

Appeal of Denial of Protest – All American Tennis Club Award

Presented by: Brandon Christopher

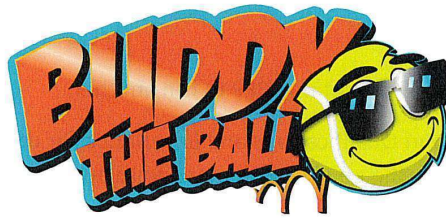
Las Vegas City Council

June 26, 2024

Submitted at City Council

Date 6/26/24 Item 42

By: Brandon Christopher



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6/10/2024

Las Vegas City Council
495 S Main St
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Dear Members of the Las Vegas City Council,

I am writing to you on behalf of Buddy the Ball to formally appeal the denial of my protest regarding the recent project 240180-TF Request for Proposal All American Tennis (RFP). Additionally, we seek to address issues related to the formerly canceled project 230234-DG-A Request for Proposal All American Tennis (RFP), which can be considered the original RFP for the same project.

Buddy the Ball was recommended to award of contract to operate the All American Tennis Center in the original RFP, (project 230234-DG-A) in November of 2023. Then after a strange sequence of events, this project was canceled due to unnecessary reasons, a new RFP was issued again in beginning of 2024, and now it is being recommended to award to an undeserving contender based on the evaluation matrix used by the City.

Buddy the Ball is already well established among the All American Tennis Park. We are committed to providing innovative and quality services to the City and the tennis community. As the founder and CEO of Buddy the Ball, I have been associated with professional tennis for more than 20 years. I have worked with All American Tennis Park for 10 years. I have coaching experience with top level tennis pros from around the world, as well as a mentor for tennis newcomers. I have also been voted onto the Board of Directors in Nevada for (USTA) United States Tennis Association.

Buddy the Ball has diligently participated in the RFP processes, adhering to all requirements and submitting comprehensive proposals. However, I have concerns regarding the sequence of events and the evaluation and scoring of these proposals.

Our primary appeals are as follows:

1. The unnecessary cancellation of one RFP to run another.
2. Inaccurate evaluation in Qualifications and Experience for **community impact**. An exceptional score was given here to the newly recommended to award of contract, when it should not have been according to the scoring matrix. These exceptional scores were given either under false pretenses or in favoritism.
3. Inaccurate evaluation in Qualifications and Experience for **experience operating a facility**. An exceptional score was given here to the newly recommended to award of contract, when it should not have been according to the scoring matrix. These exceptional scores were given either under false pretenses or in favoritism.
4. Inadequate response from Purchasing and Contracts manager, Tonya Kemble, to my protest. Tonya's response to my protest doesn't address issues in some circumstances and argues with clearly false information in other circumstances.
5. Award of Contract. Following the thorough review of the protest and re-evaluation of the proposals, we request that the City Council grant my protest and award the contract for the 240180-TF RFP All American Tennis to Buddy the Ball. I am confident that our proposal meets and exceeds the required standards and be in the best interest to the City of Las Vegas.

Buddy the Ball is dedicated to excellence and innovation, and we are eager to bring our services to the City of Las Vegas. We trust that the City Council will conduct a fair and impartial review of our protest and the evaluations.

Thank you for your time and consideration of this important matter. We look forward to your prompt response and are available to provide any additional information or clarification needed.

Sincerely,

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Topic 1

The unnecessary cancellation of one RFP to run another

In the determination letter dated April 25, 2024, Tonya Kemble, Manager of Purchasing and Contracts stated, "please be advised that because RFP 230234-DG-A was in fact cancelled, it technically has no bearing and is not material on the present RTA for 240180-TF." However, as no support was ever provided as to why RFP 230234-DG was cancelled, it does have a bearing because should 240180-TF ever have been created or should the RTA for RFP230234-DG should have stood. (Exhibit A)

There seems to be a shroud of mystery surrounding why project 230234-DG-A All American Tennis had to be cancelled as no specifics have ever been provided directly or through requesting public records as to why the cancellation had to take place. The "material changes" that necessitated the cancellation have never been provided. Additionally, the "material changes" that cancelled project 230234-DG-A were not applied to project 230234-DG-B which was also for the operation of a Tennis Facility.

On July 17, 2023, an RFP was opened, 230234-DG (Tennis Operator All American & Lorenzi Center) with a due date of August 17, 2023 (Exhibit B). In this RFP, the City of Las Vegas was inviting "qualified firms or individuals to submit written proposal to operate and manage the All American Park Tennis Center, a lighted 4-court complex, and Lorenzi Park Tennis Center, a lighted 10-court complex. Contract(s) will be awarded BY Lot. Offerors may submit a proposal for Lot A or Lot B or submit proposals for both Lots." All American was Lot A and Lorenzi Park was Lot B (Exhibit C).

On 12/06/2023, a recommendation to award 230234-DG-B Lorenzi Park Operator was issued. The official contract was executed on 12/14/2023.

On 11/15/2023, a recommendation to award for 230234-DG-A All American Tennis Park Operator was issued for Buddy the Ball, LLC (Exhibit D). Then, the project 230234-DG-A All American Tennis was cancelled on 11/21/23, 5 business days after the recommendation for award had been issued (Exhibit E). After receiving notice of the project cancellation, Buddy the Ball began immediately reaching out to try to get answers as to why the cancellation happened. The following week on 11/27/23, when finally connecting with Tonya Kemble, Manager of Purchasing and Contracts, the only detail she could provide was that the terms needed to be changed, she could not go into further details, but she did specify that the changes were mandated by their internal stakeholders. Buddy the Ball was never able to get an answer regarding the reasons for the project cancellation.

On February 8, 2024, a new RFP was opened, 240180-TF (Tennis Operator All American) (Exhibit F). Buddy the Ball reviewed the changes between RFP 240180-TF and 230234-DG-A and was unable to identify material changes that would have driven the need for the original project to be cancelled. Additionally, an explanation provided later was that purchasing was not aware of the terms, however, they executed the contract for Lorenzi on 12/14/2023 with the same terms, the project was Lot B, and at that time nothing was modified/changed for Lot A.

After 240180-TF All American Tennis was awarded on 03/28/2024, Buddy the Ball began making official record requests as we were still seeking answers and explanations as to why the original RFP, 230234DG-A All American Tennis, had to be cancelled. (Exhibit G)

When records were requested from the city, on April 30, 2024, there was no email communication between Tonya and any individuals, including internal stakeholders, that detailed why the contract terms

needed to be changed or exactly what contract terms needed to be changed. Additionally, the only communication provided as to why the project 230234-DG-A All American Tennis was cancelled was communication between Tonya and Steven Ford, Deputy City Manager on November 29, 2023 (Exhibit H). In this exchange, Tonya explained that she was going to email that “the RFP was cancelled because the City has opted to make a material change to the contract that was not part of the RFP”. Steven replied that he “would like to discuss what those material changes would be.” However, there was no further communication provided clarifying the material changes.

As no specifics have even been provided for the cancellation, we are still confused as to why project 230234-DG-A had to be cancelled and a new RFP issued for the same opportunity for the All American Park Tennis Operator.

After digging through the emails provided as support for the April 30, 2024 request, there was an email dated April 1, 2024 from Tonya detailing the reasons for the project 230234-DG-A All American Tennis cancellation (Exhibit I). They are listed as “contract term length, request for projected revenue, and increase of projected revenue to the city.” Additionally, she states that “After the RTA went out, P&C was made aware of changes that needed to be made to the contract. These changes were material to the proposal contract.” “When material changes are made, it becomes necessary to cancel and resolicit.”

At the same time 230234-DG-A was issued for the Operator of All American, 230234-DG-B was issued for the Operator of Lorenzi Park. When reviewing the RFP for both, the RFPs have the same contract term length (three 1-year terms) and projected revenue to the city (\$800 per month plus 1%). Project 230234-DG-B for Lorenzi Park was not cancelled and reissued due to material changes, just Project 230234-DG-A for All American. This begs the question, how could it be material changes for only one of the RFPs, and not both RFPs.

Below is a schedule of the timeline of the RFPs 230234 for Lot A (All American) and Lot B (Lorenzi Park). You can see that both were issued on the same date, however, Lot A (All American) was cancelled and then subsequently the contract was executed for Lot B (Lorenzi Park).

Events	Date	Days from RFP Issue Date	Days after All American RFP Cancelled
RFP Issued – Lot A and B	7/17/2023		
RFP rec to award – Lot A	11/15/2023	121	
RFP Cancelled – Lot A	11/21/2023	127	
RFP rec to award – Lot B	12/6/2023	142	15
Contract Signed – Lot B	12/14/2023	153	26

The project 230234-DG-A for All American was cancelled by purchasing 127 days after it was issued. What is alarming, is that after it was cancelled, the contract was executed for 20234-DG-B for Lorenzi with the same terms that required the 230234-DG-A All American contract to be cancelled. It does not seem correct that one contract was cancelled because "P&C was made aware of changes that needed to be made to the contract" while the other one be executed with the unchanged terms.

Release of Buddy The Ball's Winning RFP for 230234-DG-A

The recommendation for award for 230234-DG-A All American Tennis was issued to Buddy the Ball on 11/15/2023. On 11/24/23, Scott and Irene Schneider, owners of All In Tennis Academy, met with Brandon Christopher, CEO, and his wife. The Schneider's questioned Brandon about facts that were contained in Buddy the Ball's RFP for 230234-DG-A. The information they were asking about was only available outside of the Buddy the Ball executive team through the RFP, so without the RFP, they would have no knowledge of those details.

This is an interesting situation as the City cancelled the contract, released the winning proposal, then shortly reopened the contract, effectively sharing the winning answers with the third-place finisher, giving them an unfair advantage for the re-opened RFP.

There was no official request for Buddy the Ball's RFP, but Scott and Irene Schneider admitted to having the RFP (Exhibit J). When Buddy the Ball was requesting information from the City, we were told that we had to use the official document request process (Exhibit K), but somehow our RFP was released without having to go through the official document request process and there is zero email record of it being shared with the Schneiders or anyone else (Exhibit J).

This ties into the questionable timeline as detailed above as to why the winning proposal would be released if the City was planning on cancelling and then reopening the contract immediately.

The executive team at Buddy the Ball wrote our proposal for 230234-DG-A and did not use any outside consultants or AI to assist. Our RFP is filled with our works and phrases. When reviewing All In Tennis Academy's second proposal, what is concerning is that the format is updated from their first proposal to match Buddy the Ball's first proposal. Additionally, key phrases and words that were present in our first proposal were suddenly weaved throughout All In Tennis Academy's second proposal.

Topic 2

Inaccurate evaluation in Qualifications and Experience for community impact

In the instructions of the Request for Proposal (RFP) process, it is required that all interested Offerors submit a written proposal, scope of work summaries and references for a group of evaluators to score, based on an Award Criteria and an Evaluation Matrix. For this project of the tennis complex, the written proposals needed to answer specific requirements in the categories of Qualifications and Experience, Work Plan, Personnel and Admin, and any Exceptions the Offeror may have to the contract. Whichever Offeror has the highest score from the evaluations based on their provided information is then recommended for the contract.

In some RFP cases, there may be secondary in-person interviews conducted, like in the case of the original RFP 230234-DG-A All American Tennis. In such a case, evaluators can ask follow-up questions to factcheck or clarify any points. In the case of the revised RFP 240180-TF All American Tennis, no inperson interviews were conducted. This means that 100% of the decision-making factors must come from the written proposals.

According to specific requirements of the RFP project, 240180-TF All American Tennis, Award Criteria and the written definition of the RFP Evaluation Matrix, All In Tennis Academy should not have received a score of 290 out of 300 or an average score of 96 out of 100. The highest average score they should have received, even if evaluators were being generous, is 89 out of 100. This is not an opinion but based on the City's defined criteria.

The evaluations that led to an average score of 96% were either made under false pretenses because interviews were not conducted, or due to favoritism. Consequently, as the recommendation for award was based on these scores, All In Tennis Academy should not have been recommended for the contract. A close examination of even one Award Criteria section reveals this discrepancy.

I raised this issue in my official protest of the recommendation with Tonya Kemble (Exhibit L). Why did All In Tennis Academy receive a nearly perfect score, especially in an area where they fail to demonstrate their current impact on the community? Tonya did not address this issue in her protest determination letter.

Please examine the Award Criteria section of Qualifications and Experience. (Exhibit M) The total possible score in this section is 40 points. According to the RFP Evaluation Matrix, an Exceptional score ranges from 30-40 points. **An Exceptional score is defined as: "Proposal demonstrates an excellent approach that would result in above and beyond attainment of all requirements and objectives. Proposal is clear, all requirements are met and demonstrates a clear understanding of the project and requirements."** (Exhibit N) The key word is "ALL." Otherwise, the scoring would fall under the rating of Good for 20-29 points. Proposal demonstrates a sound approach that would exceed most of the requirements and objectives.

The Qualifications and Experience section asks: "Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable past performance. Provide a brief description of the Offeror's business history and number of years in operation. **Demonstrate how you are currently impacting the community.**" (Exhibit M)

The phrase “**Demonstrate how you are currently impacting the community**” is the **ONLY** change in the **Qualifications and Experience** section between canceled RFP 230234-DG-A from 2023 and the present RFP 240180-TF of 2024. This being the only change in this section was significant enough to cancel the original RFP, yet it seems to have been overlooked by the new evaluators.

Given its importance, this change certainly fits under the description of “ALL requirements and objectives.” However, All In Tennis Academy's proposal does not demonstrate how they are currently impacting the community. (Exhibit O) Despite this, they received Exceptional scores from all three evaluators—35, 40, and 35 points out of a total possible 40. Since they do not meet ALL requirements, and the only change in this section, the highest scores they could possibly receive are 29, 29, and 29, making their top possible total score 267 out of 300, or 89 out of 100, which is good enough for second place in the evaluations. (Exhibit P)

All In does run a tennis program that exists within the community, so a weak argument could be made that this is their current community impact, but this would be no different from any other Offeror, nor would it be any different from the City requirements in the original RFP, and no different from All In's original written proposal when they scored a 72%. (Exhibit Q)

Since the City made it a point to add Community Impact, Buddy the Ball, for example listed actual involvement in the community in addition to a tennis program, such as hosted events, the production of official tennis team uniforms of several local high schools, video production, 501c3 Bounce Big Foundation, Live Mascot Appearances, School Assemblies, teaming up with events such as Make a Wish Foundation Fun Run, Inspiring Children's Foundation Bryan Brothers' Kids Day, Tivoli Village Farmers Markets, World Team Tennis at the Orleans Casino and Hotel, and several more. (Exhibit R) Most of this community impact is ongoing and documented on Buddy's official YouTube channel @buddytheball.

The only thing All In Tennis Academy lists in their written proposal is their academy. It is a good academy, but by definition of the evaluation matrix they do not go above and beyond. Therefore, All In Tennis Academy should have received a “Good” score at best. They should not have been recommended for the award.

Topic 3

Inaccurate evaluation in Qualifications and Experience for Experience Operating a Facility

In the very same category of Qualifications and Experience, where All In Tennis Academy fails to demonstrate community impact, they fall short yet again, not in scoring somehow, but in the area of operating a facility. This is the second time in the same category, worth 40 points, where All In Tennis Academy is scored with unfairly higher points than they deserve.

Ironically, in the determination of my official protest, Tonya Kemble writes that Buddy the Ball scored lower because while Buddy may run tennis at 68 facilities, we don't have experience operating a facility. (Exhibit S) Not only is Tonya's argument false, it also seems to only be against Buddy the Ball and not applied toward the score of the All In Tennis Academy.

As the CEO of Buddy the Ball, I personally have been coaching at All American Tennis Club since 2014, and I indeed have experience operating not just a facility, but this very facility, and on all levels. (Exhibit T) Moreso, the current contract holder and manager of this very facility, Misha Yevtich, who emailed the City to tell him he plans to partner with Buddy the Ball in the revised RFP 240180-TF, (Exhibit U) and is indeed listed on Buddy's written proposal as a Key Personnel as our official Tennis Consultant, has not only experience operating this very facility, but more experience operating it than any other human on the planet. For context, Misha informed the City that he plans to handle the resurfacing of the courts on behalf of the City. I helped him plan the resurfacing and find suitable contractors to do the job. (Exhibit V) Misha fronted the money and executed this in May. If the former manager/director is on board to help with a smooth transition, operations such as the court resurfacing, to share his book of clientele, schedule flows, financial reporting skills, and tricks of the local trade, it should carry some weight, but according to Tonya was overlooked. There are seven paragraphs in the Buddy the Ball written proposal dedicated to both Brandon and Misha operating the All American Tennis Facility, and yet Tonya acts as if they are nonexistent. Our operation of the All American Tennis Facility is even mentioned in my protest.

On the other hand, if Buddy the Ball is docked points for actual experience operating a facility, why is All In Tennis Academy not docked when they actually don't have any experience operating a facility. They don't claim to operate a facility on their written proposal either. It's possible that evaluators made this assumption, but the reality is that All In Tennis Academy rents courts at the Spanish Trails HOA for their junior program. (Exhibit O) They do not run the adult program. They do not run the club. They are not in charge of the facility.

From the All In Tennis Academy written proposal, they "utilize 8 courts." They did not run this facility, nor do they run any other facility. One of the differences between the All In junior program and the Buddy the Ball junior program is that All In uses 8 courts, while Buddy the Ball utilizes 68.

It is possible that evaluators mistook a potential employee of the All In Tennis Academy as All In listed someone who is not yet their employee as key personnel, Joaquin Castruita. Joaquin currently works at All American as a contractor under Misha Yevtich, and therefore has experience as a coach at the All American Tennis Park. Immediately after the first contract 230234-DG-A was cancelled, Scott Schneider, owner of All In Tennis Academy approached Joaquin and asked him if All In gets the contract for All American if he be willing to continue coaching at All American. Joaquin said yes and gave his resume to Scott. Joaquin has said the same to Buddy the Ball – that he'd be willing to stay on as a coach at All American no matter who to management of the facility. Joaquin did not, however, agree to be listed on anyone's

written proposal. Buddy the Ball lists Joaquin as a potential employee. All In Tennis Academy, in a misleading manner, lists Joaquin as key personnel. I spoke with Joaquin and he had no idea his resume was included in the written proposal from All In Tennis Academy. He said he'd be happy to verify this. He said he'd like to stay neutral as he merely wants to coach tennis at All American.

Just like the points that should be docked for lack of community impact in the 40 point category of Qualifications and Experience, according to the words of Tonya Kemble and according to the Evaluation Matrix, All In Tennis Academy should again be docked points. In Tonya's words, All In Tennis Academy does not "fully demonstrate the sole operation of an actual facility." Now in the second area of failing to demonstrate ALL of the requirements, there is no possible way All In Tennis Academy can receive an exceptional score. By definition they should receive Good at best, which would be 29, 29, and 29, but somehow evaluators give them 35, 40, and 35 out of a possible 40. **(Exhibit N)** This difference twice over, makes the difference between first and second place in overall evaluations, twice over.

Topic 4

Inadequate response from Purchasing and Contracts manager, Tonya Kemble, to my protest.

As part of the protest process, Buddy the Ball, submitted a detailed official protest of the Recommendation to Award for 240180-TF All American Tennis. There were three key points in the protest that were not adequately addressed by Tonya Kemble, Purchasing and Contracts Manager.

The three key points are:

1. Explanation that Buddy the Ball received a score deduction for allegedly failing to demonstrate experience in the sole operation of a tennis facility. However, Buddy the Ball did demonstrate this experience, rendering her explanation invalid. Furthermore, why was this logic not applied to All In Tennis Academy when they don't operate a tennis facility?
2. How All In Tennis Academy received a perfect score when they do not address the Qualifications and Experience requirements for a second time – this time, community impact. There was no response to this point.
3. Explanation that Buddy the Ball received a score deduction due to financial projections showing aggressive revenue growth, high operational costs, and small profit margins, indicating a high dependence on growth. However, this is not reflected in the actual financial projections.

During the submittal process I expected nothing less than for Tonya to dig her heels in and defend her department's decision for the revised recommendation to award, but at the very least I expected to get a logical response to the legitimate items that I listed in my protest. However, her response was as if the protest nor the Buddy the Ball written proposal was read.

In both documents in black and white a demonstration of operating a tennis facility is definitely portrayed. It's undeniable. She also neglects to acknowledge an email from the current contract holder that was passed around her own office. This first point is examined previously, in Topic 3, and the evidence to the contrary of the invalid explanation is also shown in the exhibitions.

The second point wasn't answered. Community Impact is the only change in this scoring section from the original RFP to the revised. After the cancellation of the original I asked if any of these changes could be negotiated. I said I'd be willing to meet the City at any of their new terms. Instead, it was insisted upon to cancel and redo the RFP in case new bidders wanted to come into the game because these change in terms might make a difference. These changes in terms are that important that they cannot be negotiated with the team that won the race after 120 days, which included in-person interviews and a unanimous decision. This non-answer is beyond frustrating. Like many incidents during both the original and revised RFP's, it remains open.

The third point about showing weakness in our financials is just as frustrating because our financial projections were crafted by our CFO that has over 17 years of high-level financial experience including building high performance scalable companies, evaluating financial statements of multi-million-dollar acquisitions, and presenting financials to both Board of Directors and Banks. Our financial projections were created with the best industry practices and are fully supported.

Our financial projections started with the base business, or how the club is operating today. Today, the All American Facility is operating at break even, therefore growth is necessary to make the facility profitable. To quote from our RFP, "our financial projections show the Annual Run Rate, which is where we believe

the Club will be after all changes are implemented. The changes will be rolled out as quickly as possible, but not at the sacrifice of quality of Tennis service.”

Our growth plan is a summary of multiple standalone business models with their own revenue and expenses. If the revenue for one growth plan is not implemented or realized, neither will its associated expenses.

Our forecasted annual run rate shows full utilization of the All American facility driven by implementing multiple growth plans. This approach minimizes the risk associated with growth as there is a systematic organized approach whose actual performance can be captured and measured against expectations.

Our financial projections are very fiscally conservative, as we ensure that all expenses are captured in our financial projections. Having all expenses captured shows that we have thought through the expenses to successfully run the club and have an accurate picture of profitability. Additionally, it shows that we are not relying on the remaining profit to cover necessary operating and capital expenses for the All American facility.

Our financial projections include well thought outgrowth projections that include all the associated both operating and capital expenses, and therefore, it is by design that there is a small profit margin.

The bullet points below detail out some of the key expenses we included in our forecast to ensure completeness and the reason why we are very comfortable with the presented small profit margin:

- All revenue growth is supported by increasing staffing levels. Revenue and variable staffing expenses are tied together, which means that they increase or decrease together. For example, for increased tennis lessons, we have ensured we have a Tennis Pro available as well as the court time.
- Management expense is included in expense. Including management expense means we have included the cost for the Buddy the Ball team’s services in running the facility. For example, our CFO will spend time on recordkeeping, analysis, monthly reporting, etc for operating All American and the management expense fee covers payment for the time the CFO’s services are dedicated to All American.
- Monthly maintenance expenses are included as part of operations. We have \$13.3k per year included in annual maintenance expense, which is \$1.1k per month. This allows us to do preventative maintenance on the facility and repair items as they are identified.
- A Capital Reserve was created to handle future material capital improvements to the Club, such as resurfacing the tennis courts. The purpose of creating the reserve was to allocate profits each month to essentially create a savings account for future reinvestment to the Club. Our Capital Reserve is \$14.8k per year.

In other words, the financial projections capture all of the expenses for running the All American facility both on a day to day basis and for future capital improvements.

As staffing expense, management compensation, regular maintenance, as well as a capital reserve is already calculated into the “EBITDA less Capital Reserve”, there are no facility operating or maintenance expenses that are remaining to be covered. Our forecast shows that we can pay management as well as reinvest back into the club at our forecasted annual run rate.

The financial model provided by Buddy the Ball has growth layered into the base business, including increasing staffing levels to match the increased activity to allow Buddy the Ball to provide superior tennis services and continuously investing back to the Community.

It is unrealistic to grow revenue levels and not have corresponding increases in the related Cost of Sales. For example, Tennis Pros can only teach so many lessons as they are constricted by hours in the day. So Tennis Lessons and Clinics Provided by Tennis Pros cannot expand beyond a certain level without bringing on additional staff, both Tennis Pros and front desk support, to support the growth.

Our financial projections were built based on the following assumptions, which are taken directly from the RFP 240180-TF, please see below.

When building our financial projections for All American, we had the following objectives in mind:

1. Create a facility that provides top tier tennis services to the community
2. Tennis Pros and Staff are fairly compensated
3. Reserves are created for future capital replacement projects - like future court resurfacing

Additionally, we call out that "Additional revenue streams are being invested back into the Club through hiring additional staff, community events, preventative maintenance, and scholarships. This is evidenced by the high Cost of Sales and the low EBITDA %. Additionally, we are also creating an annual Capital Reserve for future Capital improvements and repairs, such as court resurfacing"

Our growth is focused on providing additional tennis services to the community, which is driving \$681k or 65% of our forecasted growth. We made the conscious decision to reinvest the increased revenue back into the club, through increased staffing, which is driving the high operational costs.

To support the tennis growth, which the majority is coming from additional lessons, adult clinics, and the junior academy, additional staff is needed to make this happen, primarily tennis pros. However, as there is additional foot traffic into the club and additional operating hours, front desk staffing has to grow proportionately too. We forecasted additional tennis pros and front desk staffing expense of \$580k to meet the growth in tennis services. As we identify in the RFP, "Our goal is to ensure that as we grow, our staffing levels grow appropriately too, so the level of service provided to the community continues to be stellar."

As the staffing levels are tied to revenue, we staff appropriately based on the amount of services provided. As we ramp up with our additional tennis services, our staffing would also be increased.

The financial model is very focused on ensuring healthy staffing levels to meet the growing demand for tennis and other services at the club.

Additionally, we have our management expense included in the income statement instead of having it fall through to EBITDA. We took this professional approach as the full costs of running the club need to be included to understand the true profitability of operating the All American facility. If it is not specifically forecasted, and instead you just let it fall through, your forecast is incomplete. Paying ourselves for the professional management of the facility should not be an afterthought, but rather these costs have to be

included so expectations can be set and determination can be made that this is a profitable business venture. There are \$120k of management costs layered in, through two separate lines, in Cost of Sales there is a full time manager for \$80k and in Admin Expense there is Management Overhead of \$39k. If you add these back to EBITDA, we are at a very healthy 12% EBITDA rate.

As the management expenses are payable to ourselves, we have the option to not pay them or reduce the amount of the payment depending on the actual financial performance or operational needs. Another way of saying that is we have a \$120k cushion included in the financial projections that we can reduce or reallocate as needed.

Adjusted EBITA		
Annual Run Rate EBITDA	\$	25,224
Add Backs		
COS - Full Time Manager	\$	80,000
Admin - Management Fees	\$	39,877
Total Addbacks	\$	119,877
Adjusted EBITDA	\$	145,101
Adjusted EBITDA Percentage		12%

Below are the full financial projections from our RFP for reference:

BTB All American Income Statement - Run Rate

	Existing Base Business	BTB Growth Plans	Annual Run Rate
Tennis Revenue	\$ 175,240	\$ 681,672	\$ 856,912
Pro Shop Sales	51,440	17,040	68,480
Food and Beverage	2,400	3,400	5,800
Additional Plans/Ideas	-	347,100	347,100
Total Revenue	\$ 229,080	\$ 1,049,212	\$ 1,278,292
Cost of Sales	\$ 222,649	\$ 939,571	\$ 1,162,220
Contribution Margin - \$	\$ 6,431	\$ 109,641	\$ 116,072
Contribution Margin - %	3%	12%	10%
Admin Expenses	\$ 8,475	\$ 82,373	\$ 90,848
EBITDA	\$ (2,044)	\$ 27,268	\$ 25,224
EBITDA %	-1%	3%	2%
Capital Reserve - Courts and Maint	\$ -	\$ 14,800	\$ 14,800
EBITDA less Capital Reserve	\$ (2,044)	\$ 12,468	\$ 10,424

BTB All American Revenue Summary

	Existing Base Business	BTB Growth Plans	Total Annual Revenue	% of BTB Growth
Tennis Revenue				
Lessons	\$ 37,440	\$ 234,000	\$ 271,440	22%
Adult Clinics	93,600	114,400	208,000	11%
Junior Academy	42,120	310,392	352,512	30%
League Play	-	4,160	4,160	0%
Court Rentals	2,080	18,720	20,800	2%
Total Tennis Revenue	175,240	681,672	856,912	65%
Pro Shop Sales	51,440	17,040	68,480	2%
Food and Beverage	2,400	3,400	5,800	0%
Additional Plans/Ideas				
Tennis Fitness Trainer	-	97,900	97,900	9%
Tennis Movement Coach	-	65,300	65,300	6%
Red Ball Courts in Garage	-	70,400	70,400	7%
Message Therapist	-	62,400	62,400	6%
Onsite Tutoring	-	21,100	21,100	2%
Advertising Revenue	-	30,000	30,000	3%
Total Additional Plans/Ideas	-	347,100	347,100	33%
Total Revenue	\$ 229,080	\$ 1,049,212	\$ 1,278,292	100%
Due to City of Las Vegas - 2%	\$ 4,582	\$ 20,984	\$ 25,566	

Cost of Sales	Existing Base Business	BTB Growth Plans	Annual Run Rate
City of Las Vegas Expenses			
Flat \$1k per Month	12,000	-	12,000
Variable - 2% of Gross Revenue	4,582	20,984	25,566
Court Lights	5,491	-	5,491
Utility Reimbursement	7,000	1,400	8,400
Bureau of the Blind - 3% of food and	72	102	174
Staffing Expense			
Manager Expenses	-	80,000	80,000
Tennis Pros Expenses	122,668	440,562	563,230
Front Desk Staff Expenses	37,752	138,996	176,748
Personal Trainer Expenses	-	113,750	113,750
Massage Therapist Expenses	-	53,040	53,040
Tutor Expenses	-	17,680	17,680
Utilities - Non City Reimbursement			
Internet	720	-	720
Phone Line	600	-	600
Email	84	-	84
Website	240	-	240
Apparel Expenses			
Racquet Strings	21,600	-	21,600
Racquet Sales	4,200	4,200	8,400
Apparel and Gear	1,920	7,872	9,792
Uniform Expense - Junior Program	-	32,640	32,640
Uniform Expense - Staff	560	11,760	12,320
Supplies			
Tennis Balls	500	725	1,225
Food and Beverage Expenses	2,160	3,060	5,220
Maintenance Expenses	500	12,800	13,300
Total Cost of Sales	\$ 222,649	\$ 939,571	\$ 1,162,220
% of Revenue	97%	90%	91%

Administrative Expenses	Existing Base Business	BTB Growth Plans	Annual Run Rate
Software			
Financial Software	720	-	720
Operating Software	1,344	-	1,344
Inventory Software	468	-	468
Insurance			
Facility	1,808	-	1,808
General	1,485	5,246	6,731
USPTA	350	-	350
Workers Comp	1,100	4,150	5,250
Operating Supplies			
Bathroom and Cleaning Supplie	840	1,060	1,900
Office Supplies	360	240	600
Coffee	-	700	700
Community Building Events	-	7,300	7,300
Banner Expense for Advertising	-	2,800	2,800
Scholarship Contributions	-	21,000	21,000
Management Overhead	-	39,877	39,877
Total Admin Expenses	\$ 8,475	\$ 82,373	\$ 90,848
% of Revenue	4%	8%	7%

I asked to schedule a debrief and Tonya said we could schedule that, but that it's unnecessary because everything she would tell me in the debrief is already in the determination letter. This is also extremely frustrating for me and my team because we don't walk away from this process knowing how we could have been more prepared or offered a better service.

Through my protest I'm advocating for fairness and visibility. I still want answers. It's my last bet that the City Council can look at what happened.

Topic 5

Award of Contract

Following the thorough review of the protest and re-evaluation of the proposals, we request that the City Council grant my protest and award the contract for the 240180-TF RFP All American Tennis to Buddy the Ball.

If at this time you cannot grant the award to Buddy the Ball I request that you hold off on awarding All American to anybody, including All In tennis until you've done a deep dive into my entire appeal and all of the major issues that I've brought up.

Please find 476 names of Buddy Petition Signers and supporters included. **(Exhibit W)**

Here is the link: https://www.change.org/p/rally-behind-buddy-the-ball-tennis-to-elevate-all-american-tennis-club?recruiter=1334255640&recruited_by_id=3852efe0-e312-11ee-aca1-c57e0a566279&utm_source=share_petition&utm_campaign=share_petition&utm_medium=copylink&utm_content=cl_sharecopy_37934873_en-US%3A9

Thank you for your help.

EXHIBITS

Exhibit A

(The determination letter dated April 25, 2024, Tonya Kemble, Manager of Purchasing and Contracts.)



**LAS VEGAS
CITY COUNCIL**

CAROLYN G. GOODMAN
Mayor

BRIAN KNUDSEN
Mayor Pro Tem

CEDRIC CREAR
VICTORIA SEAMAN
OLIVIA DIAZ

FRANCIS ALLEN-PALENSKE
NANCY E. BRUNE

MIKE JANSSEN
City Manager

FINANCE
SUSAN HELTSLEY
DIRECTOR

CITY HALL
495 S. MAIN ST.
LAS VEGAS, NV 89101
702.229.6011 | VOICE
711 | TTY



Sent this day via email

April 25, 2024

Brandon Scott Christopher
CEO, Buddy the Ball LLC
1651 S. Buffalo Dr.
Las Vegas, NV 89117
Brandonscottchristopher@buddytheball.net

RE: Protest of Award 240180-TF Tennis Operator for All American

Dear Mr. Christopher,

City of Las Vegas Resolution R-50-2017 outlines the procedures for the protest of an award of contract. The protest period starts with the Recommendation to Award (RTA). The RTA was issued on 03/28/2024 with a protest submittal deadline of no later than April 8, 5:00 p.m. Your protest was received on time, but was missing the required protest security. On April 9, 2024, I gave you a deadline of April 17, 2024 to submit the security. This was received on April 15, 2024 in the form of a cashier's check. I am the authorized representative issuing a written determination on the protest. This determination is within the deadline of ten (10) calendar days from receipt of the protest security.

Your protest is in regards to 240180-TF Tennis Operator for All-American, but you include reference to cancelled RFP 230234-DG-A. I am addressing items from both RFPs if they have bearing on my determination, but please be advised that because RFP 230234-DG-A was in fact cancelled, it technically **has no bearing and is not material** on the present RTA for 240180-TF.

Your company responded to 230234-DG-A and 240180-TF. With your proposal submittals you accepted different components of the RFP process. I will detail them in response to points raised in your protest letter.

From the RFP Instructions for 230234-DG and 240180-TF

Section 7(c) states "A committee will conduct an evaluation of timely received Proposals. Each evaluator must certify that they have read NRS 332 restrictions on Evaluators and responding Offerors, that they will abide by the restrictions during and after the evaluation, and that they have no direct or indirect interest in the award of the Contract."

Section 9. Presentations from Selected Finalists states "After the Close Date, an evaluation committee **may** select from the pool of responding Offerors a group of final Offerors to give a presentation and/or may request further information from responding Offerors. Failure to provide requested information or a presentation may eliminate an Offeror from further consideration. All costs associated with providing a presentation shall be the responsibility of the Offeror. Presentations may be in person, by video conference or teleconference."

For 230234-DG, there were three (3) evaluators that represented the departments of Parks, Recreation & Cultural Affairs, and Public Works Facilities Management. Evaluation panels may conduct a presentation round, but it is not a requirement. The evaluators had additional questions and interviews were scheduled. After the interview round, the panel made a recommendation and an RTA was issued on November 15, 2023 at approximately 1:54 PM.

Per NGEM Attribute #10 Public Records

Proposals will become public records following recommendation to award. Offeror must not allege that information is proprietary by incorporating "confidential" or "proprietary" stamps in the proposal body, headers, or footers, nor include

confidential/proprietary information in any sections of the Proposal. Requirements for submitting confidential information can be found in Section 8 of the "RFP Instructions" document under the **Attachments Tab** and any such submission shall not be done through NGEM.

Your letter alleged that details of your proposal were being discussed within the tennis community after November 15, 2023. You agreed to the stipulation above that your Proposal would become public record following the RTA. Purchasing and Contracts has no record of a formal records request. While going through our public records portal is encouraged, it is not a requirement and does not violate the law. It is common practice for potential Offerors to request proposals, winning or not, once made public. **It does not provide an advantage to one Offeror over another because all Offerors can access the information.**

The RTA notifies potential Offerors, starts the protest period, and signals to internal stakeholders that a recommendation has been made. It is key to remember that it is only a **recommendation** and is not a guarantee of contract award.

From the RFP Instructions for 230234-DG and 240180-TF, Section 10 states in part:

10. Award of Contract

- (a) **The City is under no obligation to award a contract(s) as the result of this RFP.** The City may award a contract, with or without further discussions, to one or more Offerors. Award of any contract(s) will only be made upon approval of the City Council or its authorized representative. **The City reserves the right in its sole discretion** to reject any and all Proposals, and **to reissue the RFP if it so chooses**, if such rejection is determined to be in the best interests of the City.
- (b) The Contract resulting from this RFP will be awarded to the responding Offeror(s) whose Proposal has been determined, **in the sole judgement of the City**
 - (i) to be responsive to the **requirements of the RFP** as set forth in the Solicitation documents, and
 - (ii) **to provide the most advantageous Proposal/Offer in its best interest.**

When developing an RFP scope of work and sample contract, Purchasing and Contracts engages subject matter expert City staff, or City staff that would be impacted by a new contract. We include their requirements in a solicitation, but it is impossible to consult everyone. As stated above, the RTA is a signifier to internal stakeholders that a recommendation has been made. After release of the RTA for RFP 230234-DG, Purchasing and Contracts received additional contract specifications that needed to be included in order to best serve the interests of the City. These included pricing changes and term changes. Changes of this type are material and could have impact on whether or not a company will submit a proposal. In situations like this, it is best practice to cancel the RFP and reissue. Notice of cancellation for RFP 230234-DG was issued on November 21, 2023. Offerors were told that a contract award would not be made and future opportunities would be issued through the Nevada Government eMarketplace (NGEM).

After cancellation, there were further recommendations made, impacting proposal content and scoring. The changes are detailed in this table.

Original	Revised
Award Criteria <u>Qualifications and Experience 40 Points</u> Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable and past performance. Provide a brief description of the Offeror's business history and number of years in operation.	Award Criteria <u>Qualifications and Experience 40 Points</u> Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable and past performance. Provide a brief description of the Offeror's business history and number of years in operation. Demonstrate how you are currently impacting the community.

Original	Revised
Work Plan 30 Points Personnel Tennis Services Operations and Maintenance	Work Plan 35 Points Personnel Tennis Services Operations and Maintenance Financial Projections on revenue that can be generated Scholarship opportunities for the underserved
Exceptions to Sample Contract/Scope of Work 10 points	Exceptions to Sample Contract/Scope of Work 5 points
Facility Fee - \$800/month plus 1% gross revenue	Facility Fee - \$1000/month plus 2% gross revenue
Contract term length - 3 years	Contract term - 5 years with (5) one year renewal options
Court resurfacing -The City estimates that courts will cost approximately \$8,000 each to resurface. There is no record of the last resurfacing of these courts. A resurfacing plan and schedule must be proposed by the Operator.	Court resurfacing -The City estimates that courts will cost approximately \$8,000-\$9000 each to resurface. The City plans to resurface the courts in the Spring of 2024. A resurfacing plan and schedule for future resurfacing must be proposed by the Operator.

Nevada Revised Statutes permits local governments to make awards on criteria other than price. The criteria above is keeping with, but not limited to, those criteria listed in NRS 332.065. Full criteria and weights are in the following table

Award Criteria

Offeror proposal submissions will be evaluated based on the following criteria:

Evaluation Criteria	Points Available
Qualifications and Experience Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable and past performance. Provide a brief description of the Offeror's business history and number of years in operation. Demonstrate how you are currently impacting the community.	40
Work Plan (a) Personnel (b) Tennis Services (c) Operations and Maintenance (d) Reporting (e) Financial Projections on expected revenue to be generated (f) Scholarship opportunities for the underserved	35
Personnel & Administration Key personnel performance history on similar projects Experience of project team	20
Exceptions to Sample Contract/Scope of Work	5
Possible Points	100

To ensure a proper and clean reset of the RFP process, a new evaluation panel was selected representing the departments of Parks, Recreation & Cultural Affairs, Public Works Facilities Management, and Finance. RFP 240180-TF was issued on 2/8/2024 with a close date of 02/22/2024. Evaluators were given an evaluation matrix to ensure that everyone was grading on the same scale. A copy of that matrix is attached. That said, each Offeror is evaluated on their own Proposal and independently from other Offerors, not in comparison to them. As such, it could be possible for well qualified Offerors to simply max out in scoring in a particular criteria.

Buddy the Ball LLC received exceptional scores from all evaluators and many of the strengths identified in your protest letter were in consensus with the evaluation panel. There were some points deducted for weaknesses. For example, your Proposal stated "running and managing 68 schools is like managing a tennis facility with 68 courts". Sole operation of an actual facility was not fully demonstrated. In addition, your financial projections showed aggressive growth for revenue and high operational costs with small profit margins that indicate high dependence on growth. As with the first evaluation panel, they were given the option to schedule an interview round. The panel did not feel that was necessary and decided they had sufficient information to make a recommendation. As previously noted, that is their discretion.

You have expressed your opinion on your Proposal and how it should be scored in comparison to your competitors. While respectfully acknowledged, the evaluation and recommendation is at the sole discretion of the City (which you yourself acknowledge in your protest filing). The evaluators have the deference to decide how to score each criteria for each Offeror. The points I made above explain the differences in scoring and any other comparisons or contrasts you made in your protest are subjective and insignificant. You yourself stated in your protest that the "difference in scoring isn't substantial." Furthermore, the purpose of the RFP was to find a qualified Offeror to provide the services requested, not to protect one Offeror's market share or presence over another's in the tennis industry.

After submitting your protest, you sent me examples of community support. Per the protest procedure, the determination is based on the items that were in the protest at time of submittal. I did not review those messages as part of my investigation.

There were also allegations of false statements made by All In Tennis Academy in your protest letter. The examples you give are, as you stated, circumstantial in nature, with no clear evidence found or provided to substantiate your claims. In addition, many of the examples you provided can be seen as subjective puffery involving mere boastful claims that did not relate directly to the scoring criteria.

It is my determination that the process outlined in the solicitation documents, to which you agreed, was followed. Your protest did not demonstrate that any applicable provisions of the law were violated. The City did not act unfairly or incorrectly in soliciting or recommending for award this particular contract. Furthermore, under Nevada law, the government is afforded a great deal of discretion in awarding contracts. As such, I support the RTA to All in Tennis Academy.

I have attached Buddy the Ball's supplier response from NGEM and the RFP instructions for your reference.



Tonya Kemble, Manager
Purchasing and Contracts
495 S. Main St., 4th Floor
Las Vegas, NV 89101

Cc: File
Tressa Fernandez

Attachment(s)- Request for Proposals Instructions to Offerors, NGEM Supplier Response, RFP Evaluation Matrix

Exhibit B

(On July 17, 2023 an RFP was opened, 230234-DG (Tennis Operator All American &/or; Lorenzi Center) with a due date of August 17, 2023)

IONWAVE [Home](#) [Bid Events](#) [Auction Events](#) [Admin](#)

NGEM

[Response Detail](#)

230234-DG (Tennis Operator All American & Lorenzi Center) Awarded

Response Submitted - 8/13/2023 11:41:17 PM (PT)

[Bid event has closed. Bid responses can no longer be submitted.](#)

[Award](#) [Event Details](#) [Questions](#) [Activities](#) [Invitations](#) [Attachments](#) [Attributes](#) [Response Attachments](#) [Response Submission](#)

Bid Information

Bid Type	Request for Proposal
Status	Awarded
Issue Date & Time	7/17/2023 05:39:41 PM (PT)
Close Date & Time	8/17/2023 01:30:00 PM (PT)
Question Cutoff Date & Time	8/3/2023 05:30:00 PM (PT)
Notes	<p>The City of Las Vegas (City) hereby invites qualified firms or individuals (Offerors) to submit written proposals to operate and manage the All American Park Tennis Center, a lighted 4-court complex, and Lorenzi Park Tennis Center, a lighted 10-court complex. Contract(s) will be awarded BY Lot. Offerors may submit a proposal for Lot A or Lot B, or submit proposals for both Lots.</p> <p>Persons with a disability may request accommodations or assistance to participate in the solicitation process by contacting Purchasing & Contracts at 702-229-6231 or 7-1-1 (TTY). To insure the City is able to meet your needs, please submit requests at least 2 business days in advance.</p>

Bid Contact Information

Workgroup	City of Las Vegas, Nevada
Contact Name	Darren Gibbs
Address	496 S. Main Street
	Las Vegas, NV 89101 USA
Department	Finance
Building	City Hall
Floor/Room	4th Floor
Contact Phone	(702) 229-6172
Contact Fax	(702) 464-2573
Contact Email	dgibbs@lasvegassnevada.gov

Exhibit C

(Offerors may submit a proposal for Lot A or Lot B or submit proposals for both Lots." All American was Lot A and Lorenzi Park was Lot B)

IONWAVE

[Home](#) [Bid Events](#) [Auction Events](#) [Admin](#)

buddytheball

NGEM

Response Detail

230234-DG (Tennis Operator All American & Lorenzi Center) Awarded

Response Submitted - 8/13/2023 11:41:17 PM (PT)

Actions

Bid event has closed. Bid responses can no longer be submitted.

[Award](#) [Event Details](#) [Questions](#) [Activities](#) [Invitations](#) [Attachments](#) [Attributes](#) [Response Attachments](#) [Response Submission](#)

Bid Attachments

#	Download All	File Name	Description
1	Download	RFP Instructions.pdf (211 KB)	Instructions for RFP participation and submittal of Proposals.
2	Download	Proposal Content and Scope of Work 230234-DG-A.pdf (1.02 MB)	Statement of Work for the project and guidelines for Proposal content. All American Tennis Center
3	Download	Proposal Content and Scope of Work 230234-DG-B.pdf (1.70 MB)	Statement of Work for the project and guidelines for Proposal content. Lorenzi Tennis Center
4	Download	Contract 230234-DG-A.pdf (113 KB)	Terms, conditions and specifications that will govern any contract resulting from this solicitation. All American Tennis Center
5	Download	Contract 230234-DG-B.pdf (113 KB)	Terms, conditions and specifications that will govern any contract resulting from this solicitation. Lorenzi Tennis Center
6	Download	References Form 230234-DG-A.pdf (1.22 MB)	Offeror must download and save this form prior to filling it out. Upload completed form to the Response Attachment Tab. All American Tennis Center
7	Download	References Form 230234-DG-B.pdf (1.22 MB)	Offeror must download and save this form prior to filling it out. Upload completed form to the Response Attachment Tab. Lorenzi Tennis Center
8	Download	SAMPLE Insurance.pdf (1.86 MB)	Examples of insurance certificates, endorsements and forms that may be required under the contract.
9	Download	Certificate Disclosure of Ownership and Principals 230234-DG-A.pdf (641 KB)	Offeror must download and save this form prior to filling it out. Upload completed form to the Response Attachment Tab. All American Tennis Center
10	Download	Certificate Disclosure of Ownership and Principals 230234-DG-B.pdf (1.29 MB)	Offeror must download and save this form prior to filling it out. Upload completed form to the Response Attachment Tab. Lorenzi Tennis Center

Items 1-10 shown of 10

Exhibit D

(On 11/15/2023, a recommendation to award for 230234-DG-A All American Tennis Park Operator was issued for Buddy the Ball, LLC)



PURCHASING & CONTRACTS DIVISION
CITY HALL, 4th FLOOR
495 SOUTH MAIN STREET
LAS VEGAS, NV 89101
(702) 229-6231 (702) 384-9964 FAX

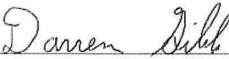

RECOMMENDATION TO AWARD NOTIFICATION

Date: November 15, 2023

Project: 230234-DG-A All American Park Tennis Operator

NOTICE TO ALL OFFERORS

Buddy the Ball LLC is being recommended for award of the above referenced project. Offerors have five (5) business days from the date of this notification to submit a protest. Any protest submitted on this recommendation to award must be received no later than November 23, 5:00 p.m., Pacific Time, and be made in accordance with the protest procedure referenced in the solicitation documents.


Darren Gibbs, Senior Buyer

QA Initials



PURCHASING & CONTRACTS DIVISION
CITY HALL, 4th FLOOR
495 SOUTH MAIN STREET
LAS VEGAS, NV 89101
(702) 229-6231 (702) 384-9964 FAX

RECOMMENDATION TO AWARD NOTIFICATION

Date: November 15, 2023

Project: 230234-DG-A All American Park Tennis Operator

RE: REVISED Protest Period End Date

NOTICE TO ALL OFFERORS

Buddy the Ball LLC is being recommended for award of the above referenced project. Offerors have five (5) business days from the date of this notification to submit a protest. Any protest submitted on this recommendation to award must be received no later than November 27, 5:00 p.m., Pacific Time, and be made in accordance with the protest procedure referenced in the solicitation documents.


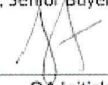

Darren Gibbs, Senior Buyer

QA Initials

Exhibit E

(230234-DG-A All American Tennis was cancelled on 11/21/23, 5 business days after the recommendation to award had been issued.)



PURCHASING & CONTRACTS DIVISION
CITY HALL, 4th FLOOR
495 SOUTH MAIN STREET
LAS VEGAS, NV 89101
(702) 229-6231 (702) 384-9964 FAX

NOTIFICATION OF CANCELLATION

Date: November 21, 2023

Project: 230234-DG-A All American Park Tennis Operator

NOTICE TO ALL OFFERORS

This notification is to inform you that 230234-DG-A All American Park Tennis Operator has been cancelled and no contract award will be made.

A handwritten signature in blue ink that reads "Tonya Kemble".

Tonya Kemble
Manager, Purchasing and Contracts

Exhibit F

(On February 8, 2024, a new RFP was opened, 240180-TF.)

IONWAVE

[Home](#) [Bid Events](#) [Auction Events](#) [Admin](#)

buddytheball

NGEM

Response Detail

240180-TF (Tennis Operator All American) Unsealed

Response Submitted - 2/20/2024 07:34:28 AM (PT)

Actions

Bid event has closed. Bid responses can no longer be submitted.

[Award](#) [Event Details](#) [Questions](#) [Activities](#) [Invitations](#) [Attachments](#) [Attributes](#) [Response Attachments](#) [Response Submission](#)

Bid Information

Bid Type

Request for Proposal

Status

Unsealed

Issue Date & Time

2/8/2024 05:45:02 PM (PT)

Close Date & Time

2/22/2024 01:30:00 PM (PT)

Question Cutoff Date & Time

2/13/2024 05:00:00 PM (PT)

Notes

The City of Las Vegas (City) hereby invites qualified firms or individuals (Offerors) to submit written proposals to operate and manage the All American Park Tennis Center, a lighted 4-court complex, located at 1551 S Buffalo Dr, Las Vegas, NV 89117.

Persons with a disability may request accommodations or assistance to participate in the solicitation process by contacting Purchasing & Contracts at 702-229-6231 or 2-1-1 (TTY). To ensure the City is able to meet your needs, please submit requests at least 2 business days in advance.

Bid Contact Information

Workgroup

City of Las Vegas, Nevada

Contact Name

Tressa Fernandez

Address

496 S. Main Street
Las Vegas, NV 89101 USA

Department

Finance

Building

City Hall

Floor/Room

4th Floor

Contact Phone

(702) 229-6152

Contact Fax

(702) 464-2573

Contact Email

tfernandez@lasvegasnevada.gov

Ship to Information

Bill to Information

29

Exhibit G

(Buddy the Ball began making official record requests as we were still seeking answers and explanations as to why the original RFP, 230234-DG-A All American Tennis, had to be cancelled.)

Describe the record(s) you are requesting:

Hi Robin, This is a request for all internal communications related to RFP project 230234-DG-A; and specifically anything related as to why this project was canceled. Thank you

Certified Copies:

No

Preferred Method to Receive Records:

Electronic via Records Center

Requesting Records From:

Purchasing

Exhibit H

(Communication between Tonya and Steven Ford, Deputy City Manager on November 29, 2023.

Please note that "i" and "l"s were removed by the City of Las Vegas in the from the email communication provided below.)

From: Tonya Kember <tkember@asvegasnevada.gov>
Sent: Wednesday, November 29, 2023 7:07 AM PST
To: Steven Ford <SFord@LasVegasNevada.GOV>
Subject: RE: BUDDY THE BALL LLC: ALL AMERICAN PARK TENNIS OPERATOR 230234-DG-A
Groovy!

From: Steven Ford <SFord@LasVegasNevada.GOV>
Sent: Wednesday, November 29, 2023 7:07 AM
To: Tonya Kember <tkember@asvegasnevada.gov>
Subject: RE: BUDDY THE BALL LLC: ALL AMERICAN PARK TENNIS OPERATOR 230234-DG-A

I'm fine with that course of action. Would like to discuss what those material changes would be, the evaluation team, and some other stuff.

From: Tonya Kember <tkember@asvegasnevada.gov>
Sent: Tuesday, November 28, 2023 4:02 PM
To: Steven Ford <SFord@LasVegasNevada.GOV>
Subject: RE: BUDDY THE BALL LLC: ALL AMERICAN PARK TENNIS OPERATOR 230234-DG-A

My plan was to respond to Brandon by phone and send a follow-up email so that Ward 2 knows I'm not ignoring him. I am going to repeat to him what I told him last week. No formal protests were filed and the RFP was canceled because the City has opted to make a material change to the contract that was not part of the RFP. You good with that or should I wait?

From: Steven Ford <SFord@LasVegasNevada.GOV>
Sent: Tuesday, November 28, 2023 3:13 PM
To: Tonya Kember <tkember@asvegasnevada.gov>
Subject: RE: BUDDY THE BALL LLC: ALL AMERICAN PARK TENNIS OPERATOR 230234-DG-A

Sorta kinda maybe potentially. Let's look at the changes. I have gained some additional insight and knowledge.

From: Tonya Kember <tkember@asvegasnevada.gov>
Sent: Tuesday, November 28, 2023 2:36 PM
To: Steven Ford <SFord@LasVegasNevada.GOV>
Subject: FW: BUDDY THE BALL LLC: ALL AMERICAN PARK TENNIS OPERATOR 230234-DG-A

Is this what our meeting tomorrow is about or do you want to see the changes to scope and evaluation criteria?

From: Brandon Christopher <brandonscottchristopher@buddytheball.net>
Sent: Tuesday, November 28, 2023 2:07 PM
To: Tonya Kember <tkember@asvegasnevada.gov>; Ward 2 Staff <ward2@LasVegasNevada.GOV>; Vctor a Seaman <vseaman@asvegasnevada.gov>
Subject: BUDDY THE BALL LLC: ALL AMERICAN PARK TENNIS OPERATOR 230234-DG-A

CAUTION: This email originated from an External Source. Please use caution before opening attachments, clicking links, or responding to this email. Do not sign-in with your City of Las Vegas account credentials.

H Vctor a and Tonya,

I hope you had a nice holiday weekend. This email is in regards to the All American Tennis Operator. First I want to express that I'm not bitter/upset about being chosen, and then having the project canceled. I understand you are doing your job.

This additional layer of review should make your final decision even more thorough. I'm sending this email because we've learned that there were two companies filed to the City of Las Vegas in regards to our RFP. I also want to clarify that I do believe these companies were not just filed. I look forward to supporting you with factual support confirming that our RFP is the best choice.

Exhibit I

(Email dated April 1, 2024 from Tonya detailing out the reasons for the project 230234-DG-A All American Tennis cancellation. Please note that "i" and "l"s were removed by the City of Las Vegas in the from the email communication provided below.)

From: Tonya Kember <tkember@asvegasnevada.gov>
Sent: Monday, April 1, 2024 3:31 PM
To: Maggie Paster <mpaster@LasVegasNevada.GOV>
Cc: Steven Ford <SFord@LasVegasNevada.GOV>; David McGowan <dmcgowan@asvegasnevada.gov>
Subject: FW: All American RFP

Hi Maggie,

The Recommendation to Award went out on Thursday for the All American operator- All American Academy was selected. There was an RFP for the same services issued last fall. After the RTA went out, P&C was made aware of changes that needed to be made to the contract. These changes were material to the proposal process (ex. contract term length, request for projected revenue, and increase in % of revenue to the City). When material changes are made, it becomes necessary to cancel and re-solicit.

Buddy the Bear was recommended for award last year. Mr. Brandon Christopher, CEO, is upset with the current RTA. He has submitted a records request for documents from both solicitations. He has also indicated that he will formally protest. We are

CLV000024

CLV000077

CLV000077

processing his records request and will get him the documents prior to the protest period ending Monday, April 8th at 5 PM.

I'm making you aware because Brandon has made several calls to various people within my department and in the City. I anticipate that he will be in touch with Parks and Rec. P&C has responded to his inquiries. We have relayed the appropriate information for the protest period and have offered to do a full debrief after contract award which is our standard practice.

Let me know if you need any other information!
Tonya

Exhibit J

(There was no official request for Buddy the Ball's RFP, but Scott and Irene Schneider admitted to having the RFP.)

Describe the record(s) you are requesting:	Hi, I would like to request a copy of any and all requests that were made for the Buddy the Ball proposal for project 230234-DG-A. I am trying to understand who all requested a copy for this proposal, and when they received it. Please provide the same content that was provided to them too. Thank you very much. Thank you, for your time, Brandon
Certified Copies:	No
Preferred Method to Receive Records:	Electronic via Records Center
Requesting Records From:	Purchasing

Free viewers are required for some of the attached documents.
They can be downloaded by clicking on the icons below.



New Message

Messages 3

Print Messages (PDF)

✓ On 4/3/2024 4:50:22 PM, The City of Las Vegas Open Records Center wrote:

Subject: Open Records Request :: W067188-040324

Body:

Hi Brandon,

I'm unable to locate any evidence in the system of a request for your submittal(s), or of other requests associated with the tennis center operator projects.

If you have additional information related to release of your records, you can submit an update via the records portal, or contact me at 702-229-6231 to discuss your concerns. Our normal business hours are 7:00 am - 5:00 pm, Monday - Thursday.

Best regards,

Robin Rickard
Finance - Purchasing & Contracts

Exhibit K

(When Buddy the Ball was requesting information from the City, we were told that we had to use the official document request process.)



Tressa Fernandez • tfernandez@lasvegasnevada.gov •

To Victoria, David, mrombala@lasvegasnevada.gov, Kelly, Ryan, Tonya, me •

Apr 1, 2024, 9:12AM ☆ ↶ ⋮

Good morning Brandon,

The City uses an online system for all requests for records not available online. Registration is fast and easy, and provides secure document delivery without emailing files. To request purchasing information, access the portal at www.lasvegasnevada.gov/recordsrequest; select [Submit a Request](#), then [General City Records](#). After clicking on [Finance, Purchasing & Contract Records](#), a simple account creation page will pop up. After registration, requests can be quickly submitted as needed at no cost.

In the meantime we will begin working on preparing the documents you have requested.

Tressa Fernandez

Quality Assurance Administrator

Finance - Purchasing & Contracts

495 S. Main Street, 4th Floor

Las Vegas, NV 89101

702-229-6182

tfernandez@lasvegasnevada.gov

Office Hours: Monday – Thursday 7:00 am – 5:30pm, Closed on Fridays

Today is a chance to do better, don't waste it!

Exhibit L

(Section of detailed official protest - Why did All In Tennis Academy receive a nearly perfect score, especially in an area where they fail to demonstrate their current impact on the community?)

Section 2 – Qualifications and Experience:

a) Offeror's Experience

The first section requested information about the Offeror's experience. In this section, please note that All In does not list anything to demonstrate how they are currently impacting the community, which was a requirement of the RFP. Despite not providing any information about their impact in the community, one evaluator gave them a perfect 40. This alone should be an impossibility. It is also noted that somehow All In scored 5 pts higher than Buddy the Ball in this category for the following three points.

All In received scores of 35, 40, 35 from the three evaluators for the following "experience":

- Has 200 students and runs 27 clinics per week.
 - Focuses primarily on juniors.
 - Has a flexible junior schedule.
-

(Highlighted below is an excerpt from the Buddy the Ball Protest to Recommendation of Award of RFP 240180-TF. A full copy of the protest is attached to the council meeting's documents.)

As demonstrated in greater detail below, a comparison of scores between Buddy and All In show that despite offering less services and less benefit to the City, All In was

inexplicably awarded higher scores. Further, All In's proposal offered nothing in terms of community engagement. When the City re-opened this contract for a new RFP, one of the few new categories added to the new RFP was requesting information on community engagement. Despite the fact that All In provided no response to this request, it received high scores in this category, including a perfect score from one evaluator. This does not comport with the City's own criteria stated in the RFP.

(Tonya Kemble, who assessed the protest, provides no response to this notion in her determination of the protest.)

Exhibit M

(Award Criteria section of Qualifications and Experience. A comparison between the Award criteria from the original RFP on the left and the revised RFP on the right. In the section of Qualifications and Experience for 40 scoring points. The sections are identical aside for Community Impact.)

After cancellation, there were further recommendations made, impacting proposal content and scoring. The changes are detailed in this table.

Original	Revised
Award Criteria <u>Qualifications and Experience 40 Points</u> Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable and past performance. Provide a brief description of the Offeror's business history and number of years in operation.	Award Criteria <u>Qualifications and Experience 40 Points</u> Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable and past performance. Provide a brief description of the Offeror's business history and number of years in operation <u>Demonstrate how you are currently impacting the community.</u>

(Below are the complete "significant" material changes made between the original RFP on the left and the revised RFP on the right.)

After cancellation, there were further recommendations made, impacting proposal content and scoring. The changes are detailed in this table.

Original	Revised
Award Criteria <u>Qualifications and Experience 40 Points</u> Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable and past performance. Provide a brief description of the Offeror's business history and number of years in operation.	Award Criteria <u>Qualifications and Experience 40 Points</u> Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable and past performance. Provide a brief description of the Offeror's business history and number of years in operation. Demonstrate how you are currently impacting the community.

2

Original	Revised
Work Plan 30 Points Personnel Tennis Services Operations and Maintenance	Work Plan 35 Points Personnel Tennis Services Operations and Maintenance Financial Projections on revenue that can be generated Scholarship opportunities for the underserved
<u>Exceptions to Sample Contract/Scope of Work 10 points</u>	<u>Exceptions to Sample Contract/Scope of Work 5 points</u>
Facility Fee - \$800/month plus 1% gross revenue	Facility Fee - \$1000/month plus 2% gross revenue
Contract term length - 3 years	Contract term - 5 years with (5) one year renewal options
Court resurfacing -The City estimates that courts will cost approximately \$8,000 each to resurface. There is no record of the last resurfacing of these courts. A resurfacing plan and schedule must be proposed by the Operator.	Court resurfacing -The City estimates that courts will cost approximately \$8,000-\$9000 each to resurface. The City plans to resurface the courts in the Spring of 2024. A resurfacing plan and schedule for future resurfacing must be proposed by the Operator.

Exhibit N

(The Evaluation Matrix that evaluators must use to ensure that scoring is fair.)

RFP Evaluation Matrix

Rating/Score	Definition & Criteria	
Exceptional	Proposal demonstrates an excellent approach that would result in above and beyond attainment of all requirements and objectives . Proposed approach has numerous strengths and no weaknesses. Proposal provides advantages and no disadvantages and can be expected to result in outstanding performance. The solutions proposed are very low risk. Proposal is clear, all requirements are met and demonstrates a clear understanding of the project and requirements.	
Good	Proposal demonstrates a sound approach that would exceed most of the requirements and objectives. Proposed approach has numerous strengths and a few minor weaknesses, and no deficiencies. Proposal provides advantages and few disadvantages, which collectively can be expected to result in better than satisfactory performance. The solutions proposed are low risk. The proposal is clear, all requirements are met and demonstrates a clear understanding of the project and requirements.	
Acceptable	Proposal demonstrates an approach that is capable of meeting all requirements and objectives. Proposed approach has strengths and weaknesses, but not deficiencies. Proposal provides advantages and disadvantages, but disadvantages do not outweigh advantages. Approach can be expected to result in satisfactory performance. Solutions proposed may have moderate risk. Proposal is clear and demonstrates a general understanding of the project and requirements.	
Rejected	Proposal demonstrates an approach which may not meet all of the requirements of the solicitation. The proposal may have some strengths, but there are more weaknesses and there may be a deficiency in one area. Advantages are outweighed by disadvantages, may pose a significant risk and approach may result in unsatisfactory performance. Proposal may not be clear.	
Qualifications & Experience	Work Plan	Personnel
Exceptional 30-40 points	Exceptional 27-35 points	Exceptional 20 points
Good 20-29 points	Good 19-27 points	Good 15 points
Acceptable 10-19 points	Acceptable 10-18 points	Acceptable 10 points
Rejected < 10 points	Rejected <10 points	Rejected <10 points

Exhibit O

(All In Tennis Academy's proposal does not demonstrate how they are currently impacting the community, nor does it show demonstrated experience operating a facility. Below is the section of Qualifications and Experience from the All In Tennis Academy written proposal for revised RFP 240180TF. In this section there is no demonstration of the current impact on the community nor operation of a facility. For reference, please find this full written proposal.)

Section 2:

- A. Scott Schneider and Iren Schneider have proudly helmed All In Tennis Academy at [REDACTED] [REDACTED] for the past nine years, establishing themselves as leaders in the local tennis scene. Over this time, they've cultivated one of the city's premier junior tennis programs, utilizing eight courts at [REDACTED] to nurture young talent.

What began modestly with two coaches and 25 kids nearly a decade ago has blossomed into a thriving community of almost 200 young players, supported by a dedicated coaching staff of seven coaches and four assistant coaches. At present, All In Tennis Academy boasts an impressive array of nine distinct levels of clinics, each conducted three days a week, totaling an impressive 27 clinics weekly.

While Scott and Iren focus primarily on the junior clinics at [REDACTED], they meticulously coordinate schedules to ensure harmony with the adult program and reserve courts for homeowners/members. This delicate balancing act has been executed flawlessly for the past nine years, attesting to their organizational prowess.

The junior clinic schedule remains flexible, adapting to school calendars, seasonal changes, and holiday breaks throughout the year. Such adaptability underscores Scott and Iren's commitment to providing a comprehensive tennis experience tailored to the needs of young athletes and their families.

- B. Not applicable

C. **Scott Schneider**, set to lead as Director of Tennis at All American Park, brings over 30 years of tennis experience in Las Vegas. With a decade of playing and over 20 years of coaching under his belt, Scott is a [REDACTED] native and a driving force behind the city's tennis scene. His own venture, "All In Tennis Academy," has flourished from just 25 kids in 2014 to over 200 today, marking it as the city's fastest-growing junior tennis program.

Scott's dedication has helped nearly 50 kids secure college tennis scholarships, including the nationally top-ranked girls' 12 and under player who boasts three national championships. Renowned for its outstanding developmental programs, Scott's academy not only nurtures players but also cultivates coaching careers, with several of his proteges assuming roles as tennis directors locally and beyond.

In essence, Scott Schneider's leadership promises to enrich the tennis experience at All American Park, embodying a commitment to excellence and a passion for fostering talent.

Iren Schneider, who will serve as the facility manager at All American Park, is Scott's wife and an integral part of their tennis legacy. Hailing from [REDACTED], Iren arrived in Las Vegas on a full scholarship, where she excelled as a member of the [REDACTED] Women's Tennis Team for four years, adding to her already impressive resume of five national championships back home.

After earning her degree in [REDACTED] from [REDACTED], Iren seamlessly transitioned into assisting Scott in running All In Tennis Academy, accumulating nine years of invaluable experience in program management. As the backbone of the academy, Iren's behind-the-scenes efforts are instrumental in its success and growth.

From accounting and bookkeeping to scheduling and parent communication, Iren wears many hats, overseeing everything from tournaments and events to Junior Team Tennis and merchandising. Her adeptness at streamlining operations and optimizing resources ensures the efficient and effective management of tennis programs and facilities.

With a sharp focus on talent development and program enhancement, Iren Schneider is poised to leave a lasting impact on the tennis industry, leveraging her diverse skill set and unwavering passion for the sport.

Erik Jorsal, a cornerstone of All In Tennis Academy for the past seven years, has ascended to the role of Head Tennis Pro for high performance. With a rich background in collegiate tennis, Erik's achievements span multiple divisions, including NAIA (ranked 23 in USA), JUCO (ranked 7 in USA), and NCAA Division II (ranked 49 in USA). Notably, he clinched a top 10 doubles ranking in Division II College.

Erik's expertise extends beyond the court, boasting certifications from Tennis Australia's community coaching course and the Global Professional Tennis Coach Association (GPTCA) at both level B and C. His GPTCA level B license, recognized by the Association of Tennis Professionals (ATP), sets him apart as the sole coach in Las Vegas to hold this distinction.

Prior to his tenure at All In Tennis Academy, Erik honed his craft at esteemed institutions worldwide, including [REDACTED]

Widely regarded as one of the premier coaches in [REDACTED], Erik's reputation continues to soar, positioning him as a rising star within the national coaching community.

David DiMartino epitomizes the spirit of enthusiasm and dedication as a tennis player and coach, driven by a profound passion for the sport. Hailing from [REDACTED], David boasts a rich background with over a decade of experience across country club settings and park courts alike.

Born and raised in the heart of [REDACTED], David's journey in tennis is deeply rooted in his local community. His remarkable achievements as a three-time State Champion for [REDACTED] solidify his status as one of [REDACTED] most decorated high school tennis players. Further enhancing his credentials, David also proudly represented the Men's [REDACTED] team from 2003 to 2004.

With a fervent desire to continue honing his skills and nurturing the talents of both kids and adults, David stands poised to make meaningful contributions to the tennis landscape, embodying a steadfast commitment to excellence and growth.

Joaquin J Castruita is now a full-time member of the team at All American Park. With extensive experience leading both adult and junior clinics, Joaquin is highly regarded and well-liked by clients at the club. His presence is a valuable asset, ensuring a seamless transition. Excited to learn and grow under our guidance, Joaquin's five years of USPTA certification further solidify his dedication to coaching excellence.

(The above coach, Joaquin Castruita, does not currently work for All In Tennis Academy. He currently works for Misha Yevtich. He has publicly stated he would work for anyone who takes management of All American.)

Exhibit P

(Below are the recent evaluations for the revised project RFP 240180-TF)

	Evaluator 1	Evaluator 2	Evaluator 3
All in Tennis			
Qualifications & Exp	35	40	35
Work Plan	35	35	35
Personnel & Admin	20	20	20
Exceptions	5	5	5
Total	95	100	95
Buddy the Ball			
Qualifications & Exp	40	30	35
Work Plan	30	35	32
Personnel & Admin	20	20	20
Exceptions	5	5	5
Total	95	90	92

(For context, below are the evaluations for the original project RFP 230234-DG-A)

Supplier Scoring Summary 230234-DG - Tennis Operator All American & Lorenzi Center - Scoring Round All Ame

Supplier	Rank	Score	CLV RFP Evaluation	Qualifications & Experience	Work Plan	Exceptions to the Sample	Personnel & Administration
		100	40.00	30.00	10.00	20.00	
Buddy the Ball LLC	1	86.33	35.00	23.67	10.00	17.67	
First Serve, Inc.	2	81.67	36.00	22.67	7.33	15.67	
All In Tennis Academy	3	72.00	32.33	21.67	8.33	9.67	
Platinum Sports Group	4	66.67	23.33	24.33	6.67	12.33	
Owen Hambrook Tennis LLC	5	52.00	21.67	15.33	6.67	8.33	
blackJack Tennis	6	45.67	14.00	14.67	8.33	8.67	
		67.39	27.06	20.39	7.89	12.06	

Exhibit Q

(Below is the section of Qualifications and Experience from the All In Tennis Academy written proposal for the original RFP 230234-DG-A, when they scored a 72%, for reference. This section very similar to their revised written proposal. For reference, please find this full written proposal.)

Section 2:

a) Scott Schneider has been operating All In Tennis Academy at [REDACTED] for the past 9 years. Scott has been running one of the top junior tennis programs in the city on 8 courts at [REDACTED]. This program started with 2 coaches and 25 kids 9 years ago and now it has almost 200 kids and a coaching staff of 7 coaches and 4 assistant coaches. All In Tennis Academy currently offers 9 different levels of clinics, each clinic is 3 days a week which makes a total of 27 clinics a week.

Currently Scott Schneider is operating only the junior clinics at [REDACTED] and he needs to make sure that his schedule doesn't conflict with the adult program and also leaves courts for the home owners/members. This scheduling has been successfully run without any issues for the past 9 years. The junior clinic schedule changes multiple times a year depending on school, seasons and holiday breaks.

The huge success that Scott has with his current program has led to the need to expand to more courts. Therefore, currently Scott and Iren Schneider have purchased 2.5 acre of land, got all the permitting from Clark County and are currently in the construction plan phase of building their own tennis facility in the southwest part of town. The facility will include 3,000 sq ft pro shop/gym and 6 tennis courts. This will be the only privately built and owned tennis facility in the city. The facility is expected to be opened Fall 2024.

b) Not applicable

c) Scott Schneider who will be the Director of tennis at All American Park, has more than 30 years of tennis [REDACTED] and is one of the biggest contributors of tennis growth in the city. He has built his own junior program starting with 25 kids in 2014 to over 200 kids today in his current program which is "All In Tennis Academy". Scott's tennis academy is the fastest growing junior tennis program in the city. Over the 20 years he has helped nearly 50 kids to get in college with tennis scholarships. He currently has the number one player nationally in the girls 12 and under, who has won 3 national championships and countless other national and international tournaments. Scott's academy is recognized in the city as having the best 12 and under developmental programs as well as one of the best developmental programs in the country. Not only does his program develop players but he also develops coaches and their coaching careers. Several of Scott's coaches have gone on to become tennis directors locally and out of state. **Include resume.**

Iren Schneider who will be the facility manager at All American Park is Scott's wife. She came to Las Vegas on a full scholarship and played 4 years on the [REDACTED] Women's Tennis Team. Prior to that she was a 5 time national champion in her home country [REDACTED]. After graduating [REDACTED], she started helping Scott run All In Tennis Academy. Iren has 9 years of experience managing the program. Iren is the back bone of the academy; she does all the work behind the scene that ensures the success and growth of All In Tennis Academy. She is in charge of all of the accounting, book keeping, scheduling, parent communication, running tournaments, events, Junior Team Tennis, merchandising, etc. Include resume

Erik Jorsal has been with All In Tennis Academy [REDACTED] and over that time he has become the Head Tennis Pro of high performance. Erik has also played college tennis and he has achieved NAIA (ranked 23 in USA), JUCO (ranked 7 in USA) and NCAA Division II (ranked 49 in USA.)

Erik was ranked top 10 in doubles in the country in Division II College. He also has a [REDACTED] community coaching course certificate, a Global Professional Tennis Coach Association level B and C certificate, which is recognized by the Association of Tennis Professionals as the only international coaching certificate. As of now he is the only coach in Las Vegas that has a GPTCA level B license. He is one of the top coaches in Las Vegas and he is quickly becoming one of the top coaches in the country.

Before All In Tennis Academy he worked at the following places:

[REDACTED]

D) Scott Schneider- Director currently works 20 hours a week, weekday evenings. He will be available to coach at All American Park Monday through Saturday in the mornings. He can fill in in the afternoons when needed.

Iren Schneider- Facility Manager works 20 hours a week, typically during the weekdays. She will be available weekday mornings and weekday evenings. She will also be running tournaments during the weekends at All American Park.

Head Pro works 40 hrs a week at All In Tennis Academy, and he can cover classes when needed at All American Park.

Pro Shop Manager full time- he will work Monday-Friday 8am-12pm and 4pm-8pm, Saturday 8am-2pm

Pro Shop Assistant part time- Sunday 8am-2pm, they can cover shifts as needed

- Tennis pro #1 works currently 25 hrs a week, weekday evenings and weekend mornings at All In Tennis Academy. He will be transferred to work full time Monday-Saturday at All American Park.

- Tennis pro #2 works currently 25 hrs a week, weekday evenings and weekend mornings at All In Tennis Academy. He will be transferred to work full time Monday-Saturday at All American Park.
- Tennis pro #3 works 25 hrs a week, weekday evenings and weekend mornings at All In Tennis Academy. He will be available to work weekday mornings at All American Park and fill in when needed.
- Tennis pro #4 works 20 hrs a week, weekday evenings and weekend mornings at All In Tennis Academy. He will be available to work weekday mornings at All American Park and fill in when needed.

Tennis Director and Tennis Pro #2 and #3 currently don't work weekday mornings and we will be able to run and oversee all adult clinics, lessons and leagues in the mornings. We can adjust current schedules of two and three coaches to run junior programs after school as well as any additional adult classes after the juniors. Additionally, we can hire more staff to help run any other programs we need, as we have several other people who are interested in working with us.

Exhibit R

(Excerpt from Buddy the Ball written proposal for project 240180-TF listing involvement in the community in addition to a tennis program)

In addition to BTB operations through the tennis class school program, our company extends its community impact and reach through various initiatives spanning from mascot appearances, community events, video production, and the establishment of the Bounce Big Foundation, embodying our commitment to promoting an active lifestyle, fostering community engagement, and empowering the next generation.

Live Appearances by Mascots – Buddy the Ball and Bella the Ball mascots make live appearances at various tennis clubs during tournaments, clinics, and practices. The mascots will greet tennis players, adding a touch of excitement and fun to the events. Often these are scheduled visits by the mascots to entertainment venues such as Gravady Trampoline Park, Big Bounce America (the world's largest bounce house), Wally Wombats Indoor Playground, and other similar attractions. These visits aim to engage with the community in diverse recreational settings, fostering a sense of enthusiasm for an active lifestyle beyond the tennis court.

Enhancing Events with Mascot Participation – Buddy and Bella will actively participate in various events to enhance the overall experience. Past event appearances include:

- Make a Wish Foundation Fun Run
- Inspiring Children's Foundation Bryan Brothers' Kids Day
- USTA Ladies League Luncheon at the Stirling Club
- ATP Professional Men's Circuit Kids Day at UNLV
- UNLV Men's Tennis Team Fundraiser
- USTA Professional Women's Circuit Kids Day at Red Rock Country Club
- World Team Tennis at the Orleans Casino and Hotel
- Vegas Tennis Team Cup at Darling Tennis Center
- Lil Mo's National Junior Tournament in Indian Wells, CA
- Tivoli Village Farmers Market

School Visits – BTB team members, including both coaches and mascots, will make surprise appearances at preschools and elementary schools or scheduled assemblies. The assemblies focus on promoting tennis, reading and physical activity, aiming to instill healthy habits at a young age.

Buddy the Ball Hosted Events – BTB organizes events either independently or in partnership with other organizations, all geared towards increasing tennis participation. Events feature diverse themes such as Tennis-Volleyball, Soccer-Tennis, and Tennis-Dodgeball, designed to add excitement and variety to the traditional tennis experience. Specialized events may target parent-child participation, encouraging family engagement in physical activity. These events have been successfully hosted at various clubs across Vegas, fostering a sense of connection among the many clubs.

Clothing Production and Distribution – BTB designs and distributes official tennis apparel, available for sale and promotional giveaways. Our apparel has been supplied to various local brick-and-mortar pro shops, including Game-Set-Match, Darling Tennis Center, Dragon Ridge Tennis Club, Stirling Tennis Club, Spanish Trail Country Club, Red Rock Country Club, Arbors Tennis Club, and All American Tennis Club. Additionally, we provide team uniforms for local middle school and high school tennis teams, including Durango High School, Palo Verde High School, Bonanza High School, Adelson High School, and Centennial High School. We also cater to men's and women's USTA league teams, supplying uniforms for their matches. Furthermore, BTB has been chosen as the official supplier of tournament shirts for four different USTA-sanctioned national junior tennis tournaments. Internationally our apparel was featured in the official retail tent of the 5th largest tennis tournament in the world, BNP Paribas Indian Wells, during 2022 and 2023.

Video Production – BTB produces videos with the dual purpose of providing entertainment and marketing. Through creative storytelling, our videos aim to showcase tennis in a fresh and captivating light, enticing viewers to explore the sport further. By leveraging digital platforms like YouTube (@buddytheball), we extend our reach to engage with a wider audience, including those who may not yet be actively involved in tennis. Our videos serve as a bridge, inviting online viewers to experience the excitement of tennis firsthand, encouraging them to participate in live events. To facilitate video production we shoot on location, and we have also established an official YouTube Studio at the All American Club, equipped with greenscreen backdrops, lighting and other necessary resources to create high-quality content. Probably the most fun part while making these videos is getting different people from the community involved to participate in acting and production.

Bounce Big Foundation (BBF) – The Bounce Big Foundation, a 501(c)(3) approved organization since October of 2023, is spearheaded by a dedicated board of experts from various fields including education, law, marketing/sales, athletics, and nonprofit management. (bouncebig.org) BBF's mission is to empower and inspire the next generation by promoting physical and mental health and fostering a love for reading. Our dynamic programs are specifically tailored for underserved and underprivileged preschools and early elementary schools, aiming to make a tangible impact at the individual child level. BBF measures its impact through comprehensive assessments focusing on skill progressions in tennis, social and emotional development, and fostering a genuine passion for reading among children.

With our deep-rooted commitment to community engagement and the combined expertise of BTB alongside Brandon's unique experience at All American, we are well-positioned to assume Facility Operations. Through this transition, we aim to enhance tennis offerings and provide increased opportunities for the community to participate in the sport.

Exhibit S

(Excerpt from Exhibit A, Tonya's determination of my protest claiming BTB doesn't have experience operating a facility. Full protest included in City Council Appeal documents, item 42.)

Buddy the Ball LLC received exceptional scores from all evaluators and many of the strengths identified in your protest letter were in consensus with the evaluation panel. There were some points deducted for weaknesses. For example, your Proposal stated "running and managing 68 schools is like managing a tennis facility with 68 courts". **Sole operation of an actual facility was not fully demonstrated.** In addition, your financial projections showed aggressive growth for revenue and high operational costs with small profit margins that indicate high dependence on growth. As with the first evaluation panel, they were given the option to schedule an interview round. The panel did not feel that was necessary and decided they had sufficient information to make a recommendation. As previously noted, that is their discretion.

Exhibit T

(Excerpt from Buddy the Ball written proposal from project 240180-TF demonstrating experience operating a facility. Full RFP written proposal is attached.)

Additionally, since 2014, our CEO, Brandon Christopher, has had direct experience with the running of All American.

Brandon was initially hired on as an independent contractor in 2014 by the current facility Operator, and quickly worked his way to being second in command. Whenever the current tenant was away for the day, sick or traveling, Brandon was the go-to guy.

In addition to providing private lessons and developing and running clinics, Brandon gained daily operation experience from all his time spent onsite. Brandon performed a high level of customer service, completed customer purchases, addressed customer requests, completed court reservations, organized and developed tennis programs, managed onsite inventory, provided direction to front desk employees, was attentive to utilities and physical upkeep, and communicated with local law enforcement as needed about public safety.

Brandon's work here was maintaining positive relationships and providing good tennis services for the tennis community. From juniors to adults, beginners to advanced performance players, he covered all areas. This includes league play, tournaments, private lessons, clinics, complimentary Christmas clinics, community neighbors, and free casual, and public play in the middle of the day.

When in 2021 the current tenant needed to move out of state, Brandon ran the club for him until 2022. In 2022, Brandon shifted his focus to the running of BTB, but stayed on as a substitute pro.

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In 2023, the current tenant (Misha) asked Brandon to take over running the Facility for him. Misha saw that Brandon had the skills and aptitude to run All American successfully, but at the time Brandon had prior commitments hindering him from reaching an agreement with Misha.

At BTB, we are passionate about generating a lifelong love of tennis, and we have the knowledge and capability to make All American better than ever.

(Below is an excerpt from my protest alerting the reader that both I and Misha have experience operating the All American Tennis Club.)

Buddy the Ball already has a significant presence in the local school system, and personally, both Misha (as the current contract holder) and I have experience operating All American tennis club. The Buddy the Ball concept has been tried and tested there for the past decade. It's an opportunity for us to take management and enhance its program with our strong ties to schools, community events, and other clubs. This strengthens the overall tennis industry in our city, instead of giving All In an unfair increase to its market share.

Exhibit U

(Current contract holder and manager of All American Tennis Center, Misha Yevtich, who emailed the City to tell him he plans to partner with Buddy the Ball in the revised RFP 240180-TF.)

From: Misha AAT <msha@a-amer.cantenns.com>
Sent: Tuesday, November 28, 2023 6:06 PM
To: Kate Sears <ksears@LasVegasNevada.GOV>; Darren Gibbs <dgibbs@LasVegasNevada.GOV>
Cc: Steven Ford <SFord@LasVegasNevada.GOV>; Ward 2 Staff <ward2@LasVegasNevada.GOV>
Subject: RE: A Amer can Tenn s Center RFP and court resurfacing

CAUTION: This email originated from an External Source. Please use caution before opening attachments, clicking links, or responding to this email. Do not sign-in with your City of Las Vegas account credentials.

Hi Kate and Darren,
I hope you had a lovely Thanksgiving and everyone is healthy.

On Tuesday, November 14th, I did a presentation regarding project 230234-DG-A, A Amer can Park Tenn s Operator, and I shared my challenges in operating the A Amer can Tenn s Center. The following day, I was excited to learn that the City of Las Vegas had recommended Buddy the Ball as the new tennis operator at the A Amer can Park.

CLV000002

39

CL

I have known Brandon, who runs Buddy the Ball, for nine years. I coached him while he pursued his dream of playing professional tennis. Since 2014, he has been working with me at the A Amer can Tenn s Center, gaining an in-depth understanding of our customers and programs. Over the past two years, he has shifted his focus to Buddy the Ball, where he has excelled in organizing tennis classes at preschools and elementary schools while assisting us at the A Amer can Tenn s Center.

Brandon and I had a productive conversation about the future of the A Amer can Park tennis community. We discussed a smooth transition from First Serve (my management group) operating A Amer can Tenn s Center to Buddy the Ball. However, a few days later, we received an email stating that project 230234-DG-A had been canceled. We were both disappointed.

Following my presentation, I spent 12 consecutive days running classes at the A Amer can Tenn s Center. It was encouraging to reconnect with our long-term customers, whom I have known for over ten years, and meet the new ones. During that time, Brandon and I had a few more meetings, and we figured out how to partner and continue operating the A Amer can Tenn s Center together. I will partner with Buddy the Ball in the new proposal when and if the new RFP for the A Amer can Park Tenn s Operator is issued.

In the meantime, there is one essential thing I would love to do - resurface the courts. When I started operating the A Amer can Tenn s Center in 2011, I resurfaced the courts out of my funds and received rent credit. In August 2018, we adjusted the contract and started a fund for tennis court improvements at A Amer can Park. Each month, \$500 out of our rent goes into this fund. I have used a small amount for court improvements in the past, but the majority sits there. Additionally, I have contacted USTA for a grant they offer to public tennis facilities to resurface courts. I am waiting for their response and conditions for the grant. Please let me know what steps we need to take next to proceed with the court resurfacing.

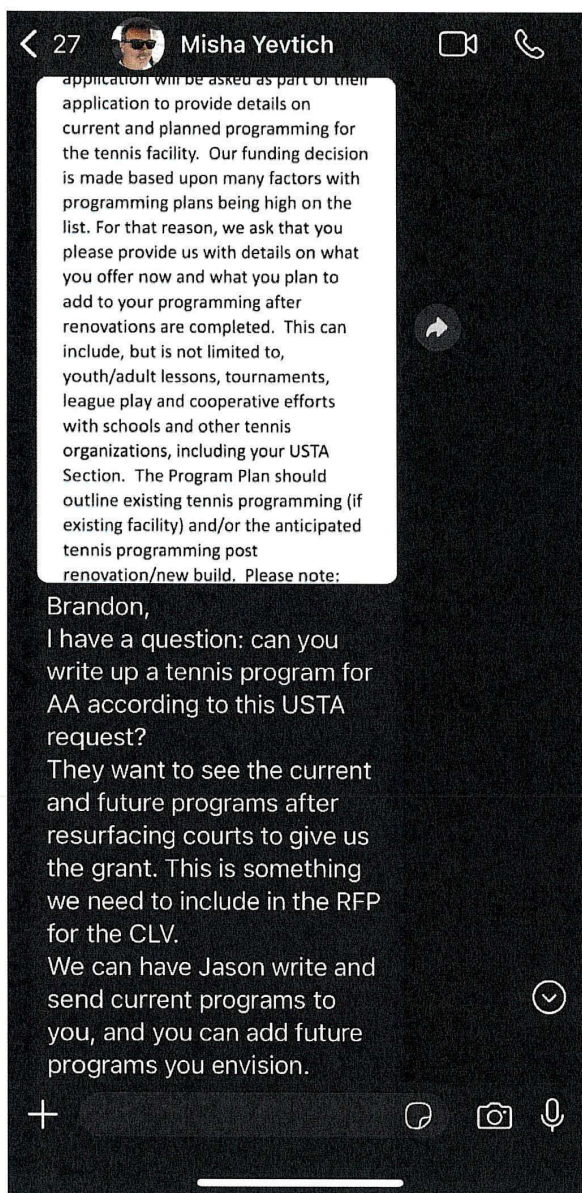
In the past three years, I went through some personal tough times, but tennis was a way there to keep me going. Spending time with our tennis players at A Amer can Park was healing, and I look forward to doing it more with Buddy the Ball. Thank you so much for all your work and help. Sincerely,

Misha Yevtich
Tennis Director at A Amer can Tenn s Center

Exhibit V

(Message exchanges between Misha Yevtich and Brandon Christopher, as Brandon assists in the planning of the court resurfacing.)









(Message exchange between Brandon Christopher and Brian Fully, whose company did the current resurfacing job at All American in 2024.)

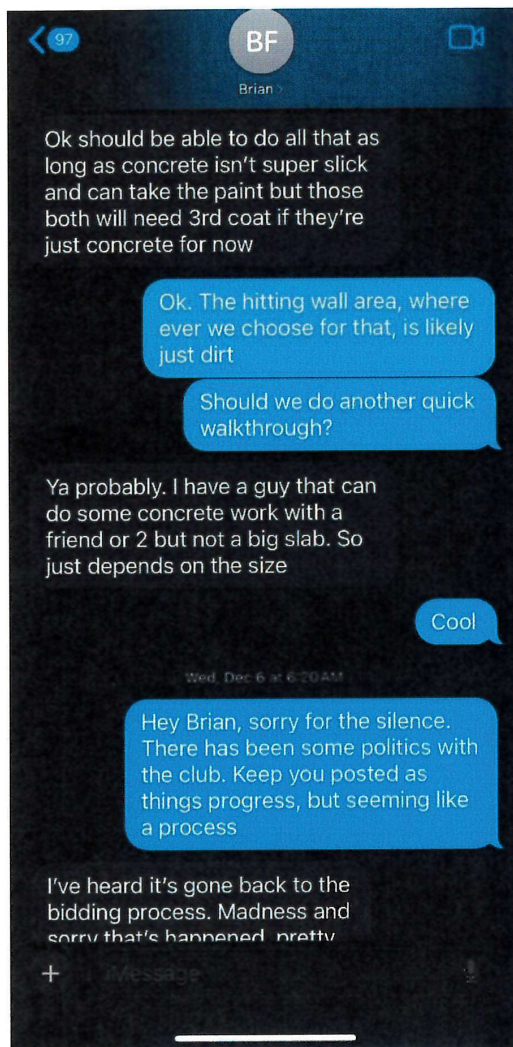


Exhibit W

(476 Petition signers and supporters of Buddy the Ball taking management of the All American Tennis Center. The title for which they signed under was Rally Behind Buddy the Ball to Elevate All American Tennis Club!)

Rally Behind Buddy the Ball Tennis to Elevate All American Tennis Club!



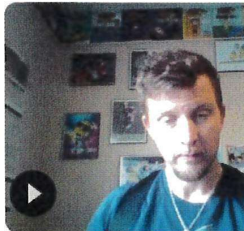
Started

March 15, 2024

Top supporter voices



♥ 2



♥ 9

[View all](#)

476

Signatures

500

Next Goal

Support now



Tanner, you have helped a **petition** gain momentum.

Your impact is just getting started. Contribute today to support turning your signature into a victory.

[Support Change](#)



Rally Behind Buddy the Ball Tennis to Elevate All American Tennis Club!

[Share on Facebook](#)

[Send an email to friends](#)

[Send a message via WhatsApp](#)

[Tweet to your followers](#)

- | | | |
|---------------------------|-----------------------------|--------------------------------|
| 1. Tanner Townsend | 47. Rocio Brambila | 95. Kevin Boyd |
| 2. Brandon Christopher | 48. Trent Alenik | 96. Lise Scott |
| 3. Ryan Greer | 49. Sasha Barrese | 97. Christine Carlson |
| 4. Siulyn Murillo Medrano | 50. Maria H | 98. Dimitris Terrell |
| 5. Dan Christopher | 51. Shola Adeleye | 99. Joshua Curphey |
| 6. Ricky Sypt | 52. Joshua Breland | 100. Jim Hippen |
| 7. Laurie Christopher | 53. Waziha Khan | 101. Melissa Kawka |
| 8. Marty Hennessy | 54. Stan Breland | 102. Ezra Glass |
| 9. Annika Counce | 55. Bitu Nasri | 103. Lowyn Yancey |
| 10. Bob Forbeck | 56. Diana Johngrass | 104. Alice Gorelick |
| 11. Kirsu Whear | 57. Brian Battistone | 105. Rachel Berg |
| 12. Jim Meservey | 58. Paul Fruge | 106. Braylon Jones |
| 13. Sterling Snyder | 59. Erika Rikhiram | 107. Toby Atkins |
| 14. Huseyin Polat | 60. Karl Jones | 108. Elijah Fernandez |
| 15. Jennifer Townsend | 61. Dusan Conic | 109. Heather Isaac |
| 16. Cameron Willis | 62. Yvette Farrell | 110. Jose A Garcia |
| 17. Mark Eteson | 63. Guadalupe Sherman | 111. Stephanie Brown |
| 18. Maureen Caruso | 64. Payton Dunn | 112. Lori Carroll |
| 19. Valentina Ossa | 65. Christina Groff | 113. Lola Davis |
| 20. Sterling Snyder | 66. Ivaylo Petkov | 114. Genesis Corona |
| 21. Huseyin Polat | 67. Emily Worsham - Johnson | 115. Sara Enslow |
| 22. Jennifer Townsend | 68. Alfred Danielian | 116. Ta'yon Ervin |
| 23. Cameron Willis | 69. Berihu Tesfa | 117. Zoe Gonzalez |
| 24. Mark Eteson | 70. Dwain Frazier | 118. Mark Holman |
| 25. Maureen Caruso | 71. Jennifer Rollins | 119. Noel Vargas |
| 26. Valentina Ossa | 72. Maya Moskal | 120. Bishesh Pokhrel (Student) |
| 27. Ruth Willman | 73. Graciela Medrano | 121. Braden Mosty |
| 28. Annie Ross | 74. Jason Horita | 122. Kathryn Saliccioli |
| 29. Casey Luna | 75. Alana Preziosi | 123. Leon Freeman |
| 30. Joseph Henderson | 76. Sachiyo Kobayashi | 124. First Last |
| 31. Pamela Loyd | 77. Brenda Talley | 125. Elizabeth Contreras |
| 32. Connie Piedra | 78. Jan Tibbles | 126. Sherbert Maneater |
| 33. Dyllion Smith | 79. Mary Doak | 127. Shelby Cassidy |
| 34. Devin Tins | 80. Donna Mednicoff | 128. Arriety Hidalgo |
| 35. James Leedom | 81. Valkyrie Froman | 129. Marietta Hosteenez |
| 36. Mary Chuko | 82. Michael Lane | 130. Sonic Son |
| 37. Gina Santaroni | 83. Jd De Armond | 131. Jeanie Wilson |
| 38. Nile Walton | 84. Frank Yakubson | 132. Adison Lee |
| 39. Jon Inwood | 85. Everly Townsend | 133. Nick Galarza |
| 40. Troy Del Toro | 86. Andrea Hernandez | 134. Jaimito Carrizales |
| 41. Jill Angelichio | 87. Jake Romero | 135. Gregg Earnest |
| 42. August Allen | 88. Judy Bailin | 136. Manny Gegen |
| 43. Tesfalem Mogos | 89. Op Ash | 137. John Greer |
| 44. Kc Anato | 90. Sean Hubbard | 138. Spenser Lee |
| 45. Tim Blenkiron | 91. Jill Fenchel | 139. William Schoffelman |
| 46. Sheryl Bon | 92. Leslie Eveland | 140. Chris Henderson |
| | 93. Claire Quinn | 141. Donald Hawk |
| | 94. Qtown Townsend | 142. Liam Roth |

143. Dooley Gegen	192. Janice Dekoski	241. Ben Peralta
144. Cynthia Greer	193. Natalie K Olheiser	242. Murat Tuncay
145. Molly O'keefe	194. Joyce Huet	243. Carissa Wolff
146. Jimmy Abreu	195. Tiauna Barrett	244. Kevin Halter
147. Nathan Baker	196. Hannah Arnold	245. Ryan Murray
148. MaydalyN Navarra	197. Taylor Jordan	246. Laure Thibeault
149. Shayna Karst	198. Malgorzata Czerwinski	247. Jarrett Bain
150. Ariana Molera	199. Lynn Gonzalez	248. Alexios Halebian
151. Barry Friener	200. Allison Gammel	249. Denise Walker
152. Haiiii Hehheehhehehe	201. Mike O'rourke	250. Michael Kowal
153. Hector Morones	202. Stephanie Fuoco	251. Amanda
154. Patricia Thomas	203. Randy Bach	Amandatp999@Yahoo.Com
155. Kerry Clemens	204. Zyonne Bandy	252. Philip Peredo
156. Lindsay Garner	205. Monique Clements	253. Diane Presser
157. John Pepper	206. Peter Derrick	254. Alfredo Perez
158. Kayla Hindle	207. Kelly Slater	255. Eric Jackson
159. Taila Salter	208. Essence Jernigan	256. Callie Pew
160. Nichole Eastham	209. Krzysztof Czerwinski	257. Evan Feldstein
161. Janet Dickey	210. Dorota Bielecka	258. Cruz Colmenares
162. Barbie Slay	211. Ian Higgins	259. Debbie Juden
163. Lorna Calder	212. Meghan Hauter	260. Peter Sturges
164. Denise Pantaleo	213. Jan Kubowicz	261. Nestor Braganza
165. Lauren Montz	214. Michael Copenhagen	262. Dianne Curtin
166. Penelope Abad	215. Edelin Olejua	263. Darin Mckinney
167. Brooklyn Nerby	216. Matt Thomas	264. Susan Langer
168. Joe Tseng	217. Janelle O'rourke	265. Tami Kuhnwald
169. Dana Pratt	218. Nini Ramirez	266. Zeina Kreidieh
170. Vanya Scott	219. Kelly Keiley	267. Chandresh Vyas
171. Duke Nguyen	220. Mindy Mccartney	268. Mark Kaufman
172. Jennifer Hulley	221. Judi Orouke	269. Karen Gordon
173. Sean Doak	222. Ana Ramirez	270. Harriet Woywod
174. Thiru Vodnala	223. Serge Depelchin	271. Brett Condon
175. Yeela Lavi	224. Sheryl Davis	272. Catrina Williams
176. Nichole Roosevelt	225. Mona Sabani	273. Elayna Vigil
177. Sharon Dito	226. Jennifer Dabney	274. Karen Mccartney
178. Christopher Cardone	227. Corey Arnold	275. Peter Minogue
179. Kelly Greer	228. Matt Adams	276. Candace Morian
180. Jessica Lam	229. Stacey Brazzel	277. Barbie Quinn
181. Heather Snyder	230. Ryan Ross	278. Phoenix Caplea
182. Nadia Cerini	231. Kiara Durham	279. David Bryner
183. Louis Cascella	232. Erika Krupkin	280. Tina Felps
184. Helen Tempest	233. Anastasia Ellis	281. Petra Dorn
185. Lior Lavi	234. Shawnee Grey	282. Mary Maragos
186. Samantha Dragovich	235. Courtney Bluck	283. Katherine Botsis
187. Destiny Gutke	236. Nikita Deora	284. Anne Berdos
188. David Boucher	237. Jennifer Mcdonnell	285. Bradlee Evans
189. Carol Few	238. Dr Beverly Griffin Phd	286. Anna Leja
190. Osman Remis	239. Anne Spinetti	287. Roseann Platt
191. David Few	240. Dario Curbelo	288. Mary Stine

289. Zofia Urbanska	338. Kaylee Drulias	387. Joshua Trickett
290. Elizabeth Foyt	339. Eunisha Gray	388. Aya Akrim
291. Shell Feis	340. Joshua Marrano	389. Beverly Mitchell
292. Jerry Jean	341. Israel Kin Kin	390. Alexander Colon
293. Tim Kuhlman	342. Kelsey Spence	391. Francisco Murillo
294. Roxanne Farmer	343. Emily Kumar	392. Garia Enely
295. Hod Berman	344. Tzu En Huang	393. Shelley Wei
296. Dominika Kubowicz	345. Magdalena Swierczewski	394. Rose White
297. Shanna Huslig	346. Marcia Detar	395. Sanghyun Lee
298. Lisa Tolliver	347. Natallia Shabanava	396. Jiying Wei
299. Ryan Ozminkowski	348. Adam Kaluba	397. Wendy Lockhart
300. Aphrah Brokaw	349. Dave Kaplan	398. Dr. Kai Jones
301. Kathryn Winterton	350. Frideric Prandecki	399. Judy Chang
302. Cherrial Odell	351. Sam Anderson	400. Sarah McBride
303. Eduardo Ahumada	352. Jacob Holman	401. Michael Washburn
304. Cindy Levine	353. Natalia Ossa	402. Janai Collins
305. Lily Chu	354. Ben Saxe	403. Meghan Kimrey
306. Gordana Conic	355. Amy Link	404. Judah Garrison
307. Berkabile Dillon	356. Daniel Link	405. Alan Barysh
308. Bob, Winnie Schulman	357. Jessica Lam	406. Carl Jones
309. Dann R Battistone	358. Haley Phelps	407. Dazia Mauldin
310. Sydney King	359. Nicole Grigsby	408. Malakye Richard
311. Nicky Dewhurst	360. Paul Markillie	409. Marquerite Bordeau
312. Roberto Hernandez	361. Amanda Case	410. Jacki Sy
313. Katrina Sta Cruz	362. Ricci Bee	411. Bre Callihan
314. Paige Neuenschwander	363. Greg Farina	412. Christopher Frazier
315. Sally Dewhurst	364. Melani Nicholson	413. Alyah Bullard
316. Selena Williams	365. Cheyanne Ivey	414. Mila Canive
317. Jami Fattaleh	366. Kalani Stautz	415. Karina Mcaffee
318. Kimi Yee	367. Alex Lew	416. Dakota Trim
319. Cole Brashear	368. Taco Man	417. Tenli Flourens
320. Allan Fan	369. Adriana Giordano	418. Addie Vescovi
321. Jeremy Mamaril	370. Andrew Floyd	419. Juno Salmon
322. Catherine Bradac	371. Joey Farina	420. Asher Smith
323. Jane Casovan	372. Lisa Ludlow	421. Naydelin Jeronimo
324. Dea Robinson	373. Journey George	422. Elizabeth Stocking
325. Spirit Chavez	374. Erin Clark	423. Nicole Thomas
326. Marc Albert	375. Kiki Thomas	424. William Johnson
327. Rae Barber	376. Lillian Rivas	425. Taelynn Cook
328. Jennifer Weidman	377. Emily Harrington	426. Ed Hanes
329. Brandon Trinh	378. Zienat Assadi	427. Maggie Cervantes
330. Martha Montes Montes	379. Brian Berman	428. Candyce Stoneman
331. Vika Fungavaka	380. Geoffrey Thompson	429. Giang Vo
332. Lisa Berger	381. Nastaran Sharafati	430. Miha Valle
333. Renan Ulysse	382. Artemis Dare	431. Mia Cunningham
334. Cindy Hagans	383. Jonathan Miller	432. Aiden Huckabee
335. Ryan Gormley	384. Zachary Silverglade	433. Steven Harler
336. Tanner Price	385. Carol Chen	434. Johnathan Rosado
337. Jade Quintana	386. Constance Pennington	435. Kt Hertfelder

436. Victoria Alonso
437. Katie Pringle
438. Anon Ymous
439. Logical Ara
440. Shawn Wright
441. Jacquelyn Earley
442. Brianna Rivera
443. Shawn Mcmillan
444. Trevon Brown
445. Erm Wadasigma
446. Marlo Duke
447. Ben Wright
448. Lizzie Madden
449. Elle Olsen
450. Yoshiko San
451. Darin Hasse
452. Chelsea Hardy
453. Mark Horvitz
454. Mariusz Choinski
455. Johnathan Feel The Bern
456. Bailey Bailey
457. Elizabeth Adamson
458. Cathy Sinsabaugh
459. Yonas Measho
460. Isabell Richard
461. Ma'kenzie Galloway
462. Mike Worthington
463. Natalie Morton
464. Joey Little
465. William Henrie
466. Mikenna Anderson
467. Preston Hull
468. Pinchas Stanislavsky
469. Rhianna Sample
470. Ashleigh H
471. Russell Heitkam
472. Nora Glass
473. Breanna Graf
474. Tom Watkins
475. Renee Yang
476. Julie Marshall
477. Maddie Fay
478. Diamarys Coronado
479. Jotaro Kujo
480. Elizabeth Kiper
481. Tim Maurer
482. Dwayne Heaster
483. Michael Donovan
484. Alex Payne

PRESENTATION SLIDES



Appeal of Denial of Protest – All American Tennis Club Award

Presented by: Brandon Christopher

Las Vegas City Council

June 26, 2024

- Buddy the Ball received Recommendation to Award
- Unnecessary Cancellation
- Evaluation metrics were not used properly to evaluate proposals for revised RFP
- Inadequate response to protest
- Our request: from Buddy the Ball and the community of Ward 2





PURCHASING & CONTRACTS DIVISION
CITY HALL, 4th FLOOR
495 SOUTH MAIN STREET
LAS VEGAS, NV 89101
(702) 229-6231 (702) 384-9964 FAX



RECOMMENDATION TO AWARD NOTIFICATION

Date: November 15, 2023

Project: 230234-DG-A All American Park Tennis Operator

NOTICE TO ALL OFFERORS

Buddy the Ball LLC is being recommended for award of the above referenced project. Offerors have five (5) business days from the date of this notification to submit a protest. Any protest submitted on this recommendation to award must be received no later than November 23, 5:00 p.m., Pacific Time, and be made in accordance with the protest procedure referenced in the solicitation documents.


Darren Gibbs, Senior Buyer
 QA Initials





PURCHASING & CONTRACTS DIVISION
CITY HALL, 4th FLOOR
495 SOUTH MAIN STREET
LAS VEGAS, NV 89101
(702) 229-6231 (702) 384-9964 FAX

NOTIFICATION OF CANCELLATION

Date: November 21, 2023
Project: 230234-DG-A All American Park Tennis Operator

NOTICE TO ALL OFFERORS

This notification is to inform you that 230234-DG-A All American Park Tennis Operator has been cancelled and no contract award will be made.

Tonya Kemble

Tonya Kemble
Manager, Purchasing and Contracts

No explanation given.



After cancellation, there were further recommendations made, impacting proposal content and scoring. The changes are detailed in this table.

Original	Revised
<p>Award Criteria</p> <p>Qualifications and Experience 40 Points</p> <p>Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable and past performance.</p> <p>Provide a brief description of the Offeror's business history and number of years in operation.</p>	<p>Award Criteria</p> <p>Qualifications and Experience 40 Points</p> <p>Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable and past performance.</p> <p>Provide a brief description of the Offeror's business history and number of years in operation.</p> <p>Demonstrate how you are currently impacting the community.</p>

Original	Revised
<p>Work Plan 30 Points</p> <p>Personnel</p> <p>Tennis Services</p> <p>Operations and Maintenance</p>	<p>Work Plan 35 Points</p> <p>Personnel</p> <p>Tennis Services</p> <p>Operations and Maintenance</p> <p>Financial Projections on revenue that can be generated</p> <p>Scholarship opportunities for the underserved</p>
<p>Exceptions to Sample Contract/Scope of Work 10 points</p>	<p>Exceptions to Sample Contract/Scope of Work 5 points</p>
<p>Facility Fee - \$800/month plus 1% gross revenue</p>	<p>Facility Fee - \$1000/month plus 2% gross revenue</p>
<p>Contract term length - 3 years</p>	<p>Contract term - 5 years with (5) one year renewal options</p>
<p>Court resurfacing -The City estimates that courts will cost approximately \$8,000 each to resurface. There is no record of the last resurfacing of these courts. A resurfacing plan and schedule must be proposed by the Operator.</p>	<p>Court resurfacing -The City estimates that courts will cost approximately \$8,000-\$9000 each to resurface. The City plans to resurface the courts in the Spring of 2024. A resurfacing plan and schedule for future resurfacing must be proposed by the Operator.</p>



Events	Date	Days from RFP Issue Date	Days after All American RFP Cancelled
RFP Issued – Lot A and B	7/17/2023		
RFP rec to award – Lot A	11/15/2023	121	
RFP Cancelled – Lot A	11/21/2023	127	
RFP rec to award – Lot B	12/6/2023	142	15
Contract Signed – Lot B	12/14/2023	153	26



Contract No. 230234-DG-B
Tennis Operator Lorenzi

**GENERAL SERVICES CONTRACT
FOR 230234-DG-B TENNIS OPERATOR LORENZI**

THIS CONTRACT is being entered into, effective as of 12/14/2023 at 3:30 PM PST by and between the City of Las Vegas (hereinafter the "City"), a municipal corporation within the State of Nevada having its principal office at 495 South Main Street, Las Vegas, Nevada 89101, and Marty Hennessy Inspiring Children Foundation, (hereinafter the "Operator"), having its principal office at 3339 West Washington, Nevada 89107.

DocuSign Envelope ID: D8EB90BC-6276-4BBF-9668-6C56B14F608B

230234-DG-B
Lorenzi Park Tennis
Operator

C-5 Payments

- (a) Fees charged to customers by the Operator must be reasonable market rates, to the satisfaction of the City of Las Vegas.
- (b) The Operator shall pay a facility fee monthly to the City in the amount of \$800 fee plus 1% of gross revenues. This amount may be withheld by the Operator under certain conditions described in Sections C-6(g). Facility fees (or statements in lieu thereof) shall be due no later than the tenth day of each calendar month; the City will not submit an invoice for Facility fees.

(c)

Contract Synopsis The services to be procured are more fully defined in Section C	Operator for the Lorenzi Tennis Center (the "Center")		
Performance Dates The Performance Period is more fully defined in Section A-2	Award Date See first paragraph	Expiration Date October 20, 2026	Option Periods Two (2) two-year periods
Contract Type	Supplier Revenue-Generating with certain facility fees due to City as further set forth on Exhibit A		
Contract Amount	\$0		





Brandon Christopher <brandonscottchristopher@buddyheball.net>

to Tonya ▾

Hi Tonya,

Thanks for talking earlier. I understand you can't explain everything.

In the process of telling the bad news to my team, who I've put together to be ready to run the club on day 1, it really hits home how much time and money went into being ready to do the best job. Most importantly these are the lives of real people, as I'm sure you can understand.

As I mentioned earlier, the timing of being recommended for the award and then someone wanting to change the terms makes it seem as though someone complained about us being awarded the contract. If that's the case I'm just wondering if there is something wrong that I did with my RFP and presentation. I'd be happy to backup or provide fact checks for anything.

If people's presentations would have been different based on different terms it shouldn't really matter because the whole process already played out. Otherwise this could be true for any RFP.

This RFP was also linked with the Lorenzi Park. If the terms were different overall, then that contract should be pulled and redone as well. People would have surely applied differently to include that facility too.

Not to stir the pot too much, but if the terms need to change for us to put down a deposit, or anything else, that's fine. I can certainly work to meet the city's needs.

It seems like this can be wrapped up here and done nicely and easily, if the person already awarded is willing to cooperate with any needed changes. If it's your word who comes to that decision then others will have to respect it. I do feel like I played by the rules here. I also feel I am the most qualified candidate to run this job, no matter the terms. I'd be happy to prove it and execute it.

I'm just hoping that there's a way we can meet the city's needs, no matter the ask. I say this before it goes through to another RFP process because I've already invested, been recommended for the contract, and my team is ready to go.

Maybe you can say the original decision is a good decision.

Thank you, Tonya,
Brandon

No reply to this email.



Wed, Nov 22, 2023, 12:04 PM



After cancellation, there were further recommendations made, impacting proposal content and scoring. The changes are detailed in this table.

Original	Revised
<p>Award Criteria</p> <p><u>Qualifications and Experience 40 Points</u></p> <p>Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable and past performance.</p> <p>Provide a brief description of the Offeror's business history and number of years in operation.</p>	<p>Award Criteria</p> <p><u>Qualifications and Experience 40 Points</u></p> <p>Describe Offeror's experience in providing operation of a sports complex similar in size and scope, including information and examples which substantiate successful and reliable and past performance.</p> <p>Provide a brief description of the Offeror's business history and number of years in operation.</p> <p>Demonstrate how you are currently impacting the community.</p>



Rating/Score	Definition & Criteria
Exceptional	Proposal demonstrates an excellent approach that would result in above and beyond attainment of all requirements and objectives. Proposal provides advantages and no weaknesses. Proposal provides advantages and no disadvantages and can be expected to result in outstanding performance. The solutions proposed are very low risk. Proposal is clear, all requirements are met and demonstrates a clear understanding of the project and requirements.
Good	Proposal demonstrates a sound approach that would exceed most of the requirements and objectives. Proposed approach has numerous strengths and a few minor weaknesses, and no deficiencies. Proposal provides advantages and few disadvantages, which collectively can be expected to result in better than satisfactory performance. The solutions proposed are low risk. The proposal is clear, all requirements are met and demonstrates a clear understanding of the project and requirements.
Acceptable	Proposal demonstrates an approach that is capable of meeting all requirements and objectives. Proposed approach has strengths and weaknesses, but not deficiencies. Proposal provides advantages and disadvantages, but disadvantages do not outweigh advantages. Approach can be expected to result in satisfactory performance. Solutions proposed may have moderate risk. Proposal is clear and demonstrates a general understanding of the project and requirements.
Rejected	Proposal demonstrates an approach which may not meet all of the requirements of the solicitation. The proposal may have some strengths, but there are more weaknesses and there may be a deficiency in one area. Advantages are outweighed by disadvantages, may pose a significant risk and approach may result in unsatisfactory performance. Proposal may not be clear.
Qualifications & Experience	Work Plan Personnel
Exceptional 30-40 points	Exceptional 27-35 points Exceptional 20 points
Good 20-29 points	Good 19-27 points Good 15 points
Acceptable 10-19 points	Acceptable 10-18 points Acceptable 10 points
Rejected < 10 points	Rejected <10 points Rejected <10 points



Section 2:

A. Scott Schneider and Iren Schneider have proudly helmed AI in Tennis Academy at [REDACTED] for the past nine years, establishing themselves as leaders in the local tennis scene. Over this time, they've outpaced one of the city's premier junior tennis programs, utilizing eight courts at [REDACTED] to nurture young talent.

What began modestly with two coaches and 25 kids nearly a decade ago has blossomed into a thriving community of almost 200 young players, supported by a dedicated coaching staff of seven coaches and four assistant coaches. At present, AI in Tennis Academy boasts an impressive array of nine distinct levels of clinics, each conducted three days a week, totaling an impressive 27 clinics weekly. While Scott and Iren focus primarily on the junior clinics at [REDACTED], they meticulously coordinate schedules to ensure harmony with the adult programs and reserve courts for homeowners/members. The delicate balancing act has been executed flawlessly for the past nine years, attracting to their organizational prowess.

The junior clinic schedule remains flexible, adapting to school calendars, seasonal changes, and holiday breaks throughout the year. Such adaptability underscores Scott and Iren's commitment to providing a comprehensive tennis experience tailored to the needs of young athletes and their families.

B. Not applicable

C. Scott Schneider, set to lead as Director of Tennis at All American Park, brings over 30 years of tennis experience in Las Vegas. With a decade of playing and over 20 years of coaching under his belt, Scott is a [REDACTED] native and a driving force behind the city's tennis scene. His own venture, "AI in Tennis Academy," has flourished from just 25 kids in 2014 to over 200 today, marking it as the city's fastest-growing junior tennis program.

Scott's dedication has helped nearly 50 kids secure college tennis scholarships, including the nationally top-ranked girls' 12 and under player who boasts three national championships. Renowned for its outstanding developmental programs, Scott's academy not only nurtures players but also cultivates coaching careers, with several of his proteges assuming roles as tennis directors locally and beyond.

In essence, Scott Schneider's leadership promises to enrich the tennis experience at All American Park, embodying a commitment to excellence and a passion for fostering talent.

Iren Schneider, who will serve as the facility manager at All American Park, is Scott's wife and an integral part of their tennis legacy. Hailing from [REDACTED], Iren arrived in Las Vegas on a full scholarship, where she excelled as a member of the [REDACTED] Women's Tennis Team for four years, adding to her already impressive resume of five national championships back home.

After earning her degree in [REDACTED] from [REDACTED], Iren seamlessly transitioned into assisting Scott in running AI in Tennis Academy, accumulating nine years of invaluable experience in program management. As the backbone of the academy, Iren's behind-the-scenes efforts are instrumental in its success and growth.

From accounting and bookkeeping to scheduling and parent communication, Iren wears many hats, overseeing everything from tournaments and events to Junior Team Tennis and merchandising. Her adeptness at streamlining operations and optimizing resources ensures the efficient and effective management of tennis programs and facilities.

With a sharp focus on talent development and program enhancement, Iren Schneider is poised to leave a lasting impact on the tennis industry, leveraging her diverse skill set and unwavering passion for the sport.

Erik Jansal, a cornerstone of AI in Tennis Academy for the past seven years, has ascended to the role of Head Tennis Pro for high performance. With a rich background in collegiate tennis, Erik's achievements span multiple divisions, including Nike (ranked 23 in USA), IUCAA (ranked 7 in USA), and NCAA Division I (ranked 45 in USA). Notably, he clinched a top 10 doubles ranking in Division I College.

Erik's expertise extends beyond the court, boasting certifications from Tennis Australia's community coaching course and the Global Professional Tennis Coach Association (GPTCA) at both level B and C. His GPTCA level B license, recognized by the Association of Tennis Professionals (ATP), sets him apart as the sole coach in Las Vegas to hold this distinction.

Prior to his tenure at AI in Tennis Academy, Erik honed his craft at esteemed institutions worldwide, including [REDACTED].

Widely regarded as one of the premier coaches in [REDACTED], Erik's reputation continues to soar, positioning him as a rising star within the national coaching community.

David DiMartino epitomizes the spirit of enthusiasm and dedication as a tennis player and coach, driven by a profound passion for the sport. Hailing from [REDACTED], David boasts a rich background with over a decade of experience across country club settings and park courts alike.

Born and raised in the heart of [REDACTED], David's journey in tennis is deeply rooted in his local community. His remarkable achievements as a three-time State Champion for [REDACTED] further solidify his status as one of [REDACTED]'s most decorated high school tennis players. For [REDACTED] years, David has been an integral part of the [REDACTED] tennis community, contributing to its growth and success.

With a fervent desire to continue honing his skills and nurturing the talents of both kids and adults, David stands poised to make meaningful contributions to the tennis landscape, embodying a steadfast commitment to excellence and growth.

Joaquin J. Casarilla is now a full-time member of the team at All American Park. With extensive experience leading both adult and junior clinics, Joaquin is highly regarded and well-liked by clients at [REDACTED].

His presence is a valuable asset, ensuring a seamless transition. Excited to learn and grow with the team, Joaquin brings with him a wealth of knowledge and a proven track record. In 2008, he earned his USPTA certification, and in 2015, he became a USPTA Level 1 coach. Joaquin's five years of USPTA certification further solidify his dedication to coaching excellence.

“utilizing eight courts”

Community impact?



	Evaluator 1	Evaluator 2	Evaluator 3
All in Tennis			
Qualifications & Exp	35	40	35
Work Plan	35	35	35
Personnel & Admin	20	20	20
Exceptions	5	5	5
Total	95	100	95

Buddy the Ball			
Qualifications & Exp	40	30	35
Work Plan	30	35	32
Personnel & Admin	20	20	20
Exceptions	5	5	5
Total	95	90	92



Supplier Scoring Summary 230234-DG - Tennis Operator All American & Lorenzi Center - Scoring Round All Ame

Supplier	CTV RFP Evaluation		Qualifications & Experience		Work Plan		Exceptions to the Sample		Personnel & Administrative	
	Rank	Score	40.00	30.00	30.00	10.00	10.00	20.00	20.00	20.00
Buddy the Ball LLC	1	86.33	35.00	23.67	10.00	17.67	15.67	15.67	15.67	15.67
First Serve, Inc.	2	81.67	36.00	22.67	7.33	9.67	9.67	9.67	9.67	9.67
All In Tennis Academy	3	72.00	32.33	21.67	8.33	6.67	12.33	12.33	12.33	12.33
Platinum Sports Group	4	66.67	23.33	24.33	6.67	6.67	8.33	8.33	8.33	8.33
Owen Hambrook Tennis LLC	5	52.00	21.67	15.33	6.67	8.33	8.33	8.33	8.33	8.33
blackJack Tennis	6	45.67	14.00	14.67	8.33	8.33	8.67	8.67	8.67	8.67
		67.39	27.06	20.39	7.89	12.06	12.06	12.06	12.06	12.06



In addition to BTB operations through the tennis class school program, our company extends its community impact and reach through various initiatives spanning from mascot appearances, community events, video production, and the establishment of the Bounce Big Foundation, embodying our commitment to promoting an active lifestyle, fostering community engagement, and empowering the next generation.

Live Appearances by Mascots – Buddy the Ball and Bella the Ball mascots make live appearances at various tennis clubs during tournaments, clinics, and practices. The mascots will greet tennis players, adding a touch of excitement and fun to the events. Often these are scheduled visits by the mascots to entertainment venues such as Gravydy Trampoline Park, Big Bounce America (the world's largest bounce house), Wally Wombats Indoor Playground, and other similar attractions. These visits aim to engage with the community in diverse recreational settings, fostering a sense of enthusiasm for an active lifestyle beyond the tennis court.

Enhancing Events with Mascot Participation – Buddy and Bella will actively participate in various events to enhance the overall experience. Past event appearances include:

- Make a Wish Foundation Fun Run
- Inspiring Children's Foundation Bryan Brothers' Kids Day
- USTA Ladies League Luncheon at the Stirling Club
- ATP Professional Men's Circuit Kids Day at UNLV
- UNLV Men's Tennis Team Fundraiser
- USTA Professional Women's Circuit Kids Day at Red Rock Country Club
- World Team Tennis at the Orleans Casino and Hotel
- Vegas Tennis Team Cup at Darling Tennis Center
- Lil Mo's National Junior Tournament in Indian Wells, CA
- Tivoli Village Farmers Market

School Visits – BTB team members, including both coaches and mascots, will make surprise appearances at preschools and elementary schools or scheduled assemblies. The assemblies focus on promoting tennis, reading and physical activity, aiming to instill healthy habits at a young age.



Additionally, since 2014, our CEO, Brandon Christopher, has had direct experience with the running of All American.

Brandon was initially hired on as an independent contractor in 2014 by the current facility Operator, and quickly worked his way to being second in command. Whenever the current tenant was away for the day, sick or traveling, Brandon was the go-to guy.

In addition to providing private lessons and developing and running clinics, Brandon gained daily operation experience from all his time spent onsite. Brandon performed a high level of customer service, completed customer purchases, addressed customer requests, completed court reservations, organized and developed tennis programs, managed onsite inventory, provided direction to front desk employees, was attentive to utilities and physical upkeep, and communicated with local law enforcement as needed about public safety.

Brandon's work here was maintaining positive relationships and providing good tennis services for the tennis community. From juniors to adults, beginners to advanced performance players, he covered all areas. This includes league play, tournaments, private lessons, clinics, complimentary Christmas clinics, community neighbors, and free casual, and public play in the middle of the day.

When in 2021 the current tenant needed to move out of state, Brandon ran the club for him until 2022. In 2022, Brandon shifted his focus to the running of BTB, but stayed on as a substitute pro.

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In 2023, the current tenant (Misha) asked Brandon to take over running the Facility for him. Misha saw that Brandon had the skills and aptitude to run All American successfully, but at the time Brandon had prior commitments hindering him from reaching an agreement with Misha.

At BTB, we are passionate about generating a lifelong love of tennis, and we have the knowledge and capability to make All American better than ever.



Buddy the Ball LLC received exceptional scores from all evaluators and many of the strengths identified in your protest letter were in consensus with the evaluation panel. There were some points deducted for weaknesses. For example, your Proposal stated "running and managing 68 schools is like managing a tennis facility with 68 courts". **Sole operation of an actual facility was not fully demonstrated.** In addition, your financial projections showed aggressive growth for revenue and high operational costs with small profit margins that indicate high dependence on growth. As with the first evaluation panel, they were given the option to schedule an interview round. The panel did not feel that was necessary and decided they had sufficient information to make a recommendation. As previously noted, that is their discretion.

