



## CITY OF DEL MAR

### REQUEST FOR QUALIFICATIONS No. 2025-05

## VOLLEYBALL INSTRUCTION AND CAMP OPERATORS

### I. INTRODUCTION

#### **A. General Information**

The City of Del Mar (City) requests statements of qualifications/proposals from qualified firms to provide beach volleyball instruction and operate camps on the City of Del Mar beach. Additional program operations may also consist of the following: calisthenics, running, beach workouts, game theory, and operating an Independent Student Physical Education (ISPE) program that services high school (junior and senior) students.

Interested firms must submit a proposal on the scope of services outlined below and may propose additional related camp operations at their discretion, including requests for one or more sites. Successful firms will be issued the City's operations permit for a three-year period, with the option to extend for two additional years.

#### **B. About the City**

Incorporated in 1959, the City of Del Mar is a Charter Law City with a Council-Manager form of government. The Del Mar City Council consists of five members, one of whom is chosen on a rotating basis for a one-year term as mayor. Del Mar is located just 20 minutes north of downtown San Diego on the southern California coast. Approximately 3,900 residents call this 2.2 square mile city their home. The famed horse racing and annual County Fair that take place at the State-owned Del Mar Fairgrounds and over two miles of white sandy beaches make Del Mar an inviting tourist destination. Residents and visitors enjoy excellent weather and a variety of outdoor activities at the City's parks and Downtown Village.

#### **C. Inquiries**

Questions and inquiries regarding this Request for Qualifications (RFQ) must be received by 3:00 p.m. PST on Friday, **October 24, 2025**, and directed in writing by email to Maggie Martin del Campo, Management Analyst, at [mjones@delmar.ca.us](mailto:mjones@delmar.ca.us). All inquiries must reference "RFQ 2025-05 Volleyball Instruction and Camp Operators" in the title or subject line. Questions and inquiries submitted over the telephone will not be accepted.

#### **D. Submittal Requirements**

Proposals are due on or before Friday, November 14, 2025, no later than 3:00 p.m. PST. Your proposal should be submitted via email to Maggie Martin del Campo, Management Analyst, at [mjones@delmar.ca.us](mailto:mjones@delmar.ca.us). The submittal must reference "RFQ 2025-05 Volleyball Instruction and Camp Operators" in the title or subject line. Facsimile submittals will not be accepted.

**II. ANTICIPATED TIMELINE**

Anticipated timeline for RFQ process is outlined below and is subject to change without notice:

Action	Date
Notice of RFQ	October 13, 2025
Questions Due	October 24, 2025 at 3:00 p.m. PST
Responses to Questions Posted	November 5, 2025
Deadline to Submit Proposals	November 14, 2025 at 3:00 p.m. PST
Oral Interviews (if necessary)	November-December 2025
Permit Award	January 2026
Permit Starting Date	Immediately Thereafter

**III. DESCRIPTION OF OPERATIONS**

**1. Scope of Services**

Group Camps: A daily class with morning and/or afternoon sessions operating for a period of one week with number of participants based upon camp location as detailed below. Classes shall operate June through August, Monday through Friday (excluding Federal or City holidays and weekends) with hours of operation between 8:30 am and 2:30 pm. Additional Group Camps may be allowable during Spring Break or during other periods outside of June through August upon approval of the Director of Community Services. Group camps must maintain a 1:10 instructor to student ratio, meaning no more than ten students per instructor.

Group Practice: A daily class with afternoon sessions operating for a period of one week with number of participants based upon location as detailed below. Classes shall operate year-round, Monday through Friday (excluding Federal or City holidays and weekends) with hours of operation between 3:00 pm and no more than thirty minutes after sunset. Group practices must maintain no more than ten students per instructor.

Private Class: A single student is instructed, with a 1:1 instructor to student ratio, on a one-time or regular basis. May be conducted year-round at an approved location between sunrise and sunset.

Semi-Private Class: A class with a 1:4 instructor to student ratio to be conducted on a one-time or regular basis, year-round, between sunrise and sunset, and at an approved site.

Independent Study Physical Education (ISPE): A group class with a 1:10 instructor to student ratio to operate September through May in coordination with local high school calendars, Monday through Friday (excluding Federal or City holidays and weekends) with hours of operation between 11:00 am and 2:00 pm.

**2. Site Locations**

There are two (2) sites specifically designated for volleyball instruction. Each site is located on the public beach in the area commonly referred to as “North Beach”. The two (2) sites are unique in that one (1) site is to be set up to the south while the other to the north in the North Beach area. Each site has variability in number of participants, class type, and allowable activities. The site information and details are as follows:

### **Site 1 – North Beach 1**

- Camp set-up in the northeastern most area of North Beach

#### Timeframe

- Private and semi-private classes year-round (one court of instruction at a time)
- Group camp classes June through August only, unless approved by Director of Community Services for camps during Spring Break or other
- Group Practice year-round
- ISPE instruction is allowed September through May

#### Conditions

- Thirty (30) total participants at any time during camp or class operations June through August operating period (total includes all group, private, and semi-private participants)
- Thirty (30) total participants (including all group, private, and semi-private) allowed at any time September through May unless approved by Director of Community Services
- Forty (40) total participants allowed during ISPE operations
- Maximum of three (3) courts allowed during Group Camp or Group Class activities unless more approved by Director of Community Services
- Maximum of four (4) courts allowed during ISPE activities unless more approved by Director of Community Services

Other allowable activities include running, jogging, calisthenics, or other workout activities related to volleyball performance.

### **Site 2 - North Beach 2**

- Camp set-up in the northeastern most area of North Beach

#### Timeframe

- Private and semi-private classes year-round (one court of instruction at a time)
- Group camp classes June through August only unless approved by Director of Community Services for camps during Spring Break or other
- Group Practice year-round
- ISPE instruction is allowed September through May

#### Conditions

- Twenty (20) total participants at any time during camp or class operations June through August operating period (total includes all group, private, and semi-private participants)
- Twenty (20) total participants (including all group, private, and semi-private) allowed at any time September through May unless approved by Director of Community Services
- Twenty (20) total participants allowed during ISPE operations
- Maximum of two courts allowed during Group Camp or Group Class activities unless more approved by Director of Community Services
- Maximum of two (2) courts allowed during ISPE activities unless more approved by Director of Community Services

Other allowable activities include running, jogging, calisthenics, or other workout activities related to volleyball performance.

Site locations can be seen in Attachment A.

### 3. Additional Requirements

For the safety and enjoyment of the public and camp/class participants, the City has established additional requirements to be followed while operating in public space. The Volleyball Camp and Instruction Conditions document is included as Attachment B.

### IV. PROPOSAL REQUIREMENTS

Responses to this RFQ must adhere to the requirements set forth in this section, both for content and sequence and **must not** exceed 10 pages. Failure to adhere to these requirements or the inclusion of conditions, limitations or misrepresentations may be cause of the rejection of the submittal.

#### A. Overview of Firm

A profile of the firm including the firm's key personnel.

#### B. Qualifications and Experience

Description of the Firm's experience including:

- i. Number of years firm has been in business.
- ii. Location of principal office that will be responsible for the implementation of this permit, and distance from the City of Del Mar.
- iii. List experience in providing similar services to other municipalities.
- iv. List individual team members that will be working on the City's behalf and include their qualifications or professional resumes.
- v. Provide name of contact person for the project, phone number and email address.

#### C. Description of Proposed Operations

Submittals must include a detailed outline of the proposed operation (Operating Plan) including the duration of the permit term. The proposed Operating Plan should include the following:

- i. Site(s) for which you are applying.
- ii. Ranking of each site for which you are applying with number one (1) as your top preference. The City cannot guarantee that proposer, even if selected, will be awarded any or all their selected sites.
- iii. A schedule of classes and class/instruction types including times and days of the week during both June through August and September through May operational periods. Prices of each type of class or instruction must also be included.
- iv. Details of camp/instruction including in-water and beach activities. Inclusion of instruction materials, class outlines, or other, is also encouraged and may be included as additional materials beyond the 10-page submittal.

#### D. Client References

Respondents must provide a minimum of three (3) client references, preferably from local governments, municipalities, or service districts in California, of organizations with whom you currently have contracts and/or have previously had contracts for the provision of services of equal type and scope within the last five (5) years. Each reference shall include the name of the organization, contact person, title, telephone number, length of business relationship, and summary of services performed.

E. Fee Proposal

Permit charges are calculated as a percentage of gross revenue for ALL instruction or camp-related services provided in the City of Del Mar based on location. Each location has a minimum fee. Gross revenue percentage fees are applied once the minimum fee is exceeded as a percentage of gross revenue. Rates for each location are the following:

- Site 1 – Minimum fee of \$10,000 or 10% of gross revenue, whichever is higher
- Site 2 – Minimum fee of \$6,000 or 10% of gross revenue, whichever is higher

Permit payments and accounting of monthly and annual revenues are due to the City on the following dates:

- Minimum fee – Due May 1<sup>st</sup> annually during term of agreement
- Accounting and payment for preceding month due on the 10<sup>th</sup> of each month
- Any late payment may be subject to penalties as authorized
- The City reserves the right to update the Minimum Fee annually, at the beginning of each Fiscal Year (July 1), based on the Consumer Price Index (U.S. City Average), not to exceed 3% each year

F. Conflict of Interest

Firms are required to issue a brief statement disclosing potentially conflicting interests, including any litigation involving their personnel which is adverse to the City; and the listing of services currently being provided or provided within the last four years to any person, corporation, partnership, or other entity that made application to the City for a discretionary land use entitlement or City project.

G. Acceptance of RFQ Addendums

Proposing firm must expressly acknowledge review and acceptance of all addendums to the RFQ if any are issued before the close of the RFQ solicitation period.

H. Other Information

Respondents are invited to submit other optional information believed to be relevant to the selection process.

## **V. SELECTION METHOD**

Firms will be selected based on demonstrated competence and qualifications related to the desired services. All submittals deemed responsive will be evaluated using the following criteria (listed in no particular order of importance or value of rating):

- Relevant experience and qualifications of the firm (including experience working in the San Diego region)
- Proposed services and methodology
- Schedule
- Fee Proposal
- Overall response to the RFQ

## **VI. MISCELLANEOUS**

### ***Reserved Rights by the City***

The rights reserved by the City include, but are not limited to the following:

- The City reserves the right to select, and subsequently recommend for award the firm that best meets the needs of the City.
- The City reserves the right to require further documentation or information prior to entering into an agreement for services.
- The City reserves the right to reject any or all submittals. The City further reserves the right to waive technicality and formalities in submittals, as well as to accept in whole or part such submittals where it is deemed in the best interest of the City.
- The City reserves the right to enter into discussions with respondents regarding their qualifications.
- The City reserves the right to rescind its acceptance of a submittal at any time in the event the scope of services and work products furnished do not meet the service quality or the firm fails to properly fulfill its service and delivery obligations. All such determinations shall be made solely at the discretion of the City and shall be without penalty to the City.

### ***Incurred Costs***

The City of Del Mar is not liable for any costs incurred by a respondent in the preparation and/or presentation of their proposal.

### ***Business License***

The consultant(s) selected will be required to obtain a Del Mar Business License prior to conducting any services in the City of Del Mar. Business Licenses must remain current for the length of the operating period.

### ***Equal Opportunity***

The City of Del Mar requires all proposers to comply with equal opportunity policies. Del Mar's programs, services, employment opportunities, and volunteer positions and contracts are open to all persons without regard to race, religion, color, national origin, sex, age, sexual orientation, marital status, disability, medical condition, genetic disability, military or veteran status, or political affiliation.

### ***Operations Permit***

Per chapter 6.48 of the Del Mar Municipal Code, the consultant(s) selected will be required to complete an Operations Permit through the Community Services Department. Operators shall agree to all conditions set forth in the Operations Permit.

### ***Public Information***

All materials received relative to this RFQ will become public information and be available for public inspection. Any information deemed confidential or proprietary should be clearly identified by the Consultant as such. The City reserves the right to retain all proposals submitted, whether or not the proposal was selected or judged to be responsive. Companies submitting proposals which contain information deemed to be proprietary, may submit that information separately under closed cover so designated and clearly identified. Pricing information may not be so submitted and is non-privileged.

### ***Insurance Certificate & Addendum Form CG-20-10 Required***

Mandatory for all Operators for duration of Operations Permit. Please provide the Certificate of Insurance & Form CG-20-10 naming the City of Del Mar as Additional Insured in the minimum amount of \$2,000,000.

Operator must also certify that the policies provided under this Permit are inclusive of and do not exclude or sublimit coverage for sexual abuse and molestation.

***Background Checks***

Operators are required to conduct and verify that all staff (including business owner) clear fingerprint background checks as conditions of their permit with the City of Del Mar. The background check shall include a search of the California Department of Justice’s statewide repository of criminal records including arrest and prosecution. Verification of clearance shall be provided to the City upon request.

***Inaccuracies or Misinterpretations***

If, in the course of the RFQ process or in the administration of a resulting contract, the City determines that a Respondent has made a material misstatement or misrepresentation or that materially inaccurate information has been provided to the City, the Respondent may be terminated from the RFQ process or in the event a contract has been awarded, the contract may be immediately terminated.

***Assignment of Rights or Obligations***

Except as noted hereunder, Successful Respondent may not assign, transfer or sell any rights or obligations resulting from this solicitation without first obtaining the specific written consent of each City.

***Representations***

No representations or guarantees of any kind, made orally, expressed or implied, are made with regard to the matters contained in this document, including any attachments, letters of transmittal, or any other related documents including addendums. Respondents must rely solely on their own independent assessment as the basis for the submission of any offer made.

**ATTACHMENT A:**  
**SITE LOCATIONS**

MAP OF SITES:



**ATTACHMENT B:**  
**VOLLEYBALL CAMP AND INSTRUCTION CONDITIONS**

- Instructors must wear identifiable uniforms at all times when conducting business within the City.
- No equipment rentals are allowed within the City unless expressly given written permission by the City.
- All camp instructors must maintain valid CPR and First Aid certifications.
- All business owners must maintain a valid City of Del Mar Business License at all times of operation.
- Operator must maintain a current Certificate of Insurance naming the City of Del Mar as the additional insured in the minimum amount of \$2,000,000, and shall not omit coverage for sexual abuse and molestation.
- Operators are required to conduct and verify that all staff (including owner) clear fingerprint background checks as conditions of their permit with the City of Del Mar. The background check shall include a search of the California Department of Justice’s statewide repository of criminal records including arrest and prosecution. Verification of clearance shall be provided to the City upon request.
- Operators are required to conduct and verify that all staff are trained in Sudden Cardiac Arrest (SCA) risks and concussion awareness annually.
- Instructors, staff, and participants, are subject to following all laws and City of Del Mar ordinances, without exception, while conducting business in the City of Del Mar.
- Ensure that the playing area is safe to conduct class based on the skill levels of the students.
- Notify nearest Lifeguard tower or Lifeguard Dispatch (858) 755-1555 if there are emergencies in designated location.
- Operators shall not exclude the public from any Site. Beach access must be maintained at all times.
- Operators must operate from their assigned Site on the beach sand only. Operators may meet and escort participants from the adjacent street parking areas, but may not set up any operations other than at their designated Site.
- Equipment should not be in disrepair at any time.
- Operator agrees not to commit or allow to be committed any waste or injury or any public or private nuisance, to keep the Sites clean and clear of refuse and obstructions, and to dispose of all garbage, trash, and rubbish in or about said spaces to the satisfaction of CITY and at Operator’s sole cost. All Sites must be cleaned up nightly by Operator or more often, as required.
- Operator and its employees shall, at all times, conduct themselves and their operations in a creditable manner. Operator shall thoroughly train its employees in their duties and shall regularly monitor them to ensure that they behave in a courteous manner, do not disturb the quiet enjoyment of other beach users, and otherwise comply with all conditions set forth in the agreement.