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**DEPARTMENT OF
RECREATION AND PARKS**

EXECUTIVE OFFICE
221 N. FIGUEROA STREET
SUITE 350
LOS ANGELES, CA 90012

(213) 202-2633

MICHAEL A. SHULL
GENERAL MANAGER

January 23, 2017

**REQUEST FOR PROPOSAL
DIRECTOR OF INSTRUCTION FOR YOUTH, FAMILY, AND SENIORS
AT TREGNAN GOLF ACADEMY
(CON-G16-005)**

QUESTIONS & ANSWERS

1. Question: What is the breakdown of current staff and support allocated to Tregnan Golf Academy from the City of Los Angeles Department of Recreation and Parks (RAP)?

Answer: Provided by RAP, Tregnan Golf Academy staff allocation currently consists of the following (and are responsible for):

- 1 Supervisor (Oversees golf operations at various RAP golf locations including Tregnan Golf Academy)
- 1 Director of Instruction (see RFP for Duties and Responsibilities)
- 10 Part time Recreation Instructors (teach classes under Director of Instruction)
- 6 Part time Recreation Assistants (front counter/starter/driving range picking/van drivers picking up from Recreation Centers)
- 2 Part time Special Program Assistants (Maintenance crew)

2. Question: When is the Performance Deposit required – at Level I or Level II Evaluation?

Answer: Please be aware there are differences between a Performance Deposit versus a Proposal Deposit. Proposals to this RFP must include a

\$2,000.00 Proposal Deposit as part of the Proposal which must be received on or before 1:00 PM, Tuesday February 7, 2017. There is no Performance Deposit for this RFP, or to a Professional Services Contract awarded as a result of this RFP.

3. Question: Are there any Performance Deposit waivers for certified outreach groups such as Minority Business Enterprises (MBE), Women Business Enterprises (WBE), Small Business Enterprises (SBE), Disadvantaged Business Enterprises (DBE), Emerging Business Enterprises (EBE), Disabled Veteran Business Enterprises (DVBE), Other Business Enterprises (OBE)?

Answer: there is no Performance Deposit for this RFP, or to a Professional Services Contract awarded as a result of this RFP. There are no Proposal Deposit waivers.

4. Question: May I review the proposal submitted from the recipient of the current/existing agreement for Director of Instruction?

Answer: A redacted version of the requested proposal is attached.

October 27, 2009

To Hiring Committee,

I would like to take a couple minutes of your time in this letter to introduce myself to you. My name is Jeff Barber and I am a PGA Apprentice. I have loved the game of golf since I was a small child. I have not only had the fortune of being able to play on local tour events, but I have had the opportunities to experience the game from all perspectives; as a caddie, as a player and of most recent years as a teaching professional. It is within this letter that I will briefly highlight my attributes, but as you review my enclosed proposal I will show you in detail how all of my knowledge, skills, experience and just pure love and devotion for the sport factors to the decision of why I should be the next Director of the Tregnan Golf Academy.

The past thirteen years, I have not been just an employee of Griffith Park Golf Shop but I have managed the pro shop, developed junior golf programs and been a teaching professional to both children and adults. As a manager, I oversee employee hours, regulate daily checks and balances, circulate and purchasing of merchandise and oversee all tournaments and junior play at Harding and Wilson. Through Griffith Park, I have the great opportunity to develop and teach junior golf with the Urban Youth Foundation. This foundation is a working program that reaches out, assists and gives back to our surrounding communities for the underprivileged youth in our Los Angeles areas. I have also developed the Summer junior golf program at Griffith Park. This is a junior league that consists of children ranging from ages five to seventeen of all different golf capacities – beginner to advance- in which team play occurs every Wednesday against fellow Summer city programs. As a PGA Apprentice, I have created classes ranging from beginner to advance for adults that are six week programs concentrating on the fine skills of golf – putting, chipping, sand play and full swing --- with a nine hole group play at a designated course. Griffith Park has been an incredible stepping-stone for me and I look forward to bringing my skills that I have acquired to Tregnan.

For the last nine years that I have been a teaching professional at Tom Barber Golf Center, it has been the most rewarding time in my career so far. At Tom Barber Golf Center (aka TBGC), I had the opportunity to create and run my own junior program, Jeff's Juniors. Jeff's Juniors is a program strictly dedicated to the game of golf for children ranging from as young as 4 to as old as 17. I developed a series of class schedules – a Beginner/ Intermediate and an Advance-- that were offered year round on Saturdays. It is a six-week program that gives each child the allotted amount of time, practice and patience for themselves and me to learn, strengthen and play the sport of golf. With such a great turnout, I continued this program and extended it into a Summer Camp that are week long sessions focusing on the fine skills of golf but also encouraging the play of golf on Par 3 courses, Executive courses and 18-hole courses. TBGC's experience has strengthened my knowledge of the junior golf vision and I intend to continue and advance my junior programs and ideas at Tregnan.

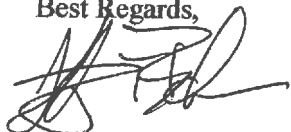
As a local tour player, I have had the opportunity to experience the sport of golf from all emotions. I have had the exhilaration of playing exceptionally well and experiencing the forgiveness a course can have on one as well as have had the mental exhaustion of just trying to finish. Being able to first handily know the range of emotions a player can experience in a four to five hour period helps me to be able to redirect and refocus my students in their time of need. I think this is a very essential attribute of my teaching that will encourage current students and future students at Tregnan.

My few years that I had the privilege to be caddie on the Senior Tour for not only my grandfather, Jerry Barber, this enabled me to gather the knowledge of how important it is to be able to "read" the golf course, learn to love practice and commitment of the game. This knowledge and special memories bonds me to my students and increases my passion and love for the game that I hope can be expressed and revealed at the Tregnan Academy.

It is with the greatest of honor to accept all terms and conditions enclosed. I do so without any hesitations or exceptions. With great perseverance, I look forward to be given the opportunity in developing and maturing a strong relationship with the City of Los Angeles' Department of Recreation and Parks as the Sole Proprietor and Golf Instructor of the Tregnan Golf Academy.

Thank you in advance for your time and consideration.

Best Regards,



Jeffrey T. Barber
PGA Apprentice

[REDACTED]
[REDACTED], California [REDACTED]
[REDACTED]
[REDACTED] cell
[REDACTED] office
[REDACTED] fax

JEFFREY T. BARBER

[REDACTED]
[REDACTED], California [REDACTED]

[REDACTED] cell

[REDACTED] office
[REDACTED]

A devoted PGA Apprentice whose love for the game of golf sets forth my determination towards a Class A Professional. I intend to incorporate my knowledge, skills and experience to support and better the Tregnan Golf Academy.

TOM BARBER GOLF CENTER

April 2000 – Present

Moorpark, California

Teaching Professional

Created, developed and implemented my own junior program, Jeff's Juniors. It is a year round program held every Saturday devoted to juniors ranging from 4 to 17 years old. Each session is six weeks and each session is divided into player capacity; beginner/intermediate and an advanced. Course play is at the final class. In those six weeks, I provide clubs, balls and teaching aids to better the understanding of golf. My teaching aids consisted of cones and colored strings to replicate putting courses, yardage markers and target goals. Impact bags for the use of strengthening muscle and proper form. John Daly swing belts to show proper weight shift and pivot. Jeff's Juniors is so popular that I created a Summer program.

URBAN YOUTH GOLF

April 2006 – Present

Los Angeles, California

Teaching Professional

Urban Youth is a foundation designed to give inner city and underprivileged children an opportunity to play golf. I dedicate two hours per week for a 20 week program to teach the basic golf fundamentals and skills to these children. I had an average of 10-12 children per class. In our classes, I provide the basic mechanics of golf through my instruction; putting, chipping, pitching, full swing, rules, etiquette and course play. Because these children are so appreciative and truly knowledgeable of the gifts that we take for granted, I provided a complimentary 9-hole scramble and a banquet dinner with prizes for the children and their families on the last day of class.

GRIFFITH PARK GOLF SHOP**Los Angeles, California****Manager****PGA Apprentice****Developer of Summer Junior Golf Program**

As a manager, I oversee 8 employees. I supervise the Men's Club meetings and tournaments, I control the volume and inventory as well as a co-buyer and merchandiser of the proshop. I regulate the daily checks and balances. Due to my managerial schedule, I am able to allot 12 hours per week as a PGA Apprentice. I teach private and group classes. On average, I have 2-3 scheduled group classes per week. Each class is an hour and a half and provides a playing lesson for the last class. I also provide club fittings and am currently in the process of attaining my Class A card. I will be submitting my level 1 material this May 2010. The Summer Golf Program provides a beginner, intermediate and advance registrations. Each session is a week long and averages about 12-15 juniors per class. We offer open play (qualifications) on every Monday and partake in the Los Angeles City Team Play.

February 1996 - Present**TOUR PLAY****Phoenix, Arizona**

A western state mini tour.

Participated in all of their one and two day events.

Spring 2005**CADDIE****Nationwide**

A Senior PGA Tour caddie. I oversaw yardage books, club selections and reading of the greens. Some of my players included; Jerry Barber, Jim Dent, Doug Ford, Jerry McGee and Babe Hisky

January 2003 - 2005**-Letters of References are attached-**



Urban Youth
GOLF PROGRAM
Founded by The LPGA Foundation

Keep Kids
Out of the
Rough

October 26, 2009



Administrative Services Section
Department of Recreation and Parks
City of Los Angeles
3900 Chevy Chase Drive
Los Angeles, CA 90039

Re: Jeffrey T. Barber Personal Services Contract Proposal

To whom it may concern:

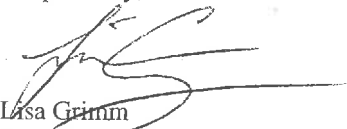
This letter is in support of the proposal submitted for your consideration for by Mr. Jeffrey T. Barber for the youth golf instruction personnel services contract at the Marty Tregnan Junior Golf Academy. The Urban Youth Golf Program has had a continuous and positive relationship with Jeff Barber and the Griffith Park Golf Shop since the Urban Youth Golf Program began in 1989. The Urban Youth Golf Program, now in it's 20th year of service to young golfers in the Los Angeles area kicks off its 21st year as the newest chapter of The First Tee International Network, and will be known as The First Tee of Los Angeles.

Because of the support and cooperation the Urban Youth Golf Program has experienced in our operations at the Griffith Park driving range with Jeff Barber and the entire teaching staff, we would be enthusiastic to collaborate with Jeff at the Tregnan Junior Golf Academy if his proposal is selected. We would be able to provide some instructional staff and the curriculum used by The First Tee Network.

Though Jeff possesses competency in many areas of the golf industry, has always seemed most passionate about junior golf. I know Jeff has the knowledge and skill required to run such a facility, but his commitment to young people and junior golf makes him an ideal selection. It is because of his long record of cooperation with and promotion of the program and his commitment to young people in general that I am so confident in a partnership with Jeff.

Should you have any additional questions please feel free to call me directly at (213) 400-2977

Respectfully,


Lisa Grimm
Director
The Urban Youth Golf Program



Serving public golfers since 1931

PLGA
Public Links Golf Association
of Southern California

7035 Orangethorpe Ave., Ste. E, Buena Park, CA 90621
(714) 994-4747 (714) 994-5407 [fax] www.plga.org

October 22, 2009

Administrative Services Section
Department of Recreation & Parks
City of Los Angeles
3900 W. Chevy Chase Blvd.
Los Angeles, CA 90039

To Whom It May Concern:

Subject: Mr. Jeff Barber

I have known and worked with Mr. Jeff Barber for well over a decade.

His career as a Golf Professional and my career in golf administration have brought us together myriad times over those years, mostly with respect to junior golf, junior golf instruction, junior golf issues, and growth of the game initiatives.

Those many contacts have caused me to include that there are few golf professionals in Southern California who have Mr. Barber's talents for working with young persons in general and teaching the game of golf to them in specific. Teaching junior golf requires a set of communication talents unique to that form of instruction, and teaching it in the context of the kinds of character building programs that Mr. Barber has labored in over the years, including the LAJCC Urban Youth Program, requires certain personal attributes in addition thereto.

Jeff Barber possesses both of those skill sets in abundance.

With full confidence I can testify as well to the high level of integrity he brings to these tasks, and I can testify to his well-honed talents for organization and self-discipline.

Respectfully Submitted,

Craig Kessler
Executive Director

October 24, 2009

To Hiring Committee:

Over 6 years ago my oldest son decided he wanted to give up his promising swimming career—nationally ranked—to pursue other athletic activities. I asked him what sport he was interested in and he indicated he wanted to try golf because he enjoyed the one week summer camp he and his brother had attended in the summer.

My wife and I were not familiar with any golf instructors in Simi Valley and inquired of other parents. We were told there was a beginning junior class taught by a young pro at the Barber Golf Center in Moorpark.

My wife visited the site and was told Jeff Barber held junior group classes each Saturday and my wife enrolled my two boys in Jeff's juniors. From that first class our children's lives changed forever. The boys were 12 and 10 at the time and because of Jeff "fell in love" with the game. They literally could not wait until Saturday came in each week so they could attend class. I believe they actually liked Jeff more than they did the classes. Within that first year my sons little sister who was 8 at the time asked if she could stop swimming and start golfing with Jeff as her instructor.

Over the next six years my children learned the game of golf as well as the lessons the game teaches you from Jeff. The skills they have and continue to acquire have led all of them to not only accomplished golf careers but also have taught them lessons about life which will they will use forever.

My oldest son earned a golf scholarship to Cal Poly; my youngest son was first teams all conference this year as a sophomore, and my daughter will be first team all conference as a freshman. All of them were also invited and have played on the Toyota Junior Tour of Southern California. With all of their accomplishments over the years one thing has remained constant—Jeff Barber.

As junior golfers become more accomplished there is a lot of pressure put on the children and parents to move to different coaches. Because of our family's relationship and belief in Jeff we have never bowed to those pressures.

I don't know of a better reference to give regarding Jeff's influence on our children's lives but to say 6 years after meeting Jeff they still look forward to going to Jeff's junior group lessons each Saturday even with all of achievements they have earned over the years.

I have the highest respect for Jeff as an instructor and person and proud to say he is a great friend. The positive influence Jeff has made on our children's lives from both a golf and life skills standpoint will always be appreciated.

If any one on your committee would like to talk to me please feel free to call me at any time at 805-813-5365. I can't think of a better person you could hire for this position.

Kevin Holden

Warner Bros. Home Entertainment

VP of Operations—Manufacturing

4000 Warner Boulevard

Burbank, CA 91522



HEAD PROFESSIONAL

MEMBER—P.G.A.

GRIFFITH PARK GOLF SHOP

October 20, 2009

Dear Marty Tregnan RFP Committee,

My name is Tom Barber and I have been the concessionaire at Griffith Park for 44 years. I am sure by the name connection that you realize that Jeff Barber is my son. He has worked with us for the past nine years and has had responsibility for every facet of our job. That includes managing, buying, private lessons, class lessons and running our junior programs.

You might think it difficult for me to write this letter of recommendation as we might be losing a very valuable asset to our business. I assure you, it is not. Of all of the passions Jeff has had in the golf industry, nothing remotely parallels his passion of working and developing young golfers. Jeff has students that are Nationally ranked and he works with those as young as 4 years of age.

There seems to have been a significant shift at the Tregnan Center whose mission statement was to be a place that worked with at risk youth. Jeff has connections that could make this a reality, once again.

I urge you to take a close look at Jeff Barber for your Youth Golf Instructor.

Sincerely,



EXHIBIT D
Experience with Similar Contracts Table

Submissions in response to the Golf Youth Instructor Request for Proposals (RFP) constitutes 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:	Reference Contact Person:
URBAN YOUTH LA JUNIOR Chamber of Commerce Foundation 2015 FUYERBA ST SUITE 300 Summary of Scope of Services: LA CA 90012		\$1,600.00	03/09 - 8/09/2009	Name LISA GRIM Title DIRECTOR OF URBAN YOUTH GOLF Telephone Number 213-400-2977
2 HOUR JR GROUP FOCUSING ON SHORT GAME & LONG GAME THROUGH DRILLS IN PUTTING chipping Fullswing & Putting lessons				
Client's Name:	Address:	Dollar amount of the entire project:	Beginning and ending dates of the contract:	Reference Contact Person:
KEVIN HOLDEN	WARNER BROS HOME ENT. 400 WARNER BLDG. BURBANK CA 91522	\$149.00	2000 - Present	Name KEVIN HOLDEN Title VP OF OPERATIONS - MANUFACTURING Telephone Number 805-813-5635
Summary of Scope of Services: Worked with Bobby Shannon & Kyle Holden in group classes all aspects of the game of golf		Per session 6 week program		
Client's Name:	Address:	Dollar amount of the entire project:	Beginning and ending dates of the contract:	Reference Contact Person:
NEAL GANNETT CAMENKER		\$149.00 per session 6 week program	2006 Present	Name NEAL CAMENKER Title FATHER Telephone Number: 805-300-3370
Summary of Scope of Services: Taught Daughter Grace & Son GANNETT in group classes all aspects of Junior Golf.				
Client's Name:	Address:	Dollar amount of the entire project:	Beginning and ending dates of the contract:	Reference Contact Person:
NORMAN GREEN GANNETT JASSER	501 N FREDERIC ST BURBANK CA 91505	N/A	03/09 - 08/09/2009	Name NORMAN GREEN Title FATHER Telephone Number 818-652-7419
Summary of Scope of Services: Were in URBAN YOUTH GOLF classes for the last two years at GANNETT PARK				

EXHIBIT D
Experience with Similar Contracts Table

Submissions in response to the Golf Youth Instructor Request for Proposals (RFP) constitutes 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:	Reference Contact Person:
TRAVIS & AUSTIN SHAW Summary of Scope of Services: 2 HOUR SR GROUP CLASS Teaching ALL ASPECTS of GOLF, Rules & ETIQUETE DURING URBAN YOUTH GROUP CLASSES.	5245 Biloxi Ave North Hollywood CA 91601	N/A	03/09 - 08/09	Name: John Shaw Title: Father Telephone Number: 818-371-7235
RAYMOND KIM Summary of Scope of Services: RAY has been through private, group lessons & URBAN Youth GOLF Program over the last 2 years.	4664 Maplewood Ave #104 CA CA 90004	N/A	10/07 - Present	Name: Sandy Kim Title: Aunt Telephone Number: 323-702-9496
Cooper BOYETTE Summary of Scope of Services: Group classes in Moorpark CA at TBCC Teaching ALL ASPECTS of The Game of Golf.		149. ⁰⁰ per session 6 Week Program	2007 - Present	Name: STEPHEN BOYETTE Title: FATHER Telephone Number: 805-494-8181
KITRIC KEARNS Summary of Scope of Services:	845 Penn Ave NE ATL, GA 30308	594. ⁰⁰	04-09-06-09	Name: Kitric Kearns Title: KUTNC Telephone Number: 404-906-4942

Golf Class Curriculum

Outlined below is a golf class curriculum that I would like to facilitate at the Tregnan Golf Academy. I have focused on the following areas: family golf, junior golf, the Barber short game school for adults and juniors and finally a curriculum for women and seniors. Each class is given a description as well as an idea of cost that can be facilitated and improved upon if I was to be the Director of the Tregnan Golf Academy. All of the information that is given below is strictly a brainstorm of ideas that can be further exercised and of course given a final approval by the City of Los Angeles.

FAMILY GOLF

The Tregnan Center is a perfect setting and facility to expand and increase their level of family golf.

Mommy & Me Course

\$109.00

Children ages 3-4 year old
4 week program / 2x a week
Tuesday & Thursdays
10am -11am

This class is aimed towards the mothers who would like to still continue their golf game but also still have the capability to interact and bring along their daughter/son in a fun environment. This four-week session will consist of learning the fundamentals of golf; putting, chipping and full swing. Classes are limited to the first 10 pairs registered.

Parent-Tot Course

\$70.00

Children ages 3-5 years old
4 week program / 1x a week
Thursday 4pm-5pm
Saturday 9am -10am

This four-week session also consists of learning the fundamentals of golf; putting, chipping and full swing at the driving range but with a 9-hole play at Los Feliz Par 3. Classes are limited to the first 10 pairs registered.

Parent-Junior Course**\$75.00**

Junior golfers ages 6-9 years old
6 week program / 1x a week
Tuesday 4:00pm -5:30pm
Saturday 10:30am -12:00pm
Sunday 10:00am – 11:30am

This six-week session consists of learning not only the fundamentals of golf; putting, chipping and full swing but will incorporate pitching and the rules and etiquette of the game. A 9-hole course play will occur for the last day of the session and depending on the groups' skill level Los Feliz Par 3 or Roosevelt executive course will be played. Classes are limited to the first 10 pairs registered.

JUNIOR GOLF

The Tregnan Center is renowned for its junior division but I do have ideas for some expansion.

7-9 YEAR OLDS**\$75.00**

10 week program / 1x a week
Tuesday 3:30pm – 5:30pm
Saturday 1:00pm – 3:00pm
Sunday 1:00pm – 3:00pm

In this 10-week program, all classes will concentrate on all the skills of golf; putting, chipping, pitching, sand play, full swing, rules and etiquette. Utilizing drills games and contests with further build these juniors' skills but also create a more positive, interactive and fun environment. At week 5 students will play at Los Felix and at week 10 students will finish this session at Roosevelt's executive course. Classes are limited to the first 10 registered.

TOUR PLAY

Juniors ages 10-13

\$85.00

10 week program / 1x a week

In this 10-week program, all classes are tour play format. This class is designed to prepare juniors for High School golf as well as Southern California sectional tournaments. Short game focus is conducted at Los Feliz Par 3 and for longer play Roosevelt and Griffith Park Harding and Wilson will be provided. During course play, rules, etiquette, course management and club selection will also be focused upon in addition to refining the skills of golf. Classes are limited to the first 10 registered.

TOUR PLAY

Juniors ages 10-17

\$85.00

10 week program / 1x a week

Sunday 2:00pm – 4:00pm

Monday 3:30pm – 5:30pm

In this 10-week program is focused upon junior golfers preparing to compete in high school and local tournaments. All skills of golf will be taught through drills at the Tregnan Academy. Every other week, match play will be held at Wilson and Harding courses to exercise those skills. Classes are limited to the first 10 registered.

GROUP CLASSES

I would like to explore the use of Tregnan Academy for more group classes.

JEFF BARBER SHORT GAME SCHOOL

\$149.00

All Ages

In this 3-hour course the topics of focus would be putting, chipping, pitching and sand play. A detailed instruction on grip position, muscle strengthening, proper weight shift and form, the movement of pivoting and reading of greens. Class is held monthly. Classes are limited to the first 10 registered.

WOMEN & SENIOR CLASSES

\$129.00

Tregnan Academy is fortunate to have the capacity to teach group lessons to woman's groups and senior centers. Each of this course designs will be a group class. Group classes can be broken down into capacities – beginner, intermediate and advanced. All classes will focus upon the fundamentals of golf as well as rules, etiquette and course play. It can be offered as a six-week course and during the off hours of 9am – 1pm at the Tregnan Golf Academy.

C. Proposed Compensation and Facility Use Reimbursement

State a proposed hourly compensation rate not to exceed Thirty Dollars (\$30) for the first 12-month period of the Agreement.

State a proposed percentage of fees collected for providing private golf lessons at the golf facilities (Section III.C) for the first 12-month period of the Agreement. The minimum acceptable amount is ten-percent (10%).

Item #	Item Description	Amount
C.1	Proposed hourly compensation rate.	\$25 ⁰⁰
C.2	Proposed percentage of fees collected from private lessons to be paid for use of facility.	10%

State a proposed hourly compensation rate not to exceed Thirty Dollars (\$30) for the second 12-month period of the Agreement (first renewal option).

State a proposed percentage of fees collected for providing private golf lessons at the golf facilities (Section III.C) for the first 12-month period of the Agreement. The minimum acceptable amount is ten-percent (10%).

Item #	Item Description	Amount
C.3	Proposed hourly compensation rate.	\$27 ⁵⁰
C.4	Proposed percentage of fees collected from private lessons to be paid for use of facility.	10%

State a proposed hourly compensation rate not to exceed Thirty Dollars (\$30) for the third 12-month period of the Agreement (second renewal option).

State a proposed percentage of fees collected for providing private golf lessons at the golf facilities (Section III.C) for the third 12-month period of the Agreement. The minimum acceptable amount is ten-percent (10%).

Item #	Item Description	Amount
C.5	Proposed hourly compensation rate.	\$30 ⁰⁰
C.6	Proposed percentage of fees collected from private lessons to be paid for use of facility.	10%