

**CITY OF CERRITOS, CALIFORNIA
NOTICE INVITING RESPONSES TO
REQUEST FOR QUALIFICATIONS FOR JUNIOR GOLF INSTRUCTOR**

Notice is hereby given that the City of Cerritos (the "**City**") is hereby receiving responses to the City's Request for Qualifications for a Contract Junior Golf Instructor for the Ironwood Nine Golf Course ("**RFQ**"). The RFQ will be available beginning January 30, 2012, and responses to the RFQ must be received by February 15, 2012, at the following location:

Sherre Titus
Recreation Services Superintendent
City of Cerritos
18125 Bloomfield Avenue
Cerritos, CA 90703

The RFQ is currently available from the City's Recreation Services Division.

The selected applicant will provide junior golf instruction at the Iron-Wood Nine Golf Course, which is owned and operated by the City. Golf instruction will be provided in the form of group lessons. Junior golf instruction will be directed at all skill levels — beginning, intermediate, and advanced.

The City offers golf instruction by season, i.e. spring, summer, winter and fall. The number of classes offered in each season will be dependent on level of registration. For each class offered, the instructor will be required to provide approximately 4 to 6 sessions of instruction. If the City does not have sufficient registration in any given season, the City may not offer golf instruction for that season. City will be responsible for advertising, scheduling and student contact, and collecting all lesson fees.

A successful applicant will be credentialed by the Professional Golf Association, United States Golf Association, and/or Southern California Golf Association as an instructor. He or she shall have at least five (5) years of golf instruction at all skill levels — beginning, intermediate, and advanced. A competitive applicant will have experience leading group classes and experience working with a local government recreation department.

The applicant must complete a criminal background check. The selected applicant will be an at-will independent contractor of the City, not an employee.

The City reserves the right to award a contract to any respondent the City may select in its sole discretion. The City further reserves the right to reject any and all proposals or waive any informality or irregularity in a proposal to the extent allowed by law.

This Notice Inviting Responses to the RFQ is not a comprehensive listing of all requirements with which the successful applicant must comply. This list only identifies minimum standards that the successful applicant must comply. For a complete list of requirements, please review the Request for Qualifications.

Sherre Titus, Recreation Services Superintendent

Date

CITY OF CERRITOS
Request for Qualifications
Contract Junior Golf Instructor for the Ironwood Nine Golf Course

Background

The City of Cerritos is located in the heart of the Los Angeles/Orange County metrocenter, midway between Downtown Los Angeles and the business centers of Irvine, Santa Ana and Anaheim. Because Cerritos is virtually the geographic center of the Los Angeles Basin, it has become one of Southern California's premier commercial crossroads.

The City provides many recreational opportunities to its residents and owns and operates various recreational facilities, one of which is the City of Cerritos Iron-Wood Nine Golf Course. The Iron-Wood Nine Golf Course is one of the nicest nine-hole executive courses in the area. The driving range is lighted and offers the option of hitting off grass or mats.

The City contracts with a professional golf instructor to provide junior golf instruction in the form of group lessons. Junior golf instruction is directed at all skill levels — beginning, intermediate, and advanced.

The City offers junior golf instruction each season, i.e. spring, summer, winter and fall. The number of classes offered in each season is dependent on level of registration. For each class offered, there are approximately 4 to 6 sessions of instruction. If the City does not have sufficient registration in any given season, the City may not offer golf instruction for that season.

The City is responsible for advertising, scheduling and student contact, and collecting all lesson fees. The City receives and processes all class registrations. Promotion of the class is provided in the quarterly Community Services Program included in the February, May, August, and November issues of "The Cerritos News."

Request for Qualifications: Qualifications and Experience

The City desires to enter into a contract with a professional golf instructor to offer junior golf lessons as described above. A successful applicant will:

- Be credentialed by the Professional Golf Association, United States Golf Association, and/or Southern California Golf Association as an instructor.
- Have at least five (5) years of golf instruction at all skill levels — beginning, intermediate, and advanced.
- Must successfully complete a criminal background check.
- Have experience leading group classes and experience working with a local government recreation department.

Terms of Agreement

The selected applicant will be an at-will independent contractor of the City, not an employee.

The City will pay the successful applicant based on the number of classes scheduled each season. For each class, there are approximately 4 to 6 sessions of instruction. If the City does not have sufficient registration in any given season, the City may not offer golf instruction for that season.

For each class, the City pays an amount equal to 68% of the total resident enrollment fees collected. On average, this is approximately \$40.00 to \$60.00 total per class. The remaining 32% of the total resident enrollment fees are retained by the City to cover facility usage, registration, administration, and promotion of junior golf instruction.

Classes are generally scheduled Monday through Saturday, between 8:00 a.m. to 7:00 p.m. Days and times are subject to negotiation based on the applicant's availability.

Instructions for Submittal

Interested persons shall complete and submit the Proposal Form for Contract Junior Golf Instructor for the Ironwood Nine Golf Course along with the information requested therein, including narrative responses, a resume detailing the applicant's educational credentials and work experience, and at least three (3) professional references that will attest to the qualifications of the applicant.

One original and five (5) copies of the response must be submitted in sealed envelopes plainly marked on the outside, "Sealed Bid: Response to Contract Junior Golf Instructor RFQ. Do not open with regular mail", addressed to:

Sherre Titus
Recreation Services Superintendent
City of Cerritos
18125 Bloomfield Avenue
Cerritos, CA 90703

Proposals may be mailed or delivered by messenger. However, it is the applicant's responsibility alone to ensure delivery of the proposal to the hands of the City's designated official prior to the submittal deadline. Late proposals will not be considered and will be returned unopened.

Proposals must be submitted in writing no later than February 15, 2012.

Selection Process

Each proposal will be reviewed by the City for responsiveness. The City shall invite applicants for in-person interviews in its sole and absolute discretion. The City reserves the right to offer the position to only the most qualified applicant as determined in its sole and absolute discretion.

There is no guarantee that the City will select any applicant to serve as instructor. The City reserves the right to reject any and all responses.

Requirements for Selected Independent Contractor

The selected junior golf instructor will be an independent contractor of Cerritos, not an employee. In order to contract as an instructor for the City of Cerritos, you will need to:

1. Be fingerprinted for a criminal background check. This is MANDATORY.
2. Sign an Independent Contractor Agreement.

Documents That Comprise Request for Qualifications

This Request for Qualifications package consists of four documents:

1. Notice of Request for Qualifications
2. Request for Qualifications (this document)
3. Proposal Form
4. Sample Agreement

In case of conflict between these documents, this Request for Qualifications shall govern, then the Notice of Request for Qualifications, followed by the Proposal Form. The sample agreement is included for reference only. The terms and condition of the agreement are subject to change.

Contact

All questions, interpretations or clarifications should be directed to:

Sherre Titus
Recreation Services Superintendent
City of Cerritos
18125 Bloomfield Avenue
Cerritos, CA 90703
(562) 916-1255
stitus@cerritos.us

Sherre Titus, Recreation Services Superintendent

Date

PROPOSAL FORM

**CITY OF CERRITOS
Request for Qualifications**

Contract Junior Golf Instructor for the Ironwood Nine Golf Course

Name: _____ Date: _____,
2012
Address: _____ City/Zip Code: _____
Contact Number: () _____ Check if: Home ___ Cellular ___ Other ___
E-mail Address: _____

Please answer the following questions:

1. Are you a member of the PGA, USGA, SCGA, or other golf association? _____ If yes, please identify which organization(s):
_____.
2. Do you have a handicap index? _____ If yes, what is your handicap index?
3. Have you received credentials to provide golf instruction? _____ If yes, please identify your teaching credentials. Please attach your response as an Attachment A along with copies of any documentation evidencing such credentials.
4. Please briefly describe in narrative form your experience in providing golf instruction, specifically in junior golf instruction? Please attach your response as an Attachment B.
5. Please describe in narrative form your method and philosophy of golf instruction, including areas of focus for beginning, intermediate, and advanced levels. Please attach your response as an Attachment C.
6. Please attach a resume detailing your educational credentials and work experience. Please attach your response as an Attachment D.
7. Please list three (3) professional references that attest to your qualifications:

<u>Name</u>	<u>Phone Number</u>	<u>Relationship</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
8. Please provide any other supplemental material that may assist us in reviewing your proposal. Please attach your response as an Attachment E.
9. Have you reviewed the Notice of Request for Qualifications, Request for Qualifications for Contract Junior Golf Instructor for the Ironwood Nine Golf Course, and proposed contract? _____

Signature

Date

Thank you for your interest in providing Junior Golf Instruction at the Ironwood Nine Golf Course. You will be contacted after review of all proposals received. Please call (562) 916-1255 if you have any questions.

Instructions for Submittal

One original and five (5) copies of the response (including this Proposal Form, Attachments A thru D, and Attachment E (if necessary)) must be submitted in sealed envelopes plainly marked on the outside, "Sealed Bid: Response to Contract Junior Golf Instructor RFQ. Do not open with regular mail", addressed to:

Sherre Titus
Recreation Services Superintendent
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