

Annenberg Community Beach House

AT SANTA MONICA STATE BEACH



**Request for Qualifications:
Fitness Trainers
Responses due May 24, 2010**

INTRODUCTION

The City of Santa Monica is seeking qualification statements from individuals who are fitness instructors to be considered as authorized personal trainers for guests of the Annenberg Community Beach House at Santa Monica State Beach. The City is developing a list of personal trainers that will be made available to guests utilizing the new Sand and Sea Fitness Room, summer 2010. During the non-summer seasons, the Fitness Room will be moved to Memorial Park and the list of personal trainers will be made available to guests at that location. The list is intended to serve the period beginning mid June, 2010 through mid June, 2011.

THE BEACH HOUSE

Located at 415 Pacific Coast Highway in Santa Monica, the Beach House sits on a magnificent five-acre parcel of Santa Monica State Beach. This property, originally developed by William Randolph Hearst for actress Marion Davies in the 1920s, has a vibrant and uniquely Californian history including life as the estate of the accomplished Hollywood movie star, the posh *Oceanhouse* hotel, the private Sand and Sea Club, and a seasonal public beach facility known locally simply as 415 PCH.

The Beach House provides the public with a rare opportunity to enjoy a quintessential Southern California beach experience in an unparalleled historic oceanfront setting. In the summer, the Beach House promotes "A Great Day at the Beach" by providing showers, changing rooms, take-out and café-style food service, beach equipment rental, as well as access to the historic swimming pool, children's play areas, gardens, new fitness room and sand areas for beach volleyball, tennis, soccer and picnicking. The winter months focus on more contemplative pursuits including indoor private events such as retreats, meetings and social functions as well as community cultural programs and public access to the sand, gardens and beach café.

Department of Community & Cultural Services
The Annenberg Community Beach House is made possible by generous funding from the Annenberg Foundation, at the recommendation of Wallis Annenberg, and in partnership with the City of Santa Monica and California State Parks.



DESCRIPTION

The Sand and Sea Fitness Room will operate at the Annenberg Community Beach House June 19 – September 6, 2010. The Fitness Room will expand upon the Beach House experience by offering an opportunity for guests to have a full workout while enjoying their day at the beach. The Sand and Sea Room is located on the second floor of the Pool House overlooking the historic swimming pool with amazing views of the horizon.

In September the fitness room will be moved to Memorial Park where it is expected to be popular with sports enthusiasts. The Park is located at 14th and Olympic and is home to the Memorial Park Gymnasium, The Cove, Santa Monica Skatepark, tennis courts and several playing fields.

- Training sessions are limited to no more than two guests.
- Use of the Fitness Room is shared with other guests and trainers do not have priority over equipment
- Trainers must adhere to Fitness Room Rules
- Trainers must pay the City a \$10 per hour training fee for use of the Fitness Room
- All guests (clients) must have a signed release of liability waiver on file with the City and pay the Fitness Room daily entrance fee or purchase a season pass. The daily entrance fee is \$5 - \$7, a season pass is \$130 and a half season pass is \$65.

Hours of Operation

Sand and Sea Room

June 19-September 6, 2010

10:00 a.m.-8:00 p.m.

Sunday-Saturday

Memorial Park

mid September 2010 – mid June 2011

Days and times to be determined

Equipment

The equipment in the Fitness Room is supplied by Advanced Exercise Equipment and is manufactured by Life Fitness. This equipment provides a full body strengthening workout as well as several cardio workout options. Also available for use are physio balls and resistance bands as well as mats for stretching and flexibility exercises. The equipment will be stationed around the room in a set up that will allow users to complete a full body workout circuit and an intensive cardio workout in the most efficient manner possible.

The equipment includes:

3 Treadmills	1 Seated Leg Press
3 Elliptical CrossTrainers	1 Leg Extension w/Adj. Start
3 Recumbent Lifecycle Bikes	1 Seated Leg Curl w/Adj. Start
3 Upright Lifecycle Bikes	1 Abdominal Crunch
1 Cable Motion Dual Adjustable Pulley	1 Multi-Adjustable Bench
1 Chest Press	1 Chin / Dip / Leg Raise
1 Shoulder Press	1 Body Weight Back Extension
1 Lat Pulldown	2 Folding Mats 6' x 12' x 1-3/8"
1 Biceps Curl	

Trainers or guests desiring to bring additional equipment into the Fitness Room must obtain advance written approval by the City.

Fitness Room Rules

For the safety and enjoyment of all fitness room guests:

- Guests should obtain their doctor's approval before engaging in any exercise program
- Use of fitness equipment is at your own risk
- Wristbands must be worn at all times and may be purchased at Guest Services
- Guests must be at least sixteen (16) years of age
- Appropriate athletic clothing and footwear must be worn at all times
- Guests must use workout towels
- Equipment is to be used only as instructed on machines
- Guests must notify Beach House staff if Guests observe that equipment is unsafe and will not use the equipment until the unsafe condition is corrected
- Guests may leave belongings in designated areas only. The City cannot safeguard belongings and is not responsible for any lost or stolen items

The following are prohibited:

- Bathing suits, boots, sandals and open-toed or high heel shoes
- Smoking
- Food & open beverage containers. Only sports bottles containing water or sports drinks are allowed
- Use of cell phones
- Unauthorized personal trainers or coaches

Fitness Room Etiquette:

- Wipe down equipment after use
- Limit use of cardiovascular machines to thirty (30) minutes while others are waiting
- Let others use the equipment during rest periods
- Put exercise equipment in its proper place after use

Guests must abide by the decision of Beach House staff regarding the interpretation of any rules governing the use of this facility. Any behavior or activity determined by the staff to be unsafe, hazardous, disruptive, inappropriate, or a violation of the rules is prohibited.

Parking

Parking at the Beach House ranges in cost from \$8.00 - \$10.00 depending on day of week and time of year with no in/out privileges. However, additional parking is available in lots 8 and 9, just south of the Beach House and monthly parking passes may be purchased for these lots for \$27.00. The monthly passes are not valid in the Beach House parking lots.

Free limited parking is available at Memorial Park with additional on street metered parking.

SELECTION PROCEDURE

An interview may be required to expand upon or clarify information in the qualification statement. An Evaluation Team will review and evaluate each respondent based on the following:

- Qualifications
- Experience
- Affordability
- Availability
- Participant satisfaction
- Past Performance with the City of Santa Monica, if applicable
- References

Receipt of any proposal pursuant to this Request for Qualifications shall not constitute an implied intent to be listed as an authorized fitness trainer for the City.

The City of Santa Monica has the sole authority to select applicants and reserves the right to reject any and all submittals. By submitting a response to this RFQ, prospective applicants waive the right to protest or seek legal remedies whatsoever regarding any aspect of this RFQ. In addition, the City reserves the right to issue written notice to all applicants of any changes in the submission schedule or submission requirements, should the City determine in its sole and absolute discretion that such changes are necessary.

MINIMUM QUALIFICATIONS

All personal trainers must at a minimum have the following:

- Valid First Aid and CPR certification
- Certification from an accredited association
- 3 years working as a personal trainer

Submittal Requirements

The City, in compliance with its Sustainable City Program, encourages the use of recycled and tree-free products. Please do not use plastic bindings, plastic page covers, or laminated pages. To aid in the selection process, please submit three (3) copies of the Proposal.

Proposals should be concise and adhere to the format set forth below. The City may request additional information or schedule interviews to clarify or elaborate on the submittal. Please include the section heading when providing the relevant information.

1. Contact Information: Name, address, phone numbers, e-mail address and fax number.
2. Education and Certifications: Please describe your relevant education and training.
3. Experience and History: Describe your experience serving as a personal trainer. Include number of years and training locations.
4. Schedule: State your availability to serve guests.
5. Client Fee: Describe your pricing structure or fee schedule.
6. Adaptability:
 - a) Explain your ability to tailor your training sessions to the fitness level and goals of guests.
 - b) Explain your ability to adapt your training sessions for guests with physical, cognitive, sensory, mental, or other disabilities.
7. Outreach: Describe how you will promote your services to the community.
8. Participant Satisfaction: Provide data on customer satisfaction surveys conducted if available. The City will conduct its own guest satisfaction surveys during the year and this feedback may be used when considering future personal trainer selections.
9. References: A list of professional and client references.

Eligibility Requirements

All fitness trainers shall adhere to the following requirements:

- Obtain a valid Santa Monica Business License
- General Liability Insurance coverage in the amount of \$1,000,000 per occurrence/\$2,000,000 annual aggregate, with the City of Santa Monica, members of the City Council, boards, commissions, officers, agents, employees, and volunteers listed as additional insured;

Workers' Compensation and Employer's Liability Insurance as required by the State of California and Employer's Liability Insurance in the amount of \$1,000,000 per accident for bodily injury or disease.

Business auto liability with a limit of not less than \$1,000,000 each accident may be required.

http://www01.smgov.net/comm_progs/Fitness%20Trainer%20Insurance%20Requirements.pdf

- Adhere to regulations set forth by the Americans with Disabilities Act (ADA).
- Annual fingerprint and background clearance ("Live Scan") through the Santa Monica Police Department at trainer's expense for all contractors, employees and volunteers conducting activities. Information on the City's Live Scan process and associated costs can be obtained by calling 310.458.8435. Notifications of relevant convictions are sent to the City by the California Department of Justice, Bureau of Criminal Identification. If awarded a permit, the trainer, all employees and volunteers are required to provide information pertaining to all convictions, unless sealed or expunged.
- Have a valid Fitness Trainer Permit. The sample Fitness Trainer Permit may be found at [http://www01.smgov.net/comm_progs/Fitness Trainer Permit APPROVED 5 5 10.pdf](http://www01.smgov.net/comm_progs/Fitness%20Trainer%20Permit%20APPROVED%205%205%2010.pdf)

Submission Questions & Due Date

Questions regarding the RFQ should be directed in writing to Renee Nielsen, Community Recreation Division; Renee.Nielsen@smgov.net. Addenda to the RFQ will be issued with responses to all questions and may be accessed at the City's webpage where all solicitations are posted at

<http://vendors.planetbids.com/SantaMonica/bidsearch4.cfm> up to the due date.

Qualification Statements must be received by mail or hand delivered to the City no later than **5:30 PM on Monday, May 24, 2010**. All submittals must be sealed and marked "Request for Qualifications for Fitness Trainers." Proposals received later than 5:30 pm will not be considered.

Deliver to:

The City of Santa Monica
Attention: Renee Nielsen, Community Recreation Division
Clover Park
2600 Ocean Park Blvd., Santa Monica, Ca. 90405
(310) 458-8573

NO FAXES OR EMAILS WILL BE ACCEPTED.