

City of Fayetteville Staff Review Form

2021-0969

Legistar File ID

01/04/2022

City Council Meeting Date - Agenda Item Only
N/A for Non-Agenda Item

Lee Farmer

12/13/2021

PARKS & RECREATION (520)

Submitted By

Submitted Date

Division / Department

Action Recommendation:

Staff recommends approval of an agreement with Ozark Tennis Academy, LLC (OTA) to administer tennis programs in 2022. This funding is included in the Parks and Recreation General Fund Budget that was approved by City Council on December 7, 2021.

Budget Impact:

1010.520.5220-5315.00	General
Account Number	Fund
N/A	N/A
Project Number	Project Title
Budgeted Item? <u>Yes</u>	Current Budget \$ 61,000.00
	Funds Obligated \$ -
	Current Balance \$ 61,000.00
Does item have a cost? <u>Yes</u>	Item Cost \$ 61,000.00
Budget Adjustment Attached? <u>No</u>	Budget Adjustment \$ -
	Remaining Budget \$ -

V20210527

Purchase Order Number: _____

Previous Ordinance or Resolution # _____

Change Order Number: _____

Approval Date: _____

Original Contract Number: _____

Comments:



MEETING OF JANUARY 4, 2022

TO: Mayor and City Council

THRU: Susan Norton, Chief of Staff
Alison Jumper, Parks, Natural Resources and Cultural Affairs Director

FROM: Lee Farmer, Recreation Superintendent

DATE: December 13, 2021

SUBJECT: **RFP 21-08: Tennis Program Services**

RECOMMENDATION:

Staff recommends approval of an agreement with Ozark Tennis Academy, LLC (OTA) to administer tennis programs in 2022.

BACKGROUND:

Parks and Recreation worked with Purchasing on RFP 21-08 for the selection of a tennis instruction provider, and RFP 21-08 was sent to known tennis instruction providers in the area and publicly advertised on September 26, 2021. The selection criteria were based on qualifications, experience, proposed work method, past performance, and proposed fees for services. OTA was selected as the tennis instruction provider for Parks and Recreation tennis programs on November 29, 2021 by the RFP selection committee.

DISCUSSION:

Parks and Recreation will offer youth classes, group lessons, private lessons and camps in 2022. Youth Classes will be offered seasonally in ten-week sessions on weekday evenings. OTA will also offer group and private lessons to players of all ages and skill levels. These lessons will be scheduled through Parks and Recreation facility reservation platform. OTA will also facilitate Tennis Camp as part of Parks and Recreation's Be Active Summer Camp Program. Parks and Recreation will register all the participants through registration software, and OTA will receive monthly payments equaling 85% of program registration for the tennis instruction.

BUDGET/STAFF IMPACT:

The expense for these tennis instruction programs will be completely recouped with registration fees and instruction service fees will be funded through the Parks and Recreation General Fund Budget.

Attachments:

Staff Review Form
RFP 21-08, Submittal – Ozark Tennis Academy
RFP 21-08, Vote Tally
Tennis Program Services Agreement



**CITY OF
FAYETTEVILLE
ARKANSAS**

City of Fayetteville, Arkansas
Purchasing Division – Room 306
113 W. Mountain
Fayetteville, AR 72701
Phone: 479.575.8220

TDD (Telecommunication Device for the Deaf): 479.521.1316

RFP (REQUEST FOR PROPOSAL)

Request for Proposal: RFP 21-08, Tennis Program Services

DEADLINE: Tuesday, November 16, 2021 before 2:00 PM, local time

Pre-Proposal Conference: Thursday, October 28, 2021 at 2:00 PM, local time

PURCHASING MANAGER: JONATHAN SMITH, jonsmith@fayetteville-ar.gov

DATE OF ISSUE AND ADVERTISEMENT: Sunday, 10/17/2021

**REQUEST FOR PROPOSAL
RFP 21-08, Tennis Program Services**

No late proposals shall be accepted. RFP's shall be submitted in sealed envelopes labeled with the project number and name as well as the name and address of the firm.

All proposals shall be submitted in accordance with the attached City of Fayetteville specifications and bid documents attached hereto. Each Proposer is required to fill in every blank and shall supply all information requested; failure to do so may be used as basis of rejection. Any bid, proposal, or statements of qualification will be rejected that violates or conflicts with state, local, or federal laws, ordinances, or policies.

The undersigned hereby offers to furnish & deliver the articles or services as specified, at the prices & terms stated herein, and in strict accordance with the specifications and general conditions of submitting, all of which are made a part of this offer. This offer is not subject to withdrawal unless upon mutual written agreement by the Proposer/Bidder and City Purchasing Official.

Name of Firm: Ozark Tennis Academy

Contact Person: CARMEN DE GENARO Title: MEMBER

E-Mail: carmendegenaro@hotmail.com Phone: 479 721 8062

Business Address: 802 SW GREEN WORLD ST

City: BENTONVILLE State: AR Zip: 72712

Signature:

Date: 10/17/2021

1. DISCLOSURE INFORMATION

Proposer must disclose any possible conflict of interest with the City of Fayetteville, including, but not limited to, any relationship with any City of Fayetteville employee. Proposer response must disclose if a known relationship exists between any principal or employee of your firm and any City of Fayetteville employee or elected City of Fayetteville official.

If, to your knowledge, no relationship exists, this should also be stated in your response. Failure to disclose such a relationship may result in cancellation of a purchase and/or contract as a result of your response. This form must be completed and returned in order for your bid/proposal to be eligible for consideration.

PLEASE CHECK ONE OF THE FOLLOWING TWO OPTIONS, AS IT APPROPRIATELY APPLIES TO YOUR FIRM:

1) NO KNOWN RELATIONSHIP EXISTS

2) RELATIONSHIP EXISTS (Please explain): _____

I certify that; as an officer of this organization, or per the attached letter of authorization, am duly authorized to certify the information provided herein are accurate and true; and my organization shall comply with all State and Federal Equal Opportunity and Non-Discrimination requirements and conditions of employment.

Pursuant Arkansas Code Annotated §25-1-503, the Contractor agrees and certifies that they do not currently boycott Israel and will not boycott Israel during any time in which they are entering into, or while in contract, with any public entity as defined in §25-1-503. If at any time during contract the contractor decides to boycott Israel, the contractor must notify the contracted public entity in writing.

2. PRIMARY CONTACT INFORMATION

At the discretion of the City, one or more firms may be asked for more detailed information before final ranking of the firms, which may also include oral interviews. **NOTE: Each Proposer shall submit to the City a primary contact name, e-mail address, and phone number (preferably a cell phone number) where the City selection committee can call for clarification or interview via telephone.**

Corporate Name of Firm: OZARK TENNIS ACADEMY
 Primary Contact: CARMEN DE GENARO
 Title of Primary Contact: MEMBER
 Phone#1(cell preferred): 499 721 8062
 Phone#2: _____
 E-Mail: _____
 Address: carmendejenaro@hotmail.com

3. ACKNOWLEDGEMENT OF ADDENDA

Acknowledge receipt of addenda for this invitation to bid, request for proposal, or request for qualification by signing and dating below. All addendums are hereby made a part of the bid or RFP documents to the same extent as though it were originally included therein. Proposers/Bidders should indicate their receipt of same in the appropriate blank listed herein. Failure to do so may subject vendor to disqualification.

ADDENDUM NO.	SIGNATURE AND PRINTED NAME	DATE ACKNOWLEDGED

5. DEBARMENT CERTIFICATION:

As an interested party on this project, you are required to provide debarment/suspension certification indicating in compliance with the below Federal Executive Order. Certification can be done by completing and signing this form.

Federal Executive Order (E.O.) 12549 "Debarment and Suspension" requires that all contractors receiving individual awards, using federal funds, and all sub-recipients certify that the organization and its principals are not debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency from doing business with the Federal Government.

Signature certifies that neither you nor your principal is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.

Questions regarding this form should be directed to the City of Fayetteville Purchasing Division.

NAME OF COMPANY: OZARK TENNIS ACADEMY

PHYSICAL ADDRESS: 807 SW GREEN WORLD ST
BENTONVILLE AR 72712

MAILING ADDRESS:

802 SLO GREEN WORLD ST
BENTONVILLE AR 72712

PRINTED NAME:

OZARK TENNIS ACADEMY / CARMEN DE
GENARO

PHONE:

477 721 8062

FAX:

E-MAIL:

carmendegenaro@hotmail.com

SIGNATURE:



TITLE:

MEMBER

DATE:

11/17/2021



CITY OF FAYETTEVILLE TENNIS COMPLEX PROPOSAL

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- Beau Basham

City of Fayetteville Tennis Complex Proposal from Ozark Tennis Academy



About Ozark Tennis Academy

Ozark Tennis Academy was founded in January 2006 by Christy and Jared Ward, USPTA Elite teaching professionals. In 2021, OTA was acquired by Carmen De Genaro, Matias De Genaro and Beau Basham. For the first half of its existence, it was exclusively junior-based, becoming one of the powerhouse programs in the state of Arkansas. Over 50 of their students have been ranked in the top 10 in the state, while more than 20 have cracked the top 100 in the Southern Section. They have also coached over 30 individual state champions, and currently have 3 Nationally ranked.

In 2011, OTA was chosen to direct the Bentonville Parks and Recreation program out of the newly built Memorial Park Tennis Complex. This expansion has seen them run adult and junior programs for every experience level, host USTA tournaments, and manage an ever-growing staff of highly respected coaches, including Matias De Genaro and Beau Basham. Matias took over as Director and Beau as Head Pro in 2016, continuing to lead OTA and the City of Bentonville forward with the same focus on community that has been at the heart of their programs for over a decade.

Ozark Tennis Academy Team for City of Fayetteville Tennis Complex

Carmen De Genaro - Management Executive/Communications Coordinator

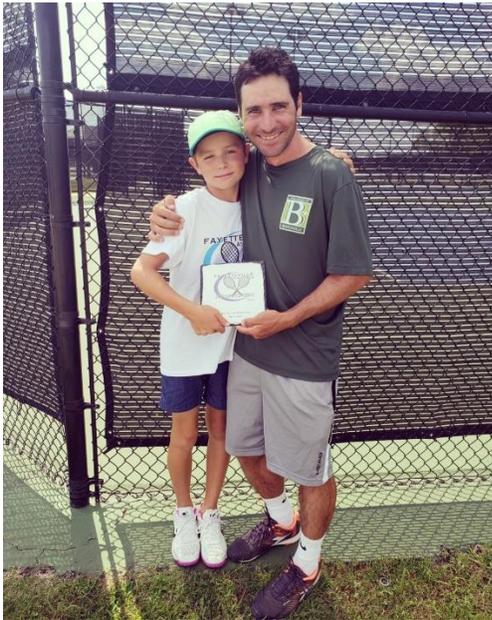
Site Director and High Performance Coach - Matias De Genaro

Site Director and Head Coach- Beau Basham

Staff Pros - John Doohan, Matt Tabler, Ben Allison, Rodrigo Martinez and Seth Grady

Ozark Tennis Academy Owners - Carmen and Matias De Genaro, and Beau Basham

Advisors: Juan Pablo Vidour, Christy and Jared Ward



Matias De Genaro joined the OTA family in 2015. Originally from Argentina, he spent 9 years coaching in Spain, the last five as the Director of Tennis at Club de Campo Santa Barbara. He played professionally, reaching ATP rankings of 845 in singles and 624 in doubles. Since his playing career ended, he has been a training partner for 2 players who are currently ranked in the Top 100 in the world (and another in the Top 135) and have played in Grand Slam Tournaments.

As a coach certified in both the Spanish system (RPT) and as a USPTA Elite Professional, he has worked with a woman who reached WTA rankings of 591 in singles and 535 in doubles. When he left Spain, Matias was coaching the #1 ranked U14 boy in the country, the #15 ranked U16 boy, and the #77 ranked U16 boy.

Currently, he is the lead coach for some players who are top 100 in the Southern Section:

- Darby Allison - 67 in Girls 14s
- Mercedes Merino - 35 in Girls 12s
- Hayden Shoemake - 29 in Boys 16s (Currently playing tennis at Citadel University at South Carolina)
- Brooke Killingsworth - 2 in Girls 16s, Top 72 in the country (Currently playing tennis at Wake Forest University at North Carolina)



This success has helped Ozark Tennis Academy program become recognized as one of the top junior programs in the South.

Beau Basham is the longest tenured OTA coach on staff, joining as an assistant in 2013. He was one of the top ranked juniors in Arkansas growing up and ranked Top 50 in the Southern Section. He went on to play for the University of Arkansas - Ft. Smith on a full scholarship. Upon finishing his playing career, he immediately began to work as a teaching professional. Prior to joining the OTA family, he was coaching at the Central Arkansas Junior Tennis Academy, where he not only taught lessons and drills, but also traveled with junior players all over the South.

He arrived at OTA as an assistant, quickly rose to one of the lead coaches, before taking on Head Pro duties when Jared and Christy handed over the reins of the program. Beau has been connected to the growth of the Bentonville Parks and Recreation program in a major way, and his continued efforts have provided a link to OTA's past, while guiding the Bentonville Parks and Recreation program into an increasingly brighter future.



For a program to experience the type of growth that the Fayetteville Parks and Recreation has seen, there has to be a high degree of professional expertise. As importantly, however, is a corresponding level of organization that allows those coaching abilities to shine. With the OTA team, there is an impressive infrastructure already in place: Matias, Beau and Carmen manage the staff, schedule, and program direction, while John, and Matt have all had integral

instruction roles. Ben runs the summer camps, Carmen keeps players (and parents) informed, does the books and – along with Matias and Beau – lends counsel on topics ranging from program direction to scheduling to staff management.

While Matias and Beau have provided the leadership and structure to allow the program to flourish, it has truly been a team effort, and every current member of the staff has contributed. Considering the experience and familiarity that each has with the Parks and Recreation program, there is simply no other teaching professional (or team of professionals) more equipped to continue the success at Fayetteville.



Proposed Programming

Adult Tennis:

- Playing opportunities through leagues, USTA Team Tennis (matches and optional team practices), USTA tournaments, and open play.
- Training options through group drills and private (or semi-private) lessons.
- Health and fitness with Cardio Tennis.

Beginner/Intermediate Junior Tennis:

- Full spectrum of age division lessons, utilizing the ROGY training methods as recommended by the United States Tennis Association (USTA).
 - o 4-5 year olds - Foam or Red ball, 36' court
 - o 6-8 year olds - Red ball, 36' court
 - o 9-10 year olds - Orange ball, 60' court
 - o 11+ year olds - Green or Yellow ball, 72' court
- Playing options through USTA Junior Team Tennis and open play.
- Fun events such as summer camps, socials, and other special events.

Advanced Junior Tennis:

- This covers more advanced tournament (or tournament prep) players from ages 6-18. It incorporates the same USTA system, but with more vigorous training and playing schedules.
- The bulk of playing opportunities for this level of player requires traveling to various areas of the state/South.
- Still includes fun events such as summer camps, socials, and other special events.

Camps:

- Spring Break Camp
- Summer Camps:
 1. June 27-30
 2. July 18-21

Pickleball:

- Pickleball is a paddle/racquet sport that combines the elements of badminton, tennis and ping-pong. The game is easy for beginners to learn.
- Leagues
- Tournaments
- Privates

Court Usage

The basic premise is to work with the existing structure, while continuing to grow the program to reflect the needs of an evolving Wilson Park community. This is a peak-season schedule; the winter session – and Sundays throughout the year – will include daily Open/Reserved court time, Team Tennis (adult and/or junior), and drills/lessons for both Adults and Juniors. Reserved court time will generally be for USTA Adult Team Tennis.

School year (Late March-May & Late August-October)

Monday-Friday:

7am-3pm – Adult time almost exclusively – leagues, USTA Team Tennis, lessons, drills, Cardio Tennis, open and reserved play

3-6pm – Junior Time almost exclusively – Beginner through Advanced drills and lessons

6-8:30pm – Blend of programming, to include Open/Reserved court time, Adult leagues, and drills/lessons for both Adults and Juniors

Saturday:

7am-8:30pm – Blend of programming, to include Open/Reserved court time, Team Tennis (adult and/or junior), and drills/lessons for both Adults and Juniors

Summer (June-Late August)

Monday-Saturday:

7am-1pm – Blend of programming, to include Open/Reserved court time, Adult Leagues, Team Tennis (adult and/or junior), and drills/lessons for both Adults and Juniors; and camps.

1pm-5pm – Open play almost exclusively

5-8:30pm – Blend of programming, to include Open/Reserved court time, Adult Leagues, Team Tennis (adult and/or junior), and drills/lessons for both Adults and Juniors

Sundays (Late March-October)

7am-8:30pm – Blend of programming, to include Open/Reserved court time, Team Tennis (adult and/or junior), and drills/lessons for both Adults and Juniors

Split for Program

OTA

- 90% of gross profit for all oncourt programming (lessons, drills, and leagues)
- 90% of net profit for tournaments and camps
- Responsible for teaching materials (balls, baskets, teaching aids, etc) and payment for coaches
- Lessons, drills and leagues can be based off of the charge to the customer, but tournaments and camps require prizes, awards, food, and additional staff, so they need to be split after the costs are calculated

Fayetteville Parks and Recreation

- 10% of gross profit for all oncourt programming (lessons, drills, and leagues)
- 10% of net profit for tournaments and camps

Behind the numbers

Here is an important amount to consider:

- \$0 – Amount the City of Fayetteville would have to pay for a complete coaching team.

OTA's capacity to teach multiple lessons/drills is very large and limitless. We have always been able to keep up with demand no matter how large a task or growth of a program.

In addition, the numbers for the Fayetteville Parks and Recreation program have continued to grow year after year with Ozark Tennis Academy running it. Junior drills, adult drills, summer camps, and private lessons are just some of the options that we are continuing to offer year after year.

In the end, with Matias and Beau continuing to oversee operations, and with the staff responsible for those numbers returning intact, Ozark Tennis Academy is the only team that can claim to continue the success of the Tennis Complex program and have the empirical data to support that claim.

Why Ozark Tennis Academy?



First and foremost, we are a team. Carmen De Genaro, Matias De Genaro and Beau Basham oversee the entire company. Matias is the Director and lead High Performance coach, Beau is the Director and Head Pro, Ben runs summer camps (and younger juniors year-round), Carmen is our management executive and communications coordinator while Matt, and John, have all been with the program for a minimum of 5 years. Recently we added Rodrigo Martinez to our team. When the program grows - or coaches move on - and more help is needed, Parks and Recreation will not have a moment of concern, as we will always make sure that we are staffed with capable and qualified coaches that meet city approval.

We are professional. Our coaches understand that players come to us because we have a good reputation. We have a good reputation not just because of our level of expertise, but also because we are on time, dependable, and customer service oriented.

We are knowledgeable. All our permanent staff have at the very least played collegiate tennis. More importantly – because good players have not always proven to be good coaches – 5 of our coaches have gone through the USPTA certification. Some programs lean on club level players, former/current high school players, or even former college players with no coaching credentials to run their programs, but we have higher expectations for OTA.

We are fun. While we take our jobs seriously and want to do the best we can to help our players each and every time we step onto the court, we also strive to remember one very important thing: tennis is a game! We enjoy each other, we enjoy our jobs, and that enthusiasm spills over, helping create a welcoming, open environment.

Parting Shot

The Mission Statement on our website reads:

At OTA, we are Family. We work hard and manage our time to reach our goals. We have FUN! We believe in ourselves, our teammates, and the OTA Way. We give ourselves space to dream. And then we put our dreams into action.

So yes, we are an expert, professional, fun-loving team. But above all we value family. It starts with our coaches, extends to our players, and ends up creating a community that has meaning.

Building this type of community at the Memorial Park Tennis Complex has been significant to our program and carries more meaning for us than it would for others. For all of the coaches, the relationships developed with each other and all of our players is very real and incredibly important.

For us, Northwest Arkansas is not just a place to work – it's home.

Family. Hard work. Fun. Belief. Dreams. Action. It is the OTA Way.



Ozark Tennis Academy Staff Bios



Originally from Argentina, Matias has spent 9 years coaching in Spain, the last five at Club de Campo Santa Barbara. He played professionally, reaching ATP rankings of 845 in singles and 624 in doubles. Since his playing career ended, he has been a training partner for 2 players who are currently ranked in the Top 100 in the world (and another in the Top 135), and have played in Grand Slam Tournaments.

As a coach certified in both the Spanish system (RPT) and as a USPTA Elite Professional, he has worked with a woman who reached WTA rankings of 591 in singles and 535 in doubles. When he left Spain, Matias was coaching the #1 ranked U14 boy in the country, the #15 ranked U16 boy, and the #77 ranked U16 boy.



Beau Basham was one of the top ranked juniors in Arkansas, and ranked Top 50 in the Southern Section. Like Christy, he was the recipient of the Hershhal Friday Award presented by the Arkansas Tennis Association to the top junior in the state. He went on to play for the University of Arkansas - Ft. Smith on a full scholarship.

Upon finishing his playing career, he immediately began a career as a teaching professional. Beau has taught players of all ages as a teaching pro at Fort Smith Athletic Club and Fianna Hills Country Club. He also taught for a summer in Maine at Camp Mataponi, as well as a summer in New South Wales, Australia under former Arkansas National Champion Peter Doohan. Prior to joining the OTA family, he was coaching at the Central Arkansas Junior Tennis Academy, where he not only taught lessons and drills, but also traveled with junior players all over the South.



Matt Tabler hails from an entire OTA family! Older brother Martin and younger sister Mallory also came through the program, both top-ranked Arkansas juniors who went on to play college tennis. Matt was a 3-time state champion at BHS, winning the 7A doubles title as a sophomore, and the overall doubles title as a senior. He attended UA-Ft Smith, where he was named All-Conference as a freshman. In addition to being an OTA summer coach, Matt has taught 3 years at the Tiger Tennis Academy at Ouachita Baptist University.



John Doohan has been playing tennis his whole life after being trained by his father, Peter Doohan, who is the 1982 NCAA Doubles National Champion. John was the top ranked 18s junior in both singles and doubles. In 2011, John was ranked number 1 Arkansas Men's Open Doubles. John currently holds an NTRP of 5.0.

John has taught junior and adult drills as well as summer camps for Pinnacle Country Club in Rogers Arkansas and the Nelson Bay Tennis Center in New South Wales, Australia, before joining the tennis staff for Bentonville Parks and Recreation. John has also spent time as an assistant Pro at the Fianna Hills Country Club and the Fort Smith Country Club teaching private tennis lessons to all ages.



Ben Allison played collegiate tennis at Hardin Simmons University, Abilene Texas, prior to joining the US Navy in 1994. He has an Undergraduate Degree in Elementary Education from West Texas A&M University and a Masters Degree in Education Administration from Wayland Baptist University. Ben coached for 10 years in Texas and Colorado, winning multiple Regional and State Tennis Titles at the High School level (both in Teams and Individuals competition).



Seth Grady attended Missouri Baptist University in the fall of 2017. Started playing as a freshman and played all 3 years while he was there. During his last year, he was team captain, and lead his team to semi finals in their regional conference.

Prior to attending college, Seth trained at Ozark Tennis Academy under Beau and Matias. He has been playing tennis for the last 8 years and have a lot of experience and expertise to share.



Rodrigo Martinez was born in Argentina where he coached, mentored and volunteer in different tennis academies:

-Anguilla Tennis Academy as a Summer Instructor / Mentor

Olivos Tennis Club Buenos Aires, Argentina

-Don Torcuato Tennis Don Torcuato, Argentina - Alejandro Echague

He also coached in Venezuela and Brasil:

-Altamira Tennis Club Caracas, Venezuela - Jorge Andrews

-Esporte Clube Pinheiros Sao Paolo, Brasil - Armando Cornejo



Carmen De Genaro is responsible for the day in, day out operations of Ozark Tennis Academy. Her tasks include communicating with coaches, coordinating and scheduling lessons, as well as, answering emails/calls about programming. Carmen also handles all billing, invoicing, and accounting for the business. Her education is business focused and has helped prepare her to carry out the many roles of her position. As the general liaison for OTA, Carmen's love of helping people shines through in her daily interactions with players and parents. She is a "jack of all trades" and is dedicated to managing OTA with passion and enthusiasm!

Advisors

Juan Pablo Vidour

Academy and Tennis Director JP Vidour was born and raised in Rosario, Argentina. During his tennis career, he was ranked Top 20th Junior Player in Argentina. He toured South America and Europe playing ITF futures events. After his tennis travels in Europe, he was awarded a full tennis scholarship to Shorter University where he served as Captain of the Men's Tennis team. His highest ranking in college was 15th in the nation, and he was awarded All American. He received a B.A and MBA degree from Shorter. He is a highly qualified USPTA certified Level 1 coach and certified in Sports Science. For the last 13 years, JP has developed top level Jr. Players in Georgia many of which have gone on to play at the college/pro level.

Christy and Jared Ward

Christy and Jared will continue to be involved as consultants.

Matias De Genaro

Certifications

- | | |
|------|---------------------------|
| 2015 | USPTA Elite Certification |
| 2015 | RPT Certification (Spain) |

Professional experience

2005-2009 Club de Campo Santa Bárbara Valencia, Spain

Staff Pro

- Organized and taught adult clinics.
- Taught private lessons to all ages.

2000-2015 Escuela de Tenis del Club de Campo Santa Bárbara

Director

- Create lesson plans and lesson schedules for all players and coaches
- Travel to tournaments all over the country
- Manage staff to cover all programming, including any and all necessary training

Individual Coach

- Jenny Kryvoruchko's private coach (Ranking WTA 650) during 2009 and 2010
- Pablo Caffarena's private coach (Spanish Absolute Ranking 600) 2011-2015

2015-present Ozark Tennis Academy/Bentonville Parks & Rec Bentonville, AR

Director

- Teach private lessons and group drills to all ages.
- Create lesson plans and lesson schedules for entire program
- Travel to tournaments all over the country
- Manage and train staff

Individual Coach

- Brooke Killingsworth – #2 in Southern Girls 16s, #72 Nationally
- Hayden Shoemake – #36 in Southern Girls 16s, #932 Nationally
- Darby Brandon – #36 in Southern Girls 12s, #258 Nationally

Playing Experience

- Ranking ATP singles: 865
- Ranking ATP doubles: 624
- Played International Club Tennis for:
Argentina: Club Harrods Gath y Chaves (2002)

Club Banco Provincia (2003)
France: Sarcelles Tennis Club (de 2004 a 2007)
La Roche Posay (2008)
Italy: Club River, Venecia. (2008)

Beau Basham

Education

2006 - 2009 Alma High School Alma, AR

2009 - 2011 University of Arkansas- Fort Smith Fort Smith, AR

Business Major

2011 - 2013 University of Arkansas Fayetteville, AR

Certifications

2016 USPTA Professional Certification

Professional experience

2008 – 2009 Fort Smith Athletic Club Fort Smith, AR

Assistant Pro

- Taught junior clinics.
- Taught private lessons to all ages.

2010-2011 Fianna Hills Country Club Fort Smith, AR

Head Pro Assistant

- Helped organize and run junior camps
- Taught private and group lessons to all ages

Summer 2012 Nelson Bay Country Club NSW, Australia

Head Pro Assistant

- In charge of court maintenance
- Taught high level juniors.
- Helped run social events.

- Taught adult lessons.

2012-2013 Central Arkansas Tennis Academy Little Rock, AR

Head Coach

- Taught advanced junior lessons and clinics
- Traveled with juniors to tournaments all across the South

2013-2016 Ozark Tennis Academy Bentonville, AR

Coach

- Taught adult and junior clinics
- Taught adult and junior privates
- Traveled across the South with advanced juniors
- In charge of junior clinics at local schools and parks

2016-Present Ozark Tennis Academy Bentonville, AR

Co-Director

- In charge of running USTA adult and junior tournaments.
- Help manage coaching staff and lesson plans.
- Help with the scheduling of all programming.
- Teach adults and juniors of all ages.

Playing Experience

- Part of a state championship team for Alma High School, won state singles titles his freshman & senior year.
- In USTA play he was ranked #1 in the state in 18s in singles. He reached top 50 in the South his last year of junior tennis.
- In 2009 he won the Hershhal Friday Award, the highest award in Arkansas junior tennis.
- Full scholarship to University of Arkansas-Fort Smith. Where he played #2 and #3 singles as a sophomore, before transferring to the University of Arkansas to focus on academics.
- NTRP 5.0

References

Randy Hollis, Owner of Fort Smith Athletic Club- 918-906-3667

Peter Doohan, Former NCAA national champion. Reached #1 ATP ranking in doubles and top 50 in the world in singles.

011-61-466-626-943

Bryan Colton, Owner of Central Arkansas Tennis Academy and Stuttgart Tennis Academy – 870-405-7697



SELECTION COMMITTEE - VOTING RESULTS

Selection Description:

RFP 21-08, Tennis Program Services

Selection Committee Date/Time:

11/29/2021 at 1:30 PM via Teams

Firms are listed alphabetical order.

Overall RANK

1

Ozark Tennis Academy

1st

||||(4)

2nd

NA

3rd

NA

OVERALL RANK SUMMARY SCORING

1st ranked firm:

Ozark Tennis Academy

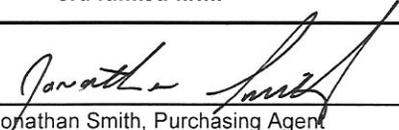
2nd ranked firm:

NA

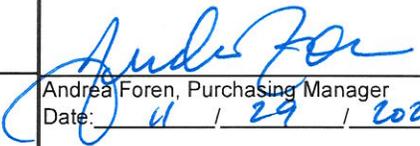
3rd ranked firm:

NA

Tallied by:


Jonathan Smith, Purchasing Agent

Date: 11 / 29 / 2021


Andrea Foren, Purchasing Manager

Date: 11 / 29 / 2021

Ozark Tennis Academy Agreement with City of Fayetteville

The City of Fayetteville (City) and the Ozark Tennis Academy, LLC (OTA) hereby enter into this Agreement concerning the Fayetteville Tennis Program. This Agreement is subject to the following conditions:

1. OTA shall utilize Wilson Park Tennis Complex for programming, league play and tournaments at times preapproved by the City's Parks and Recreation Department. Such usage shall not be construed as a right of exclusive use. OTA shall not assign right of use to any other individual or organization without the approval of City.
2. The initial term of this contract shall be from January 1, 2022 - December 31, 2022. The initial term of the agreement shall be for one (1) year. However, the Agreement shall automatically renew each year on January 1st for four (4) consecutive one (1) year terms unless either Party gives the other Party notice of its desire to modify or terminate the Agreement at least sixty (60) days prior to the January 1st renewal date. Notice shall be effective upon receipt.
3. OTA is responsible for providing coaches for all lessons, classes, etc. and maintaining the desired instructor to participant ratio. Any and all possible conflicts or interruptions should be communicated to City immediately.
4. OTA is required to provide a seasonal schedule to City for group lessons, programs and tournaments. This schedule should include exactly which courts will be in use for each calendar day of the season. Any changes made to the schedule must be submitted to Parks and Recreation 24 hours in advance.
5. OTA shall designate one contact person that communicates schedules and court maintenance needs to the City. OTA will contact Dean Rawlings (479.444.3474) for needs or questions directed to City Parks and Recreation. If there are concerns or suggestions concerning the tennis program or facility including problems affecting play or the safety of participants, OTA shall notify City staff immediately.
6. OTA's agents, employees, and instructors will act professionally while instructing tennis programs and arrive properly dressed in approved tennis shirts. OTA's agents, employees, and instructors will show respect for players, coaches, spectators, general public, and City staff by being courteous and considerate without sacrificing fairness. Disputes will be handled calmly and respectfully with assistance from City.
7. It is the decision of OTA whether programming will continue when inclement weather affects the courts. OTA will inform the City in a timely manner of their decision, when possible, so that City staff may assist with informing program participants.

8. The City will administer all participant registration through its registration software and administer all promotion/marketing materials for tennis programs.
9. Consideration for this contract shall be City's payment to OTA of 85% of all gross revenue which shall be remitted no later than the 10th of each month. The payment will include a detailed report that includes participation numbers by category, gross revenue received, and amount owed to OTA.
10. OTA shall be responsible for carrying its own general liability insurance covering those involved with the program, including administration, coaches, participants, spectators and any other personnel utilized in the organization and running practices, meets, tournaments and other special events. A current copy of OTA's liability insurance certificate shall be filed at the City's Parks and Recreation Department office.
11. OTA is responsible for completing background checks on all coaches and administration of the program on an annual basis. Background checks apply to all staff over 18 years of age.
12. Not an Agent. It is understood that OTA is not acting as an agent for the City and the City's sovereign immunity does not extend to OTA's acts or omission. OTA agrees to indemnify, defend, and hold harmless the City of Fayetteville from claims and damages as a direct or indirect result of OTA's use of the sites/facilities. No word, clause, phrase or paragraph shall be construed to waive that tort immunity as set forth under Arkansas law.
13. This agreement may be terminated by either party with 60-day written notification by the City or OTA.
14. Notices required by this Agreement shall be sent to:

City of Fayetteville:

Lee Farmer
1455 S. Happy Hollow Rd
Fayetteville, AR 72701

Ozark Tennis Academy LLC

Matias De Genero
802 SW Greenworld St.
Bentonville, AR 72712

IN WITNESS WHEREOF, this Agreement has been duly executed by the Parties as of the day and year first written above.

CITY OF FAYETTEVILLE, ARKANSAS

Lioneld Jordan, Mayor

Kara Paxton, City Clerk-Treasurer

Ozark Tennis Academy, LLC



Matias De Genero, Owner

802 SW Green World St Bentonville AR 72712
Address

479 721 8062
Phone Number