



The City of Coral Gables

Procurement Division

2800 S.W. 72ND AVENUE
MIAMI, FLORIDA 33155

January 28, 2026

All Responding Proposers (See Distribution List)

SUBJECT: RFP 2025-042 Youth Golf Program Services

Dear Proposers:

The evaluation of the proposals submitted in response to the above cited solicitation is complete. The City Manager has recommended an award as shown in the attached document.

This notice is provided in accordance with Section 2-910 (c) of the Code of the City of Coral Gables. Our provision of this notice also serves to confirm the lifting of the Cone of Silence from this procurement action as dictated by Section 2-1027 (4)(b) of the same City Code.

Thank you for your participation in this competition. If you have any questions please contact Neivy Garcia, Procurement Specialist at 305-460-5121 or ngarcia2@coralgables.com.

Sincerely,

A handwritten signature in blue ink, reading "Celeste S. Walker-Harmon".

Celeste S. Walker-Harmon
Chief Procurement Officer

Attachment: Award Recommendation

Distribution List of Proposers:
Golf Academy of South Florida, LLC

CITY OF CORAL GABLES

-MEMORANDUM-

TO: Honorable Mayor and
Members of the City Commission

Date: January 26, 2026

FROM: Peter J. Iglesias, P.E. Peter J.
City Manager Iglesias

Digitally signed by
Peter J. Iglesias
Date: 2026.01.28
12:43:37 -05'00'

SUBJECT: Award Recommendation
RFP 2025-042 Youth Golf Program
Services

At the next available City Commission Meeting an award recommendation for RFP 2025-042 Youth Golf Program Services will be included on the agenda. This memorandum serves to notify you that in accordance with Section 2-763 of the City Code entitled "Contract Award", my recommendation to the City Commission for award of the subject RFP is as follows:

- 1) Accept the recommendation of the Chief Procurement Officer to award the RFP and authorize negotiations with Golf Academy of South Florida, LLC, the recommended responsive and responsible proposer for Youth Golf Program Services, RFP 2025-042
- 2) Reaffirm the City's right to pursue alternative courses of action.

On October 31, 2025, the Procurement Division of Finance formally advertised, issued, and distributed Youth Golf Program Services, Request for Proposals (RFP) 2025-042. One hundred and fifty-four (154) prospective proposers were notified of the RFP package from INFOR, the City's web-based e-procurement system.

On December 3, 2025, one (1) firm responded in response to the RFP, Golf Academy of South Florida, LLC.

Procurement Division finalized its' due diligence process and confirmed that Golf Academy of South Florida, LLC, is both responsive to the requirements of the RFP and a responsible proposer.

On January 23, 2026, the Evaluation Committee convened to evaluate the one (1) responsive and responsible proposal. The Evaluation Committee recommended that the City negotiate with Golf Academy of South Florida, LLC to provide the requested services for an initial three (3) year term with two (2) one (1) additional year periods.

After successful negotiations, a Professional Services Agreement will be executed. A more detailed description of the RFP, proposal response and evaluation results will be provided to you as part of the agenda package.

Please contact me should you have any questions.

Copy:

Cristina M. Suárez, City Attorney

Billy Y. Urquia, City Clerk

Carolina Vester, Assistant City Manager

Fred Couceyo, Community Recreation Director

Carlo Pichardo, Community Recreation Assistant Director
Diana M. Gomez, Finance Director
Celeste S. Walker-Harmon, Chief Procurement Officer



Full Composite Report

RFP 2025-042 Youth Golf Program Services

Meeting Date: 1/23/2026

Criteria	Max Points	Total Max	Golf Academy of South Florida,, LLC					
			James	Sarah	Ken	Yanessa	Erin	TOTAL
Experience and Qualifications								
Proposer's qualifications including, but not limited to, company history and description, number of years in business, size, number of employees, office location where work is to be performed, licenses/certifications, credentials, capabilities and capacity to meet the City's needs.	10	50	8	7	10	7	7	39
Qualifications and experience of all proposed key personnel.	5	25	4	3	5	5	5	22
Proposer's relevant knowledge and experience in providing the services described in the "Scope of Services" to	10	50	8	7	7	7	10	39

Criteria	Max Points	Total Max	Golf Academy of South Florida,, LLC					
			James	Sarah	Ken	Yanessa	Erin	TOTAL
public sector agencies similar in size to the City of Coral Gables.								
Other relevant experience.	5	25	5	3	4	5	5	22
Experience and Qualifications Total	30	150	25	20	26	24	27	122
Project Understanding								
<p>Proposer's overall detailed understanding, approach and methodology to perform the services solicited herein.</p> <p>Understanding of the RFP scope and requirements, implementation plan, strategies for assuring assigned work is completed on time, communication with City staff, and Proposer's intent to work with the City positively and innovatively in providing the services outlined in this RFP.</p>	10	50	8	7	8	10	7	40
<p>Proposer's Program Design and Curriculum to include description of the instructional curriculum, including skill progression, lesson structure, and instructional methods for different age and skill levels, proposed instructor to student ratios and explanation of how the program promotes enjoyment, sportsmanship, and player development.</p>	10	50	10	7	8	7	5	37

Criteria	Max Points	Total Max	Golf Academy of South Florida,, LLC					
			James	Sarah	Ken	Yanessa	Erin	TOTAL
Provide a comprehensive description of your operational plan including staffing, safety, and program deliverables, to include, but not limited to the number of classes you are able to manage based on the proposed student-to-teacher ratio. The City will evaluate the proposer's capacity to effectively accommodate participants while maintaining appropriate instructional quality and safety standards.	10	50	10	7	8	7	7	39
Project Understanding Total	30	150	28	21	24	24	19	116
Performance and References								
Proposer's three (3) references (but no more than five (5) from public sector agencies, similar in size to the City of Coral Gables, for which Proposer has provided the services described in the RFP AND list all contracts for which the Proposer as performed (past and present) as a PRIME for the City of Coral Gables.	6	30	6	5	6	6	4	27
All public sector clients in the last ten (10) years, and include if any, that have discontinued use of Proposer's services within the past two (2) years and indicate the reasons for the same. Additionally,	2	10	2	2	2	2	2	10

Criteria	Max Points	Total Max	Golf Academy of South Florida,, LLC					
			James	Sarah	Ken	Yanessa	Erin	TOTAL
please provide any documentation related to performance issues of the current or past contracts to include any non-performance reports or notices to cure.								
Incidents within the last five (5) years where (a) a civil, criminal, administrative, other similar proceeding was filed or is pending, if such proceeding arises from or is a dispute concerning the Proposer's rights, remedies or duties under a contract for the same or similar type services to be provided under this RFP.	2	10	2	2	2	2	2	10
Performance and References Total	10	50	10	9	10	10	8	47
Agreement Exceptions								
Exceptions made by the proposer to the conditions listed in the agreement for the services.	5	25	5	5	5	5	5	25
Agreement Exceptions Total	5	25	5	5	5	5	5	25
Overall Cost								
Proposed pricing as submitted in INFOR.	25	125	24	25	22	25	25	121
Overall Cost Total	25	125	24	25	22	25	25	121
Grand Total		500						431

Criteria	Max	Total	Golf Academy of South Florida,, LLC					
	Points	Max	James	Sarah	Ken	Yanessa	Erin	TOTAL
Ranking								1

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