



**City of Coral Gables
CITY COMMISSION MEETING
February 10, 2026**

ITEM TITLE:

A RESOLUTION ACCEPTING THE RECOMMENDATION OF THE CHIEF PROCUREMENT OFFICER TO AWARD RFP 2025-042 YOUTH GOLF PROGRAM SERVICES TO GOLF ACADEMY OF SOUTH FLORIDA, LLC, THE RECOMMENDED RESPONSIVE AND RESPONSIBLE PROPOSER, PURSUANT TO SECTION 2-763 OF THE PROCUREMENT CODE ENTITLED “CONTRACT AWARD” AND REQUEST FOR PROPOSAL (RFP) 2025-042.

DEPARTMENT HEAD RECOMMENDATION:

Approval.

BRIEF HISTORY:

The purpose of this RFP is to establish a contract with a qualified and experienced professional firm (“Proposer”) to manage and enhance the Youth Golf Program. The selected proposer will be responsible for implementing a high-quality, age-appropriate curriculum that prioritizes safety, skill development, and enjoyment for all participants. This is a revenue-generating program, as participants enrolled in the Youth Golf Program pay fees for services provided.

On October 31, 2025, the Procurement Division of Finance formally advertised, issued, and distributed Request for Proposals (RFP) 2025-042 Youth Golf Program Services. One hundred and fifty-four (154) prospective proposers were notified by INFOR, the City’s web-based e-Procurement system.

On December 3, 2025, one (1) firm responded in response to the RFP, Golf Academy of South Florida, LLC.

Procurement Division finalized its’ due diligence process and confirmed that Golf Academy of South Florida, LLC, is both responsive to the requirements of the RFP and a responsible proposer.

On January 23, 2026, the Evaluation Committee convened to evaluate the one (1) responsive and responsible proposal. The Evaluation Committee recommended that the City negotiate with Golf Academy of South Florida, LLC, to provide the requested services for an initial three (3) year term with two (2) one (1) additional year periods.

The Chief Procurement Officer recommends accepting the Evaluation Committee’s recommendation to award and negotiate an agreement with Golf Academy of South Florida, LLC, for RFP 2025-042 Youth Golf Program Services for an initial period of three (3) years with the option to renew for two (2) additional one (1) year period as a revenue-generating contract funded through participant fees, in an amount not to exceed the available budget.

FINANCIAL INFORMATION:

No.	Amount	Account No.	Source of Funds
1.	\$90,000.00	430-6034-572-3118	Country Club Operating Funds
Total:			

Fiscal Impact: This is a revenue-generating contract. The Youth Golf Program is funded through participant enrollment fees paid for services provided under the agreement. All program-related costs will be supported by program revenues and managed within the available budget.

ATTACHMENT(S):

1. Resolution