sandy Springs, Georgia

1. **Introduction and Summary.** The City of Sandy Springs (“City”) issued a Request for Proposals (RFP) for Tennis Center Operations, RFP13-257 on August 15, 2012 (“RFP”). The purpose of the RFP was to solicit proposals for a firm to operate the Sandy Springs Tennis Center. The RFP contained a detailed Statement of Work (“SOW”), which outlined the services deemed necessary and essential to the City for this procurement.

This procurement was conducted using the Performance Price Trade-off model where offerors are evaluated based on their:

- Capabilities and Approaches
- Past Performance (Performance Confidence)
- Cost/Price

Three proposals were received:

- Groslimond Tennis Services, Inc.;
- Operation Tennis, Inc.; and
- Universal Tennis Management.

Separate evaluation panels were formed, representing Capabilities and Approaches, Performance Confidence and Cost/Price to review and evaluate each submitted proposal. The evaluators were:

- Capabilities and Approaches:
  - Richard Buss, City of Marietta, Parks, Recreation and Facilities Director
  - Bryant Poole, City of Sandy Springs, Assistant City Manager
  - Ronnie Nix, City of Dalton, Recreation and Parks Director (Retired)
  - Ronnie Young, City of Sandy Springs, Recreation and Parks Director
- Performance Confidence:
  - Kathy Williams, City of Sandy Springs, City Attorney’s Office
- Cost/Price:
  - Eden Freeman, City of Sandy Springs, Assistant City Manager

The panels have determined that each of the submitted proposals are qualified to receive a contract to satisfy the City of Sandy Spring’s Tennis Center Operations service requirements. Therefore, the panel recommends the award of contracts to each of the three submitters:

- Groslimond Tennis Services, Inc.;
- Operation Tennis, Inc.; and
- Universal Tennis Management.

Further, the panels have determined and recommend that the Year 1 Task Order being awarded to Groslimond Tennis Services, Inc. This decision is based on the criteria established in Section 4 of the solicitation and the panels' assessments of: a) the offeror's capability to provide the subject services; b) the panels' confidence in the offeror's ability to perform the requirements; and c) the prices proposed by the offeror.

2. **Evaluation Process.** Section 4 of the solicitation sets forth the following areas for evaluation: technical acceptability, performance confidence, and cost/price. An Offeror's Capabilities and Approaches Proposal was evaluated for technical acceptability against both General (Factor 1) and Task Specific (Factor 2) requirements and assigned a rating of "Acceptable", "Reasonably Susceptible of being made Acceptable" or "Unacceptable." An offeror's Performance Confidence Proposal was evaluated based on: a) the description of past and present performance provided by the Offeror; b) questionnaire responses provided by the Offeror's references; and c) data independently obtained from other sources. The Offeror's ability to perform the effort described in the solicitation was assessed and the proposal was assigned an overall performance confidence rating of "Substantial", "Satisfactory", "Limited" or "No" confidence. An Offeror's Cost/Price Proposal was evaluated for reasonableness and realism and ranked based on the original submission cost/price, as applicable.
3. **Best Value Award.** Under the Performance Price Trade-off procedure, if the lowest priced evaluated technically acceptable proposal is judged to have a "Substantial Confidence" performance confidence assessment, that offer represents the best value for the City and receives the Panels' award recommendation. If the lowest priced offer is judged to have a performance confidence assessment of "Satisfactory Confidence" or lower, the Panels base their award recommendation on an integrated best value assessment of performance confidence and cost/price.
4. **Proposal Receipt.** Tennis Center Operations proposals were received on Monday, September 24, 2012 from three (3) offerors: **Groslimond Tennis Services, Inc., Operation Tennis, Inc. and Universal Tennis Management** ("Offerors"). The proposals were examined for compliance with the solicitation submittal instructions and compliance issues were documented.
5. **Initial Evaluation and Competitive Range Decisions.** The Capabilities and Approaches, Performance Confidence and Cost/Price panels completed the evaluation of proposals received from the Offerors and reported their findings on October 16, 2012. Based on an integrated assessment of the panels' findings, the Panels determined that the submitted proposals did have reasonable expectation of receiving an award, therefore all were included in the competitive range.
6. **Final Evaluation.** Each Offeror within the competitive range was invited to participate in oral interviews, which were held on Thursday, October 4, 2012. Following completion of Oral Interviews, the three panels completed the final

evaluation and reported their findings on October 17, 2012. Using the Performance Price Trade-off procedure described in Section 4 of the solicitation, the Evaluation Team submits the following source selection recommendations:

- a. **Groslimond Tennis Services, Inc.** – This Offeror’s Capabilities and Approaches Proposal presented an Acceptable approach to perform the requirements set forth in the Tennis Center Operations RFP. Its Capabilities and Approaches Proposal responded satisfactorily to the General and Task Specific requirements and was rated “**Acceptable.**” The Offeror’s Performance Confidence Proposal presented evidence of its ability to provide all required services described in the SOW and was assigned an overall “**Substantial**” performance confidence assessment with respect to those areas of services due to the recency and relevance of the reference contracts. The Offeror’s Cost/Price Proposal was judged to be **reasonable and realistic**. The Offeror’s Executive Summary submitted with their proposal is attached to this memo as Appendix A.
  - b. **Operation Tennis Inc.** - This Offeror’s Capabilities and Approaches Proposal presented an Acceptable approach to perform the requirements set forth in the Tennis Center Operations RFP. Its Capabilities and Approaches Proposal responded satisfactorily to the General and Task Specific requirements and was rated “**Acceptable.**” The Offeror’s Performance Confidence Proposal presented evidence of its ability to provide all required services described in the SOW and was assigned an overall “**Satisfactory**” performance confidence assessment with respect to those areas of services due to the recency and relevance of the reference contracts. The Offeror’s Cost/Price Proposal was judged to be **reasonable and realistic**. The Offeror’s Executive Summary submitted with their proposal is attached to this memo as Appendix B.
  - c. **Universal Tennis Management** - This Offeror’s Capabilities and Approaches Proposal presented an Acceptable approach to perform the requirements set forth in the Tennis Center Operations RFP. Its Capabilities and Approaches Proposal responded satisfactorily to the General and Task Specific requirements and was rated “**Acceptable.**” The Offeror’s Performance Confidence Proposal presented evidence of its ability to provide all required services described in the SOW and was assigned an overall “**Satisfactory**” performance confidence assessment with respect to those areas of services due to the recency and relevance of the reference contracts. The Offeror’s Cost/Price Proposal was judged to be **reasonable and realistic**. The Offeror’s Executive Summary submitted with their proposal is attached to this memo as Appendix C.
6. **Analyses.** The following paragraphs show the Performance Price Trade-off analyses that resulted in the selection decision.
- a. Performance Price Trade-off Analysis.

**Tennis Center Operations**

Offeror	Technical Acceptability	Cost (Rent paid to City per year)	Performance Confidence
Groslimond Tennis Services, Inc.	Acceptable	\$60,000.00	Substantial
Operation Tennis Inc.	Acceptable	\$32,000.00	Satisfactory
Universal Tennis Management	Acceptable	\$24,000.00	Satisfactory

7. **Recommendation.** In summary, based on the assessment of proposals described herein, it is the Panels' conclusion that the proposals submitted by Groslimond Tennis Services, Inc., Operation Tennis Inc. and Universal Tennis Management represent the best value to the City of Sandy Springs and should be awarded individual contracts for Tennis Center Operations. Our recommendations with respect to the award of contracts and base year task orders are as follows:
- a. Award **Groslimond Tennis Services, Inc.** a contract to provide Tennis Center Operation services and execute a base year Task Order authorizing Groslimond Tennis Services, Inc. to perform these services.
  - b. Award **Operation Tennis Inc.** a contract to provide Tennis Center Operation services and, thereby, establish the firm's eligibility to compete for future Task Order awards under the terms of the contract.
  - c. Award **Universal Tennis Management** a contract to provide Tennis Center Operation services and, thereby, establish the firm's eligibility to compete for future Task Order awards under the terms of the contract.

## **APPENDIX A**

**Groslimond Tennis Services, Inc.**

## 1.0 EXECUTIVE SUMMARY

Groslimond Tennis Services, Inc. (GTS) is pleased to present our credentials, vision and approach for the Sandy Springs Tennis Center. Our proposal represents decades of success in the Atlanta tennis community with deep experience in facility management and operations, tennis programming, tennis retail and community outreach. We have a strong balance sheet, and our financial plan will enable us to significantly increase the Center's financial contribution to the City as well as improve the facilities.

Since 1975, GTS team members have been involved in every aspect of public and private tennis center operations. This includes the tennis management, operations and capital improvements made at four Gwinnett County Tennis Centers, Peachtree World of Tennis and the Lenox Park Tennis Center in Atlanta, Georgia. Our team members have hosted world class tennis tournaments, run professional tennis exhibitions, raised over \$300,000 for facility upgrades and run 46 national and regional USTA tournaments bringing thousands of people to Atlanta. In addition, GTS has consistently delivered the most diverse and advanced tennis programming in the South.

Gery Groslimond, President of GTS, has developed the most successful junior tennis academy in Atlanta. Our results include sending over 150 juniors to college on tennis scholarships with 12 NCAA All-Americans and 42 national championships. We currently coach over 300 adults and more than 400 juniors, beginner to advanced. We coach 38 ALTA/USTA teams, most of them in the Dunwoody and Sandy Springs community. Partnering with metro Atlanta based tennis retailer Your Serve Tennis, our team has 37 years of expertise in tennis apparel and equipment retailing. GTS partners with the United States Tennis Association to promote player development and the game of tennis by sponsoring and running 25 USTA sanctioned tennis tournaments each year.

Our 3 to 5 year vision for Sandy Springs Tennis Center is a premiere community facility with indoor courts, broad based financial support and excellent tennis programming for all ages and abilities. After completion of the indoor tennis center, our second phase will be the upgrade of the main facility. We envision a legacy where Sandy Springs Tennis Center serves as a community model for growing the game of tennis and supporting the needs of the community. We see SSTC as a destination tennis center where players at every level gather to learn and enjoy the game of tennis at an affordable price.

As a steward of the tennis center facility, our approach is to use best practices in facilities management for day to day operations and continuous improvement of the facilities and grounds. We will develop community oriented programs with Sandy Springs businesses to create more economic opportunities and increase funding to improve the quality of the physical structures and the programs offered. Our retail operation, run by the experienced team at Your Serve Tennis (Pro/Specialty Retailer of the Year), will provide the necessary equipment and apparel to serve the tennis needs of the facility and community.

Our approach to tennis programming will leverage our experience running adult and junior programs in North Atlanta at Hudlow Tennis Center in Norcross, Newtown Park in Johns Creek, and Fowler Park in Cumming. We will provide a high quality tennis experience through recreational and league play, instructional clinics, junior academy and after school tennis instruction, USTA tournaments and community events.

Our approach to community outreach will include leveraging our strong relationship with the USTA to help the Center become a USTA designated training site. Our partnership with USTA will enable SSTC to receive USTA grants and funding for facility upgrades, scholarships for junior players and advertising and promotion of our programs. We will also leverage long standing relationships with Sandy Springs and north Atlanta tennis patrons to establish the Friends of Sandy Springs Tennis Center to augment funds from the City and USTA for capital improvements including indoor courts as well as outreach and programming. Finally, each of our regional and national USTA tournaments will contribute to the local economy by bringing thousands of players and their supporters to Sandy Springs.

## **APPENDIX B**

**Operation Tennis Inc.**

## Executive Summary

Operation Tennis, Inc. (OTI) established in 1976 is owned and operated by Jon Niemeyer, who brings over 30 years of knowledge and experience in the Tennis industry that is well-known and well-recognized throughout the Nation.

OTI, its owner Jon Niemeyer, and the executive staff operate on company values, providing excellent customer service in all tennis areas including hundreds of community service/involvement and outreach hours. Their generosity is far reaching within and beyond their immediate communities working with churches, associations, groups, schools, special needs groups and fund raisers. Operation Tennis, Inc. believes this is the heart of their business.

OTI has both personal and business relationships with key members of local and national tennis associations (ALTA, USTA, T2Tennis, Ultimate) enhancing our ability to generate special events for the use and greater good of all tennis facilities they are in contact with.

The executive staff, along with Jon Niemeyer provides a complete and comprehensive business model and structure to ensure success and execution of all agreed upon services. The staff has the knowledge and skills to manage and direct facility design, maintenance and event planning. The executive team has a combined history of 120 years of professional experience.

For 30 years, OTI has paid for utilities, court supplies, janitorial services, daily policing, all staffing and a monthly fee to the government entity per contract specifications to manage tennis facilities.

A 2008 consultant review of tennis centers in Georgia placed Blackburn and DeKalb Tennis Centers, while under OTI management, as the only 2, out of 46, public tennis centers in the state having made money for the owning government entities. In addition, 80% of all major tennis event held in the Atlanta metro area over the last 20 years have been hosted by OTI.

*OTI's has a successful track record of delivering both a profitable sale of court time and a simultaneous increase in the number of players taking lessons, joining teams, participating in round robins and other events. Financial return and player enjoyment are compatible, achievable goals with OTI management.*

This proposal is based on a solid, proven and successful track record of a business partnership; a partnership that will serve the community and its tennis players with exceptional service today and possibility for generations to come.

OTI's has a successful track record of delivering both a profitable sale of court time and a simultaneous increase in the number of players taking lessons, joining teams, participating in round robins and other events. Financial return and player enjoyment are compatible, achievable goals with OTI management.

# **APPENDIX C**

## **Universal Tennis Management**

## Section 1. Executive Summary

Universal Tennis Management, LLC ("UTM") is proposing to manage and operate all aspects of operations at Sandy Springs Tennis Center. The goal of UTM in managing the Sandy Springs Tennis Center will be to bring in increased revenue to Sandy Springs, increase the tennis participation for a wider range of people within the community, and create a welcoming and clean facility for all to enjoy. UTM is comprised of the following six partners: David Drew, Patricia O'Reilly, Timothy Noonan, S. David Stolle, Kenyon Generette-Oliver, and Stewart Russell. These six individuals have combined for over 100 years of tennis and management experience with public facilities and private clubs. They have competed and coached at the highest international levels, and they are regarded nationally as leaders in Club Management and High Performance coaching.

UTM is highly community focused and has worked with numerous local schools, charitable organizations, as well as underprivileged and handicapped children. In 1999 we formed The Chattahoochee Foundation to help aspiring junior tennis players achieve their goals in the sport, and the UTM Partners have donated more than 1000 hours to that cause. We also have partnered with the charitable organization called Dream Makers that is dedicated to assisting handicapped children. We provide clinics twice a month to these less fortunate children and our junior players assist in our efforts. We strongly believe in mentoring our students, teaching them to give back to the community and help those in need.

The off court responsibilities to efficiently manage a facility such as Sandy Springs are critical. UTM recognizes the significance of having a strong administrative team to oversee these off-court responsibilities. We have a team of skilled personnel dedicated to this aspect of the business headed by Mylinda Royalty and Amy Mason. Mylinda, who oversees the financial aspect of UTM, is a CPA with over twenty years of experience. Amy, who oversees Operations at all of the UTM managed facilities, was a business executive for ADP over twenty years.

After 15 years of successful club ownership (Chattahoochee Plantation Tennis Club), UTM now focuses solely on Club Management. Chattahoochee Plantation was a 5 acre, 11 court facility that became the training home to many of Atlanta's finest tennis players. Tour players such as Bobby Reynolds, Scoville Jenkins, Brian Vahaly, Ansley Cargill, Raian Luchici, Jermaine Jenkins, and Amanda McDowell all honed their substantial skills on the courts at Chattahoochee Plantation. We recently sold Chattahoochee Plantation Tennis Club so that we can bring our talents to other facilities in the Atlanta area, especially Sandy Springs. We had heard that the Sandy Springs Tennis Center might be coming up for bid over a year ago. One of the main reasons in our selling the club was to give us greater potential in managing the Sandy Springs Tennis Center should we be selected. We currently manage and operate seven (7) facilities, encompassing 100 courts. We have increased play and revenue at each of these facilities, and now we want to bring our expertise and passion for the sport to the people of Sandy Springs.

Our management approach is simple, yet comprehensive. On court, we look to successfully combine what we do best with the existing strengths of the centers we manage. The programs that have been thriving will continue to thrive, and we will introduce new programming during the times that court usage is low. We will preserve the time-honored traditions that exist at Sandy Springs Tennis Center and will implement additional services and programming for a

wider customer base. Off the court, our Customer Service is a cut above what one normally expects at a public tennis facility. Our extensive experience in the private club sector has taught us to put a premium on the personal relationships that our great sport builds. Tennis is a people business, and we hire Administrative and Front Desk staff that understands that the tennis courts are a place where people come for enjoyment. We want to grow participation among all demographic groups, and our staff will work daily to improve upon the community oriented operating model that defines the Sandy Spring Tennis Center.

Our maintenance staff, headed by Atledo Ford, has been getting rave reviews for over 3 years now. They work both inside and outside our centers, and there is no job too small for "Ledo" and his crew. Our staff has comprehensive knowledge of both hard and clay court maintenance, and many of our patrons at Bitsy Grant Tennis Center (a site we have managed for three years) comment that Bitsy's clay courts are superior to those at their Country Clubs!

STATE OF GEORGIA  
COUNTY FULTON

**A RESOLUTION TO AUTHORIZE AWARD OF CONTRACTS  
AND TASK ORDER IN CONNECTION WITH THE CITY'S  
SOLICITATION FOR TENNIS CENTER OPERATIONS**

**WHEREAS**, the City of Sandy Springs ("City") currently has a contract with a vendor for Tennis Center Operations ("Contract"), which will expire December 31, 2012; and

**WHEREAS**, in anticipation of the expiration of the Contract, the City issued a request for proposals for Tennis Center Operations, dated August 15, 2012, and received proposals from various vendors; and

**WHEREAS**, the proposals were evaluated by the Evaluation Team ("Team"), consistent with criteria established by the terms of the request for proposals, to determine the best overall value for the City and its residents; and

**WHEREAS**, as the result of its evaluation, the Team has provided its Evaluation Memorandum, in the form attached to this resolution, presenting the results of its evaluation for Tennis Center Operations and recommending: (a) a contract award to Groslimond Tennis Services, Inc.; and (b) a task order award to Groslimond Tennis Services, Inc. for the first year, beginning January 1, 2013, with funds payable to the City in the amount of \$60,000; and

**WHEREAS**, the City desires to make such awards based on the recommendations of the Team consistent with the attached Evaluation Memorandum;

**NOW THEREFORE, BE IT RESOLVED** by the City Council of the City of Sandy Springs, Georgia while in regular session on November 6, 2012 at 6:00 p.m. as follows:

1. Groslimond Tennis Services, Inc. is hereby awarded:
  - (a) A contract for Tennis Center Operations; and
  - (b) The first year task order for Tennis Center Operations, beginning January 1, 2013, with funds payable to the City in the amount of \$60,000.
2. In keeping with the City's intention to award multiple indefinite-delivery, indefinite-quantity contracts for the delivery of Tennis Center Operations, the following firms are hereby awarded contracts for Tennis Center Operations making them eligible to compete for future task order awards under the terms of the contract:

- (a) Operation Tennis, Inc.
  - (b) Universal Tennis Management
3. The City Manager and appropriate City officials are hereby authorized to take any and all actions necessary to effectuate the intent of this resolution.

**APPROVED AND ADOPTED** this the 6<sup>th</sup> day of November, 2012.

Approved:

\_\_\_\_\_  
Eva Galambos, Mayor

Attest:

\_\_\_\_\_  
Michael Casey, City Clerk

(Seal)