

**Information presented at
the non-mandatory
Pre-Proposal Conference
on 4/10/25.**

Note: Instructions on Compliance Documents within are obsolete. Refer to instructions on Exhibit C revision 4.16.25

Request for Proposal

Tregnan Golf Academy

Director of Instruction for Youth, Family, and Seniors



Mandatory Pre-Proposal Conference

April 10, 2025, 9:00 a.m.

Welcome

Stanley Woo, Contract Coordinator
Rachel Ramos, Concessions Manager
Rick Reinschmidt, Golf Manager

Introduction

The City of Los Angeles, through its Department of Recreation and Parks (RAP), seeks a well-qualified business entity for the Director of Instruction position at Tregnan Golf Academy.

Purpose

- ▶ Give an overview of the RFP and the proposal requirements
- ▶ RFP available at www.rampla.org
- ▶ And RAP website at www.laparks.org/concession-opportunities
- ▶ Questions: In writing only!
- ▶ Please send all questions to Stanley.Woo@lacity.org by April 24, 2025.

Objective of the RFP

Objectives

- Seeking an experienced contractor to continue development and operation of a golf program directed at Youth, Family, and Seniors.
- Proposers must have experience in golf instruction with youth, family, and seniors at public or private golf courses
- The golf program curriculum to be in accordance with PGA guidelines.
- Preference will be given to proposers who have earned Associate, Apprentice, or full Member status with the PGA or LPGA.
- Award to most qualified proposer responding to this RFP a two (2) year Professional Services Contract with one (1) one-year extension options at the sole discretion of the Department.

Objective of the RFP

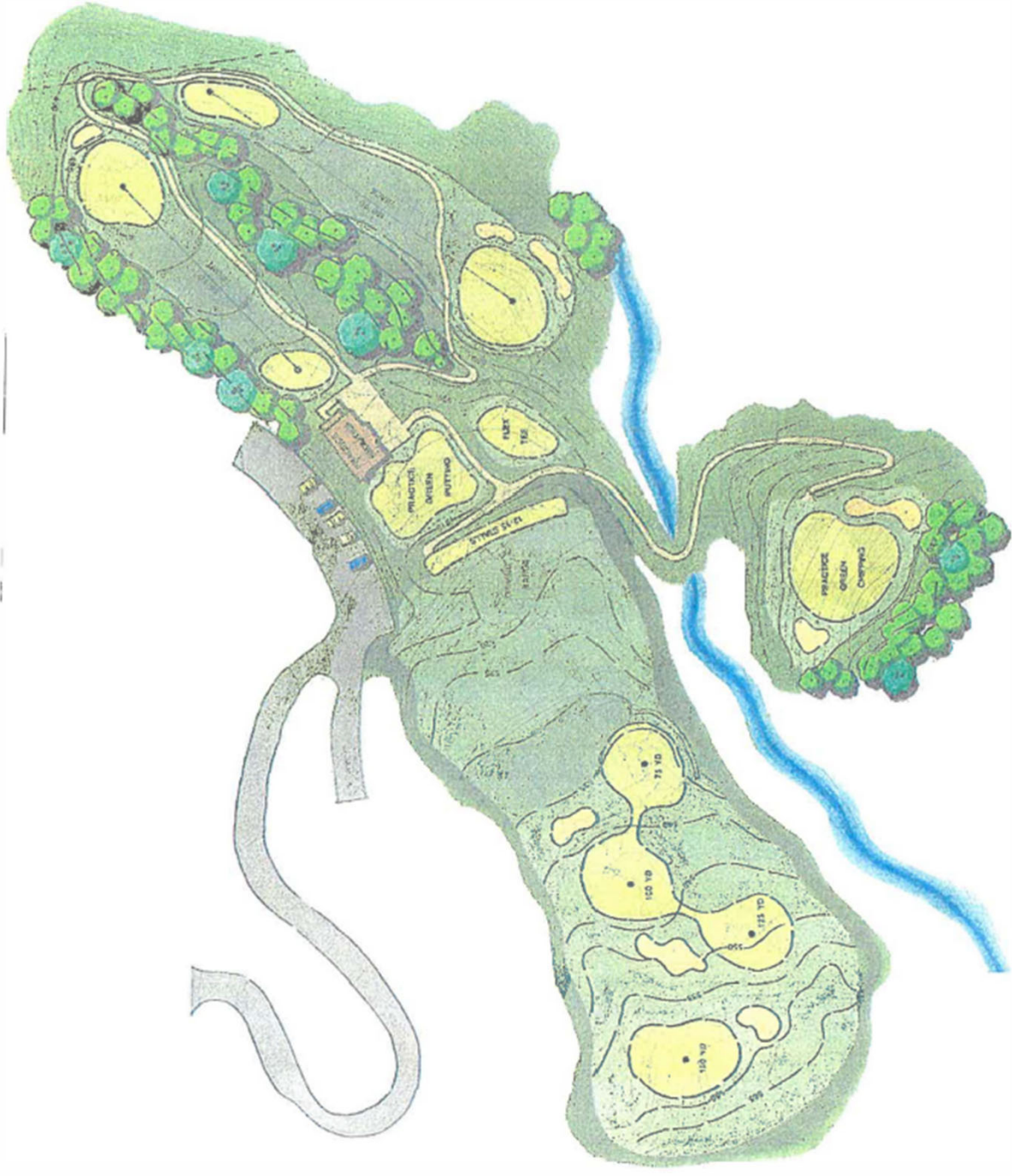
- Objectives (continued):
 - Compensation not to exceed \$45.00 per hour based on 40 hour work weeks.
 - Maximum 2,000 hours / year. (50 40-hr weeks)
 - Contract not to exceed \$90,000 per year.
 - Three year maximum is \$270,000.
 - These amounts are estimates – RAP does not guarantee a minimum amount of business or compensation.

Objective of the RFP

- Objectives (continued):
 - The Contract awarded through this RFP subject to funding availability and to earlier termination by RAP.
 - RAP will provide equipment and materials necessary for the golf program.
 - Clubs and equipment for juniors and adults
 - Training videos and Audio/Visual equipment

Description of Tregnan Golf Academy

- A training, practice, and learning facility.
- Located in Griffith Park.
- Built by private donations and foundation grants.
- Opened in 2000.
- Three practice holes.
- 15-stall 200-yard driving range.
- Putting area and chipping area.
- Practice Bunker.





www.F8IMAGING.com





RAP Golf Courses

- 18 Hole:
 - Wilson and Harding (Griffith Park)
 - Encino and Balboa (Sepulveda)
 - Woodley Lakes
 - Hansen Dam
 - Rancho Park
- 9 Hole:
 - Los Feliz 3 Par
 - Roosevelt
 - Penmar
 - Harbor Park
 - Rancho Park 3 Par

Information on the above courses and Tregnan Golf Academy at
www.golf.lacity.gov

RFP Document and Exhibits

Request for Proposal (RFP)

Exhibits:

- A. Standard Provisions for City Contracts (Rev.1.25 [v.2]) (review)
- B.1 Dates, Meeting Attendance, Proposal Submission (follow steps)
- B.2 Instructions to Proposers (follow steps)
- C. Level I Requirements (follow steps)
- D. Compliance Documents (complete & submit)
- E. Sample Contract for Director of Instruction (review)
- F. Insurance Requirements and Instructions (review)
- G. Terms and Conditions Acceptance Form (complete & submit)
- H. Experience with Similar Contracts Table (complete & submit)
- I. Financial Offer Form (complete & submit)
- J. Map of Tregnan Golf Academy (review)

Evaluation Process

- Level I – Responsiveness
 - Compliance with RFP Submission Requirements

- Level II – Rank and Score
 - Evaluation and Scoring Criteria of Proposal Items and Achievement of City Objectives

Must pass Level I to advance to Level II !

***Level I Requirements

RAP will conduct a preliminary evaluation of all proposals submitted by the deadline to determine compliance with minimum requirements and mandatory document submissions.

- Cover Letter (Exhibit B.2)
- Executive Summary (Exhibit C)
- Background and Experience (Exhibit C)
- Proposed Curriculum and Business Plan (Exhibit c)
- Compensation Plan (Exhibit C)
- Compliance Documents (Exhibit C)
- Terms and Conditions Acceptance Form (Exhibit G)
- Experience with Similar Contracts Table (Exhibit H)
- Financial Offer Form (Exhibit I)
- Proposal Deposit \$3,000 (Exhibit B.2)

Cover Letter

- Proposers must include the letter indicating information below:
(Exhibit B.2.B.1)
 - Proposing Entity legal name
 - Type of business (corporation, partnership or sole proprietorship)
 - Key name, including title and position
 - Phone/Fax/Email
 - Contact information
 - Statement that the proposing entity confirms its acknowledgement and acceptance of the terms and conditions set forth in the RFP, without exception.
(Exhibit G)

**REQUEST FOR PROPOSAL
Tregnan - Director of Instruction
(CON-G25-002)**

TERMS AND CONDITIONS ACCEPTANCE FORM

Proposing Entity: _____
(Complete legal name/include DBA if applicable)

Entity Address: _____

Organization Type: _____
(Corporation, partnership, sole proprietor, etc.)

Contact Name: _____

Contact Telephone: _____

Contact Fax: _____

Email Address: _____

Authorized Signature

Date

By signing, the proposer confirms and acknowledges acceptance of the terms and conditions set forth in this Request for Proposal and the resulting agreement, without exception.

Instructions:

- 1) Complete the above.
- 2) Provide the appropriate signature of a person/officer authorized to bind the proposer.

**PLEASE NOTE: FAILURE TO COMPLETE AND SIGN THIS FORM WITHOUT EXCEPTION
WILL BE GROUNDS FOR ELIMINATION FROM THIS COMPETITIVE PROCESS.**

Cover Letter (continued)

Exhibit B.2

Proposals submitted in response to this RFP are subject to the California Public Records Act, California Government Code Section 6250 et seq.

If the Proposer claims that a portion of its submission contains information that it would like to protect from disclosure, it must include that notification in its proposal cover letter along with the following statement:

"This proposer will indemnify the City and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for it's or the City's refusal to disclose any information this proposer claims as copyrighted material, trade secrets or other proprietary information that is protected from disclosure to any person making a request therefore."

Failure to include such a statement shall constitute a waiver of a Proposer's right to exemption from this disclosure.

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Proposal Items

Proposals must include detailed responses to each of the following Proposal Items in Exhibit C *

Section 1 Compliance Documents (presented later, uses Exhibit D)

Section 2 Proposal Items

- Executive Summary (0)
- Background and Experience (50)
- Proposed Curriculum and Business Plan (30)
- Compensation Plan (20)

The highest ranked proposer will be awarded an Agreement and must be willing and able to commit to the Proposal Items and all provisions contained in the Sample Agreement (Exhibit E), including the Standard Provisions for City Contracts attached as Exhibit A to the Sample Agreement.

Executive Summary (0)

Proposals must include detailed responses to each of the following Proposal Items: (Exhibit C, Section 2.A)

- (No points awarded)
 - Two (2) pages maximum
 - Comprehensive but concise summary – your understanding of the requirements of the RFP
 - Describe your approach to providing the services
 - State why you are the best qualified to provide the programs and services outlined in the RFP
 - Include name, address, phone number, e-mail address

Background and Experience (50)

Proposals must include detailed responses to each of the following Proposal Items: (Exhibit C, Section 2.B)

- Proposers must provide a written explanation of their experience and qualifications (a-f), experience with similar contracts (a-f), including references (minimum two).
- Proposers must have experience in golf instruction with youth, family, and seniors at public or private golf courses.
- Preference will be given to proposers who have earned an Associate, Apprentice, or full Member status with the PGA or LPGA.
- This item will be evaluated in both the Level I and Level II reviews. The Level I review will evaluate compliance with the minimum experience requirement. For the Level II review, proposers will be awarded points based on the experience that exceeds the minimum experience requirements.

Proposed Curriculum and Business Plan (30)

Proposals must include detailed responses to each of the following Proposal Items: (Exhibit C, Section 2.C)

- Proposed Curriculum Detail (a-f)
- Business Plan (a-o)
- This item will be evaluated in both the Level I and Level II reviews. The Level I review will evaluate compliance of submission completeness. For the Level II review, proposers will be awarded points based on the appropriateness and soundness of the Curriculum and Business Plan.

Compensation Plan (20)

Proposals must respond to the Compensation Plan (Exhibit C, 2.D), acceptable compensation from the City and revenue share to the City.

- Must use Financial Offer Form (RFP Exhibit I).
- Respond with acceptable compensation (Max: \$45/hour).
- Proposed Revenue Share as a percentage (Min: 25%).
- Write out the amounts for years one and two and optional year three, respectively.
- This item will be evaluated in both the Level I and Level II reviews. The Level I review will evaluate compliance with completeness and submission of the Financial Offer form. For the Level II review, proposers will be awarded points based on the amounts proposed.

FINANCIAL OFFER FORM

Proposed Compensation

Contractor is willing to accept an annual compensation in the amount of (not to exceed \$90,000.00 per year and \$270,000 for 3 years):

Initial Two-year Term

Year	Proposed Compensation (numerically and spell out the amounts)
1	\$
2	\$

Extension Option Term

3	\$
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Note: Contractor will submit invoices on a bi-weekly basis and be paid accordingly.

and,

In consideration of City executing this Agreement and granting the rights herein enumerated, for sales generated by private instruction on City property, at Tregnan Golf Academy, Contractor shall pay to City a monthly Revenue Share of (no less than 25%):

Initial Two-year Term

Year	Proposed Revenue Share Percentage (numerically and spell out percentage amounts)
1	%
2	%

Extension Option Term

3	%
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Prepared By:

(Authorized Signature)

(PrintName)

(Company Name)

(Title)

(Date)

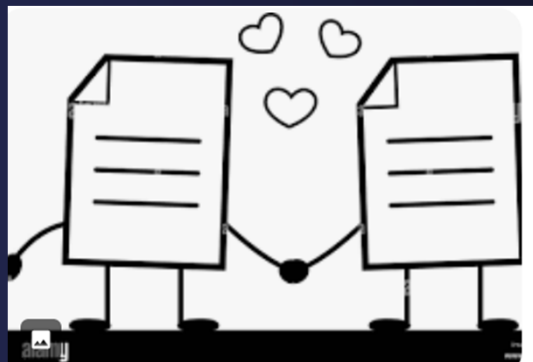
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Compliance Documents

- Instructions – Exhibit C, Part 1
- Forms – Exhibit D



Compliance Documents

Exhibit D

Section I – Compliance Documents to be Submitted with Proposals

- ✓ A Proposer's Signature Declaration & Affidavit
- ✓ B Disposition of Proposals
- ✓ C Nondiscrimination, Equal Employment Practices, and Affirmative Action
- ✓ D Contractor Responsibility Ordinance Questionnaire
- ✓ E Equal Benefits Ordinance/First Source Hiring Ordinance (on RAMP)
- ✓ F Living Wage Ordinance/ Service Contractor Worker Retention Ordinance
(only if requesting a waiver, you have no employees you are paying: SKIP)
- ✓ G Business Inclusion Program (BIP outreach efforts) (SKIP)
- ✓ H Municipal Lobby Ordinance - Bidder Certification – CEC Form 50
- ✓ I Prohibited Contributors – CEC Form 55
- ✓ J Form W-9, Taxpayer Identification Number
- ✓ K Iran Contracting Act of 2010 Compliance Affidavit

Compliance Documents

Exhibit D

Section II – Compliance Documents to be Submitted by Selected Proposer

- ✓ L. Americans with Disabilities Act Certification
- ✓ M. Business Tax Registration Certificate
- ✓ N. Certificate of Compliance with Child Support Obligations
- ✓ O. Contractor Responsibility Ordinance – Pledge of Compliance
- ✓ P. Los Angeles Residence Information
- ✓ Q. Living Wage Ordinance (LWO) – Additional related forms
- ✓ R. Disclosure Ordinance Affidavit (RAMP)

A. Proposer's Signature Declaration & Affidavit

- ▶ This form declares that the response is genuine, not a sham or collusive, the proposer has not conspired with or solicited another company to create a fake bid for comparative purposes.
- ▶ The proposer has not asked competitors to refrain from bidding or conspired with a competitor or other company to create an unfair advantage over other proposers.
- ✓ Action Required:
 - Form (found in Section D in Compliance Document package) must be signed by an authorized company officer or individual and submitted with the proposal.
 - Form must be **notarized and submitted with your Original Copy of Proposal.**

B. Disposition of Proposals

- Proposals submitted in response to the RFP become property of the City and a matter of public record.
 - Proposers must identify all copyrighted material, trade secrets, or other proprietary information.
 - Proposers must indemnify and defend the City of LA for its refusal to disclose such material from person making a request therefore.
- ✓ Action Required:
- Form (found in Section D in Compliance Document package) must be signed and submitted with your proposal.

***C. Nondiscrimination, Equal Employment Practices, and Affirmative Action**

- No Employees

- ✓ Action Required:

- Because no employees, mark as not applicable “n/a”
 - Sign and submit the form

D. Contractor Responsibility Ordinance Statement (CRO)

- The Los Angeles City Contractor Responsibility Ordinance (CRO) requires RAP to make a determination that contractors have the necessary quality, fitness, and capacity to perform the work set forth in the contract.
 - Failure to comply with the provisions of the CRO can result in disqualification from the bidding process or contract termination.
- ✓ Action Required:
- Complete and sign the form (pages 1 through and 6), and submit the entire document with your proposal.

***E. Equal Benefits Ordinance Affidavit (EBO) / First Source Hiring Ordinance (FSHO) (on RAMPLA)**

- ▶ The Equal Benefits Ordinance Statement (EBO) requires City contractors who provide benefits to employees with spouses to provide the same benefits to employees with domestic partners.
 - ▶ The First Source Hiring Ordinance (FSHO) requires City contractors to estimate the anticipated employment opportunities they will need to fill in order to perform the services in their City contract. Any employment opportunities that may become available will need to follow the FSHO procedures.
 - ▶ More information on both of these ordinances can be found at www.bca.lacity.org.
- ✓ Action Required:
- Because no employees, mark as not applicable "n/a"
 - Sign and submit the form

***F. Living Wage Ordinance (LWO) / Worker Retention Ordinance (WRO)**

- Form not required unless requesting a waiver
- No Employees

✓ Action Required:

- No action required

*G. Business Inclusion Program

- Active outreach program to obtain participation to Minority Business Enterprises, Women B.E., Small B.E., Emerging B.E., Disabled Veteran B.E., Other B.E.)
- As a subcontractor or supplier to the main.
- Waiver was approved for this project!
- ✓ Action Required:
 - Skip BIP

H. Municipal Lobbying Ordinance – Bidder Certification CEC Form 50

- Certifies that the proposer acknowledges and agrees to comply with the disclosure requirements and prohibitions regarding their lobbying activity.
 - IMPORTANT - Any proposal submitted without the CEC Form 50 will be considered non-responsive.
- ✓ Action Required:
- Complete and submit the form with your proposal.

I. Prohibited Contributors – CEC Form 55

- Prohibits proposers of contracts valued at \$100,000 or more and that require the approval of the City Council, from making campaign contributions to any elected City official and candidates, or City committee controlled by an elected City official or candidate.
 - Also required of principals and subcontractors expected to perform a portion of the contractual obligations valued at \$100,000 or more.
 - IMPORTANT - Any proposal submitted without the CEC Form 55 will be considered non-responsive.
- ✓ Action Required:
- Complete and submit the form with your proposal.

J. Form W-9, Request for Taxpayer Identification Number & Certification

- Federal Tax ID Number required
- The name on the document must match the proposer's legal business name, as listed in the Proposer's Signature Declaration and Affidavit
- For RAP to conduct financial transactions with entities such as processing payments

▶
✓ Action Required

- Complete and submit the original form W-9 with your proposal.

K. Iran Contracting Act of 2010 Compliance Affidavit

- ▶ Requires bidders to certify that at the time of submitting a bid for a new contract or renewal of an existing contract, the bidder is not identified on the Department of General Services list of ineligible businesses or persons and that the bidder is not engaged in investment activities in Iran in violation of the Iran Contracting Act of 2010.
 - ✓ Action Required
 - Complete and submit the form with your proposal.

Compliance Documents

Exhibit D

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**REQUEST FOR PROPOSAL
Tregnan - Director of Instruction
(CON-G25-002)**

TERMS AND CONDITIONS ACCEPTANCE FORM

Proposing Entity: _____
(Complete legal name/include DBA if applicable)

Entity Address: _____

Organization Type: _____
(Corporation, partnership, sole proprietor, etc.)

Contact Name: _____

Contact Telephone: _____

Contact Fax: _____

Email Address: _____

Authorized Signature

Date

By signing, the proposer confirms and acknowledges acceptance of the terms and conditions set forth in this Request for Proposal and the resulting agreement, without exception.

Instructions:

- 1) Complete the above.
- 2) Provide the appropriate signature of a person/officer authorized to bind the proposer.

**PLEASE NOTE: FAILURE TO COMPLETE AND SIGN THIS FORM WITHOUT EXCEPTION
WILL BE GROUNDS FOR ELIMINATION FROM THIS COMPETITIVE PROCESS.**

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RFP EXHIBIT H

Experience With Similar Contracts Table

Instructions: Before you begin, copy this blank form as needed to record your Experience With Similar Contracts history. Once complete, label page numbers accordingly. Page ____ of ____

Submissions in response to the Tregnan Director of Instruction Request for Proposal (RFP) constitute authorization for the Department of Recreation and Parks to contact former or current clients listed on this exhibit.

Client's Name:	Address:	Dollar amount of the entire Project:	Beginning and ending dates of the contract: (List most recent first.)	Reference Contact Person
				Name:
				Title:
				Phone:
				E-Mail:
Summary of Scope of Services:				
Was ending date due to termination? If yes, explain reason for termination.				

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REQUEST FOR PROPOSAL
Tregnan - Director of Instruction
(CON-G25-002)

FINANCIAL OFFER FORM

Proposed Compensation

Contractor is willing to accept an annual compensation in the amount of (not to exceed \$90,000.00 per year and \$270,000 for 3 years):

Initial Two-year Term

Year	Proposed Compensation (numerically and spell out the amounts)
1	\$
2	\$

Extension Option Term

3	\$
---	----

Note: Contractor will submit invoices on a bi-weekly basis and be paid accordingly.

and,

In consideration of City executing this Agreement and granting the rights herein enumerated, for sales generated by private instruction on City property, at Tregnan Golf Academy, Contractor shall pay to City a monthly Revenue Share of (no less than 25%):

Initial Two-year Term

Year	Proposed Revenue Share Percentage (numerically and spell out percentage amounts)
1	%
2	%

Extension Option Term

3	%
---	---

Prepared By:

_____	_____
(Authorized Signature)	(PrintName)
_____	_____
(Company Name)	(Title)

(Date)	

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Proposal Deposit

Exhibit B.1 where, when, how / Exhibit B.2 Section B.4 amount

- \$3,000
- Cashiers check only
- Payable to: City of Los Angeles
- Guarantee that the selected proposer will enter into a Contract with RAP.
- City maintains the right to move on to the proposer with the next highest selection ranking.
- Proposal Deposits of unsuccessful proposers will be returned upon execution of a PSC with the proposer awarded the PSC.

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Evaluation and Award

- Evaluation Process and Scoring Criteria
 - Each Proposer must pass Level I on order to advance to Level II
 - Level I: Compliance with RFP submission requirements (Responsiveness)
 - Cover letter
 - Proposal Deposit
 - Proposal Items
 - Required forms
 - Compliance Documents

Evaluation and Award (continued)

- Level II: Evaluation and Scoring Criteria of Proposed Items
 - Background and Experience (50)
 - Proposed Curriculum and Business Plan (30)
 - Compensation Plan (20)

Evaluation and Recommendation

- Evaluation Panel – Will evaluate and score proposals based on Level II criteria outlined in RFP
- Award recommendation to General Manager
- General Manager's Award Recommendation to Board of Recreation and Park Commissioners

RAP Award

- Note: City Council approval requirement for contracts over three years. n/a
- Board will consider GM's recommendation during public meeting and may accept or reject
- Notification of Award and Non-Selection
- Execution of Contract (signature of the successful proposer, General Manager, and City Attorney)
 - Must submit additional documents required by the RFP within 30 days of notification.

Contractual and Operating Responsibilities

- If awarded a contract, the Contractor will be obligated to perform responsibilities of:
 - This RFP
 - Submitted Proposal
 - Sample Contract
 - Compliance Documents
 - Standard Provisions for City Contracts
 - Insurance Requirements

Important

- Watch for Addenda to the RFP
 - <http://www.rampla.org>
 - <https://www.laparks.org/concession-opportunities>
- Use RAMPLA
- Start preparing proposal early
- Check your documents

Due Date

- Proposals must be submitted no later than April 29, 2025 by 2:00 PM.
- Instructions on Exhibit B.1
 - Electronic submission only
 - Web address or via dropbox
 - Confirmation given
 - Please label correctly
- Proposal Deposit same due date
 - Arrange drop-off prior

Tregnan Golf Academy Site Walk

- On request
- Recommended but not mandatory
- Questions during
- Contact Stanley.Woo@lacity.org for more information

Questions

- Proposers must submit questions in writing by April 24, 2025 by 5:00 PM.
- Responses published at:
 - <http://www.rampla.org>
 - <https://www.laparks.org/concession-opportunities>

Contact with City Personnel

- All contact/concerns regarding this RFP must be in writing and must be e-mailed to:

Stanley Woo
Concessions Division
E-mail: Stanley.Woo@lacity.org

The background consists of a blue gradient. A dark blue horizontal band spans the width of the image, positioned in the lower half. A thin, vertical line in a slightly different shade of blue runs down the left side of the image, intersecting the dark blue band.

Thank You