



NOVA P A R K S

Northern Virginia Regional Park Authority

5400 Ox Road, Fairfax Station, VA 22039 | 703-352-5900 | Fax: 703-273-0905 | www.novaparks.com

December 8, 2021

Dear Sir/Madam:

The Northern Virginia Regional Park Authority (NOVA Parks) is seeking proposals from qualified individuals to provide a professional golf instruction program, and other golf related services including but not limited to club fitting, club repair and custom club making at each of the following golf courses: Pohick Bay Golf Course, 10301 Gunston Road, Lorton, VA 22079 and Algonkian Golf Course, 47001 Fairway Drive, Sterling, VA 20165.

Algonkian and Pohick afford patrons quality 18-hole par-72 golf courses, practice putting and chipping greens, driving ranges, pro shops and concession operations. In 2020, more than 30,000 18-hole rounds were played at each course.

Golf instruction and other approved golf programs will be in a contracted license agreement with NOVA Parks. The golf instruction contractor's revenue will be generated by their services minus an agreed upon percentage payable to NOVA Parks. Before a license agreement is awarded, the selected golf instruction contractor must provide evidence of having secured a minimum of \$2,000,000 in general liability insurance with no less than \$1,000,000 per each occurrence and \$2,000,000 in product liability insurance and shall additionally insure NOVA Parks from any claims for personal injury, including bodily injury and death and property damage that may arise from or in connection with the performance of services. Evidence of insurance must be provided to NOVA Parks by the selected golf instruction contractor prior to the signing of the agreement.

The golf instruction contractor will have exclusive teaching rights as well as exclusive rights for agreed upon services such as club fitting, club repair and custom club making. All costs associated with the instructional program, club repairs and other related services will be the responsibility of the golf instruction contractor. The golf instruction contractor will have full access to the driving range, putting and chipping greens for instructional purposes as well as limited use of the golf course as play allows. The golf instruction contractor will provide the management and labor to fulfill all program responsibilities during the course of this agreement. The golf instruction contractor will be responsible for ensuring that all applicable fees associated with the golf instruction program, including greens fees and range balls are paid at the time of usage. The golf instruction contractor will provide a monthly financial statement itemizing all revenue and expenditures.

Attached is a copy of the procurement procedures for this operation.

Sincerely,

Mark Whaley, Park Operations Superintendent
Northern Virginia Regional Park Authority
703-352-5900, mwhaley@nvrpa.org

City of Alexandria
Sean Kumar
Scott Price

Arlington County
Paul Ferguson
Michael A. Nardolilli

Fairfax County
Patricia Harrison
Stella Koch

City of Fairfax
Mark Chandler
Brian D. Knapp

City of Falls Church
Paul Baldino
Jeffrey Tarbert

Loudoun County
James Bonfils
Cate Magennis Wyatt

Pohick Bay or Algonkian Golf Course
Golf Instruction Procurement Procedures
December 8, 2021

Written proposals should be sent to the attention of Mark Whaley, Park Operations Superintendent, at 5400 Ox Road, Fairfax Station, Virginia 22039 and be marked; "RFP-Golf Instruction-Algonkian" or "RFP-Golf Instruction-Pohick." All RFP's must be received no later than Monday, January 17, 2022 at 2:00 PM.

NOVA Parks seeks a contract with a qualified individual or company to provide a full range of professional golf instruction services at each golf course. The scope of services should include a complete novice through advanced golf instruction program. Program focuses must include: A dedicated segment of services to junior golf including a summer camp program. "Introduction to the game" programs to attract new players to the game and the course. Advertised instructional clinics and events outside of the normal one on one instructional programs that will be offered. Other focuses could include the participation in established outreach programs as well as participation in NOVA Parks specific programming such as special events, tournaments and leagues.

Candidates should demonstrate their qualifications and experience in design and implementation of such programs. Please include a detailed plan for how services and programs will be marketed and promoted. Identify the principle who will direct the program, as well as the individual or individuals who will conduct the day-to-day operations. Proposals should identify the range of services available through the candidate. A list of client references, including description of instruction and the name and telephone number of a contact person, is required for the candidate and subordinates.

Proposals shall also include the following:

- a) Qualifications and experience of the candidate
- b) Listing of instruction offerings
- c) All other services candidate will provide
- d) References
- e) Please state any responsibilities and related costs to NOVA Parks
- f) Additional comments

Candidates should provide three complete copies of their proposal, excluding three copies of any photographs, drawings or exhibits. NOVA Parks will retain all material received in connection with this RFP.

The ranking and selection of the preferred candidate and the awarding of a contract will be in accordance with the provisions of the Virginia Public Procurement Act. Selection will be based on qualifications, experience, competency, demonstrated ability and approach to the program.

All proposals will be reviewed, evaluated and ranked by a selection committee appointed by NOVA Parks. Two or more of the highest ranked qualified candidates may be invited for interviews. The interviews may be conducted formally or informally, depending on the nature and number of responses

to this RFP. During the interview stage, candidates will be asked to elaborate on their experience and qualifications, and on their approach to this program. They will be asked to demonstrate their knowledge of and familiarity with issues, problems and circumstances that might be encountered in carrying out this program. Upon completion of the interviews, the selection committee will rank those candidates who are interviewed in order of preference. The Superintendent of Park Operations will enter into negotiations with the preferred candidate in an effort to arrive at a mutually acceptable contract agreement. In the event the negotiations are successful, a contract will be offered in accordance with NOVA Parks contracting procedures.

NOVA Parks reserves the right to reject all proposals if, in its sole judgement, the responses to this RFP are unsatisfactory or inadequate; it elects to substantially modify the magnitude or scope of the program; or it elects to abandon or defer the program.

Questions about this RFP should be addressed to Mark Whaley, Park Operations Superintendent at 703-352-5900.