



City of Mobile
Request for Qualifications
RFQ Number: 6017

AZALEA CITY GOLF COURSE
GOLF TEACHING PROFESSIONALS

The City ("City") of Mobile is seeking qualification packages from Golf Teaching Professionals for the award of one or two exclusive franchises to provide golf instruction at the Azalea City Golf Course.

Qualification Submissions are due by 4:00pm local time, January 8, 2026.

I. BACKGROUND / PURPOSE: The City of Mobile (COM) owns and operates the Azalea City Golf Course (ACGC), a division of the Mobile Parks and Recreation Department (MPRD) and is seeking to secure one - two (1 – 2) Golf Teaching Professionals who will be independent contractors and will work to develop and implement a high-quality golf instruction program. A person in this position will provide instruction for all ages including private lessons, group clinics and player development programs. The selected professionals will report to the Azalea City Golf Professional.

II. ABOUT THE FACILITY: ACGC is a classic 1950's public golf course that has stood the test of time. With many recent renovations in the clubhouse, golfers of all ages and all walks of life enjoy experiencing all that ACGC has to offer. With an annual average of 43,000 rounds of golf. ACGC is one of the busiest golf courses in the region. This recreational facility has 18 holes of golf, a driving range, three practice greens and a practice bunker and weather permitting, is open 363 days/year (closed only on Thanksgiving Day & Christmas). Our mission is to provide an affordable, challenging, enjoyable and friendly experience with a well-maintained golf course facility.

III. MINIMUM QUALIFICATIONS: The City requires the successful applicant(s) to meet the following minimum qualifications.

- A. PGA or LPGA Class A member in good standing or currently registered and working toward Class A membership
- B. Previous experience as a full-time golf teaching professional.
- C. Strong organizational, planning and prioritization skills.
- D. Interpersonal skills that will make people feel welcome and reflect favorably on the COM, MPRD and ACGC.

E. Customer-service-focused service-delivery approach in provision of services.

F. Experience and skill in written and oral communications.

G. Upon award of contract, a COM business license must be obtained and comprehensive or commercial general liability insurance coverage must be secured in the minimum amount of \$1,000,000 combined single limit including coverage for bodily injury, personal injury, broad form property coverage, contractual liability and cross liability. COM shall be listed as additionally insured on policy.

IV. **SERVICE EXPECTATIONS.** The instructor(s) will have exclusive rights to teach within the boundaries of ACGC with the exception of Golf Professionals who are employees of the COM and other teaching partners that may from time to time be approved by the COM and ACGC for specific programs. As such, the selected instructors, though private contractors, will be an integral part of the ACGC experience for patrons, and the ACGC team in the delivery of a first-class golfing experience. As part of the ACGC team, the City will expect the selected instructor(s), at a minimum, to provide the following services

A. Create instructional programs to enhance service and maintain interest and enthusiasm among all customer segments including but not limited to minorities, juniors and people with disabilities. This is to be done during normal operating hours of ACGC.

B. Create player development programs to foster both a recreational and fun environment.

C. Assist the Golf Professional team with the development of programming designed to attract new and existing golfers.

D. Work along with the Golf Professional team to implement men's and women's golf instructional programs, team clinics, individual lessons and programs to teach rules of golf and golf etiquette.

E. Dual branding (both the instructional program and ACGC) will be required across all marketing and promotional materials.

F. Research and incorporate state-of-the-art teaching methods.

G. Develop, conduct and promote golf club fittings with all equipment sales to be processed through the ACGC golf shop and all revenues being retained by ACGC.

H. Supervise upkeep and cleanliness of the teaching area of the driving range and practice greens to ensure safe, clean, organized and professional conditions always exist.

I. Represent the COM and ACGC in the community to create a positive relationship with media (TV, radio, social media, etc.) and local businesses through promotional activities and programs.

J. Supply all equipment and supplies necessary for instruction.

K. Maintain a good working relationship with the ACGC staff.

L. Maintain a neat appearance, exercise good public relations skills and conduct of a high standard that is expected by the COM and ACGC.

V. COMPENSATION

A. Each Golf Teaching Professional will pay the COM \$500 per month. The City has the option to prorate this amount in the event the ACGC is closed for an extended period (more than three days) in any month.

B. All lessons, clinics, etc. shall be booked by the student directly with the instructor(s), not through the ACGC golf shop.

C. All payments from students shall be paid directly to the instructor(s).

D. Rates charged for lessons and clinics must be competitive and reasonable when compared to area standards and must be approved by the Golf Professional

VII. CITY PROVISION FOR VENDOR. City will provide instructor(s)

A. Access to one to two (1 – 2) golf cart(s) provided all carts are available for use (exceptions would include large tournaments and special events).

B. Unlimited driving range balls.

C. Designated teaching area on the driving range tee,

D. Shared space with golfers on the practice greens.

E. Storage area in the cart building for storage of equipment.

F. Display, advertisement, and sign-up information in the Pro Shop.

VIII. QUALIFICATION SUBMISSIONS. Provide a well-organized qualification package **NOT LATER THAN 4:00 pm, Thursday, January 8, 2026**, in a written sealed envelope, clearly labeled as a submission for this RFQ, to

Brian Aaron
Superintendent, Azalea City Golf Course
1000 Gaillard Drive
Mobile AL 36608.

Submissions must include the following items:

A. Any and all documents to show proof of meeting the qualifications in Section III above. Clearly state your name, business name (if applicable), business address, and contact information.

B. Provide a detailed description of the plans for instruction operations for ACGC and the customer service philosophy and experience.

C. Discuss concepts and ideas specifically regarding the following golf related items:

- (i) Promotion and marketing
- (ii) Golf instruction
- (iii) Youth programs
- (iv) Men's and women's programs
- (v) Special events

D. List at least three (3) references where the instruction has performed services similar to those expected in this RFQ. Provide with the reference a contact name, email, and phone number, and a brief description of your responsibilities and accomplishments.

E. Provide any information regarding any past or current professional or employment relationships with the City and ACGC.

IX. EVALUATION AND SELECTION.

A. The City will review and score all applications received by the submission due date. The highest scoring applicant(s) in the City's sole discretion will be selected for contract award. Scoring will be based on qualifications, experience, and the City's judgment that the candidate will contribute most effectively to ACGC's mission. The decision to make one, multiple, or no awards lies within the complete discretion of the City.

B. The City may interview any, all, or no applicants, and may solicit any additional information from any applicant.

C. The City may select one or two applicants for award.

D. Selectees will be required to have or attain, and maintain, a City Mobile business license for the duration of award.

E. Cone of Silence. From the time of advertising, and until the final award by completion of a signed contract or purchase document issued by the City, there is a prohibition on communication by respondents (or anyone on their behalf) with the City staff and elected officials regarding this request for bids, proposals, or qualifications. This does not apply to communications directly with the Procurement Department staff during authorized question periods, or with designated City staff during pre-bid conferences, interviews, requests for clarification, and written contract negotiations. Breaking the established prohibition on communication, if proven, may result in a disqualification of your submittal.

F. Selectees will be required to obtain and maintain insurance coverage in forms and amounts acceptable to the City. The minimum insurance amount will be \$1,000,000.00 and must include endorsements naming the City as an additional insured, waiving subrogation against the City, and requiring 30-day notice to the City of any change or cancellation to the policy.

G. Selectees will be required to enter into a contract with the City for a maximum of three years with additional renewal options to be negotiated.

X. **QUESTIONS**. Submit any questions regarding this RFQ by email not later than 4:00 pm, Thursday, January 8, 2026, to Brian Aaron, Golf Course Superintendent at: aaron@cityofmobile.org .