

REQUEST FOR QUALIFICATIONS (“RFQ”) FOR AN OPERATOR OF THE ATLANTIC BEACH TENNIS CENTER

Project Name: Atlantic Beach Tennis Center Management Services

Issuing Agency: Village of Atlantic Beach

Date Issued: March 23, 2026

Response Deadline: June 30, 2026

1.0 Introduction & Background

- **Purpose:** The Village of Atlantic Beach, New York (“the Village”) is seeking Statements of Qualifications from qualified, experienced, and innovative firms or individuals to manage and operate The Atlantic Beach Tennis Center (“the Facility”). The Village’s primary objective is to secure a partner who will maximize community usage, enhance the level of facility maintenance, and introduce high-quality programming for residents and guests. While the Village may use this RFQ process to inform a future Request for Proposals process, the Village expressly reserves the right to negotiate potential contract terms with any respondent and the outcome of this RFQ process may include the selection of one or more respondents.
- **Facility Description:** The Facility is a premier recreational asset located in the seaside community of Atlantic Beach, Nassau County, New York. It currently features a mix of 4 clay courts, 6 pickleball courts, and 6 HarTru courts. Amenities include a clubhouse, permanent lighting, and associated infrastructure.
- **Current Operation:** The Facility is currently operated by a private seasonal operator under a license agreement that expires on December 1, 2026, subject to extension upon the mutual consent of the parties. The existing operation is a hybrid model featuring tennis and pickleball, and the Village believes there is significant potential to expand programming and utilization.

2.0 Scope of Services (Key Areas)

The Village invites respondents to outline their capability and proposed approach to the following core service areas:

- **Facility Management:** Comprehensive daily operations, including on-site staffing (facility attendants and managers), security protocols, and housekeeping.
- **Maintenance:** Execution of both routine maintenance (e.g., net replacement, court sweeping, lighting checks) and specialized surface maintenance (e.g., clay court grooming, HarTru court cleaning).
- **Programming:** Development and delivery of a robust schedule of activities, including but not limited to group and private lessons, leagues, USTA-sanctioned

- tournaments, junior development programs, and community outreach events.
- **Pro Shop & Services:** Operation of a full-service pro shop, offering retail sales, racquet stringing services, and equipment rentals.
- **Revenue Collection:** Implementation of a reliable system for the daily collection, recording, and reporting of all revenues generated from court fees, programming, and pro shop sales.

3.0 Information Requested from Respondents

To demonstrate your qualifications and vision for the Facility, please provide a response addressing the following categories:

A. Company Experience & Qualifications

1. **Company Profile:** Provide the full legal name, business structure (e.g., LLC, Corporation), and number of years the company has been in operation.
2. **Similar Projects:** Detail examples of your experience managing public or municipal tennis and/or pickleball facilities of a similar size, scope, and complexity. Include client references and contact information. Please include references and contact information.
3. **Personnel Qualifications:** Identify key personnel who could be assigned to this contract, including their relevant certifications (e.g., USPTA, PTR, USTA).
4. **Financial Capacity:** Demonstrate the company's financial strength and adequate financial resources to bring equity or to create alternative financing structures to successfully operate the Facility.

B. Operational Approach

1. **Staffing Plan:** Provide a detailed staffing plan, including the anticipated number of employees, their specific roles and responsibilities, and proposed hours of operation for the Facility.
2. **Programming Plan:** Outline your vision for programming, including the types of lessons, leagues, tournaments, and community activities you would introduce.
3. **Maintenance Schedule:** Provide a proposed maintenance schedule detailing routine (daily, weekly) and seasonal tasks to ensure the courts and facilities are kept in pristine condition.
4. **Technology:** Identify the specific software and technology platforms you utilize for court bookings, program registration, and point-of-sale transactions.

C. Financial & Contractual Model

1. **Revenue Model:** Provide a revenue-sharing model for the Village's consideration (e.g., a flat annual fee, a percentage of gross revenue, a hybrid model, or a guaranteed minimum amount).
2. **Capital Investment Plan:** Provide a proposed minimum capital investment

- commitment in the Facility for improvements.
3. **Fee Structure:** Provide a preliminary, indicative rate table for court rentals, lessons, memberships, and other key services.
 4. **Insurance:** Describe your ability to obtain the required comprehensive general liability insurance, with coverage limits to be specified in the final contract (e.g., \$2 million per occurrence).

D. Marketing & Community Engagement

1. **Marketing Plan:** Describe your strategy for marketing the Facility to attract both residents of Atlantic Beach and visitors from the surrounding areas.
2. **Community Access:** Explain your philosophy and specific plans for ensuring reasonable, affordable, and equitable public access to the Facility's amenities.

4.0 Pre-Proposal Conference & Site Visit

A non-mandatory site visit can be arranged at a mutually convenient time. Interested parties are strongly encouraged to inspect the current condition of the Facility. This firsthand assessment will allow you to better inform your vision for its future operation and potential. To schedule a visit, please contact Barry Frohlinger, Mayor
bfrohlinger@atlanticbeachny.gov

5.0 Submission Instructions

Please submit your electronic response (PDF format preferred) via email to:
bfrohlinger@atlanticbeachny.gov

All responses must be received by 5:00 PM EST on June 30, 2026.

The Village will accept written questions via email from prospective respondents no later than July 31, 2026.

This RFQ does not constitute an offer to award a contract, and the Village reserves the right to use the responses submitted as a basis for negotiation with respondents or other parties, or for any purpose, all as the Village deems appropriate. The Village of Atlantic Beach reserves the right, in its sole discretion, to reject any and all submissions, to waive any informalities in the submission process, to withdraw or modify this RFQ, and to re-advertise for proposals. All costs associated with responding to this RFQ are the sole responsibility of the respondent.

Sincerely,

Barry Frohlinger, Mayor
Village of Atlantic Beach, New York
bfrohlinger@atlanticbeachny.gov