

MANAGEMENT AND OPERATION OF PHARR TENNIS CENTER

REQUEST FOR PROPOSAL BRIEFING

Contracts and Concessions Committee
October 21, 2022



Presented by:

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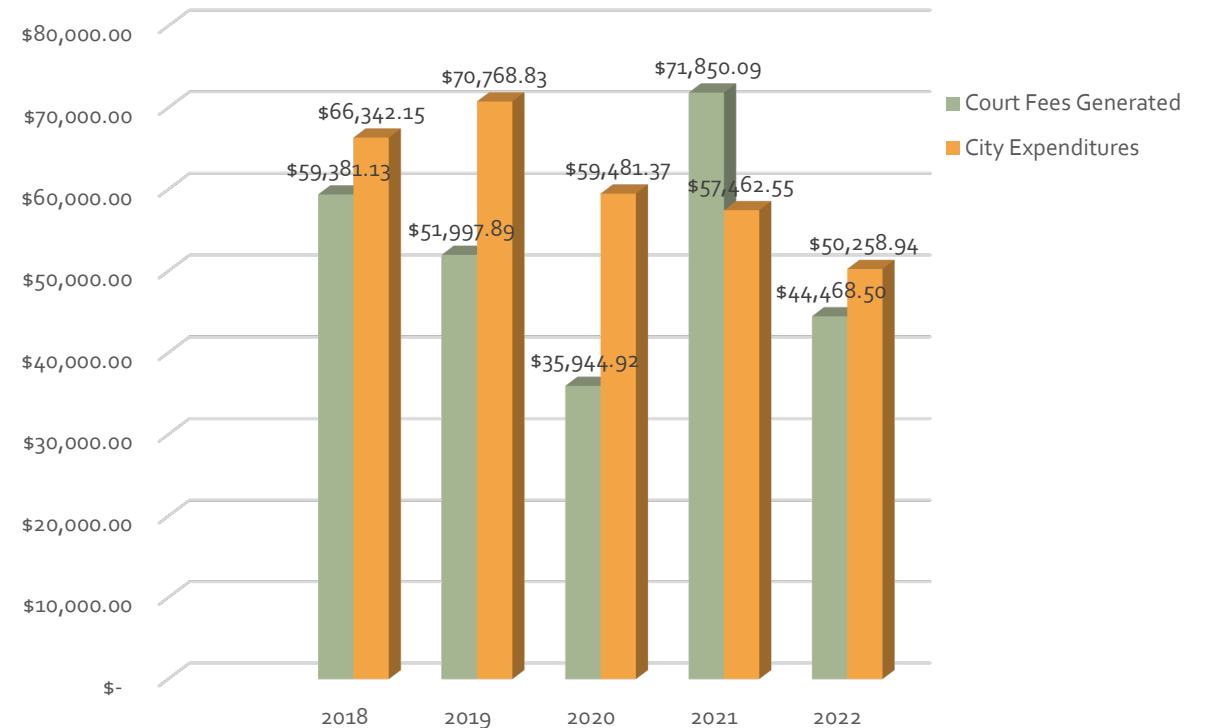
Contract Management Specialist IV



BACKGROUND

- Pharr Tennis Center is one of four municipal tennis centers.
- Constructed in the 1970s and named in honor of Burnett “Blondie” Pharr (1898-1976), University of Texas band director, for his contributions to the development of tennis in Austin.
- Former agreement expired July 28, 2022.
- Facility renovation began on August 15, 2022.
- Renovation governed by LEED Silver and SITES certification construction standards.
- Completion anticipated in August 2023.

COURT FEES GENERATED, CITY EXPENDITURES



City expenditures include management fee, utilities, City share of operating expenses, alarm system, nets, windscreens, trash, and building maintenance.

RENOVATION HIGHLIGHTS



- Eight new lighted courts + a half court with a lighted backboard
- Pro shop with 600 sq. ft. of retail area, manager's office, and restrooms with showers
- Public art
- Energy-efficient sports lighting
- New fencing, windscreens, and court amenities
- Security site lighting
- Accessible parking
- New signage, shade structures, and park furnishings
- Proper drainage

OPERATIONS & MANAGEMENT — KEY ELEMENTS

- Exclusive right to conduct tennis-related lessons, activities, and events and retain revenue
- Exclusive right to provide concessions, merchandise, and services
- Provide an online court reservation system
- Increases in fees for service cannot exceed 10% over the preceding year
- Court fees belong to the City
- Operate adhering to the City's Tennis Operating Policies
- Provide programming, including partnerships with local organizations and schools
- Responsible for advertisement and social media
- Performance measures for court fee revenue
- Maximize daily court use
- Create welcoming environment for all players—sensitivity training for staff



CONTRACTOR RESPONSIBILITIES

- Costs and expenses not covered by City
- Daily custodial service
- Minor maintenance and repairs
- Use of sustainability principles, such as waste reduction and green cleaning
- Reports:
 - Court fee revenue
 - Activity/attendance
 - Customer Satisfaction
 - Maintenance
 - Financial



CITY RESPONSIBILITIES

- Two telephone lines
- Building security alarm
- Nets, windscreens, benches, sponge rollers
- Court trash receptacles
- Court light repairs
- Utilities (water and wastewater, electricity, gas)
- Integrated pest management
- Trash and recycling pickup
- Building maintenance
- Grounds, planting beds, and trees
- Mowing



MANAGEMENT FEES & PRODUCTIVITY AWARD

- \$4,000 monthly management fee for the initial term
- Beyond initial term, payment contingent upon contractor performance and court fees collected
- Annual Minimum Court Fees Required:
 - \$55,000 year one
 - \$65,000 year two
 - \$70,000 year three
- Productivity award of 50% of all court fees collected over \$75,000 not to exceed \$15,000 annually:

Annual Revenue \$100,000

Revenue over \$75,000 \$25,000

50% of \$25,000 \$12,500

\$12,500 < \$15,000 Annual Cap



PROPOSAL EVALUATION MATRIX

Qualifications and Experience	30
Operation and Management Plan	20
Programming Plan	20
Financial Plan	17
Local Business Presence	10
Service-Disabled Veterans Business Enterprise Preference	03
TOTAL	100

DRAFT SOLICITATION TIMELINE

RFP published	November/December 2022
RFP closed	December 2022
Proposal evaluation and recommendation	January 2023
Presentation to CCC	April 2023
Presentation to PARB	April/May 2023
Council approval	June/July 2023
Contract award	July 2023
Anticipated completion of renovations	August 2023

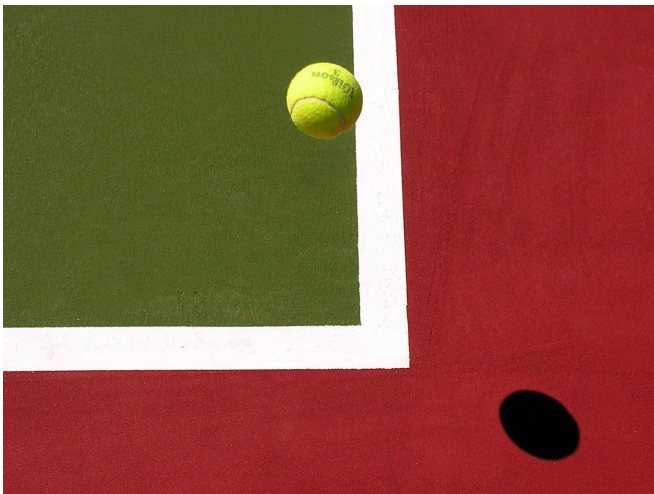
PARD LONG-RANGE PLAN STRATEGIES and SD23 OUTCOMES

Long-Range Plan Strategies

- Relief from Urban Life
- Operational Efficiency
- Urban Public Spaces
- Park Access for All

Strategic Direction 2023 Outcomes

- Economic Opportunity and Affordability
- Health and Environment
- Government that Works for All



NEXT STEPS

- Corporate Purchasing to release RFP in late November/Early December
- Present award recommendation to the CCC in April 2023