



ASD Mission

The American School of Doha is committed to the intellectual and personal development of our students, inspiring and empowering them to become positive, active global citizens.

Request for Proposals for Swim Club to offer User Pay Aquatics Program

for a period of two years

The American School of Doha (ASD) is soliciting proposals from qualified respondents to provide a user pay aquatics program at ASD. Interested respondents must submit their proposals in a sealed envelope marked RFP – User Pay Aquatics Program to the attention of Mr. James L. Carpenter III, Deputy Director, no later than 4:00 P.M. on Thursday, February 23, 2017. Please register with Ms. Alyson Dopfer, at adopfer@asd.edu.qa to receive revisions, questions and answers regarding this RFP.

REQUEST FOR PROPOSALS **USER PAY AQUATICS PROGRAM**

The American School of Doha (ASD) requests proposals from qualified clubs/companies to provide a User Pay Aquatics Program to our students, their families, faculty and staff members, their families, as well as those in the greater community. A minimum of 50% of participants must be from the ASD community and program offerings must enhance those offered by the ASD Aquatics Department. This Request for Proposals (RFP) is intended to select the service provider effective September 10, 2017 and through the 2018-19 school year, ending on June 8, 2019, with potential for an extension at that time.

SCOPE OF WORK. ASD is a 2,250 student international school situated on a 96,350 square meter campus. The school operates from 7:00 am until 6:00 pm Sunday through Thursday, with outside group and extracurricular events occurring most evenings until 9:00 pm and on Fridays and Saturdays. The school has two aquatic facilities and three swimming pools. The indoor facility has a 25 x 17-meter pool with a depth of 1.70 meters to 2.00 meters and a viewing gallery that seats 150 people. The outdoor aquatic facility has two pools, a 25 x 13-meter pool with a depth of 1.25 to 1.80 meters, and a learner pool that is irregularly shaped 15 x 8 meters with a depth of 0.80 meters, along with stairs and sloping entry. Both facilities have access to single gender changing facilities with showers and toilets that are shared by other activity space users. There is the possibility to negotiate the use of other facilities and equipment at additional cost.

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المدرسة الأمريكية في الدوحة

ص.ب: ٢٢٠٩٠ الدوحة - قطر
فاكس: ٤٤٥٩١٥٧٠ - (٩٧٤) تليفون: ٤٤٥٩١٥٠٠ - (٩٧٤)
المدرسة الثانوية - هاتف: ٤٤٩٩١١٠٠ - (٩٧٤)
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المدرسة الابتدائية - هاتف: ٤٤٥٩١٥٠٠ - (٩٧٤)

At a cost of QR 300 per facility per hour, the successful bid will have exclusive access to ASD aquatic facilities according to the following time lines:

Indoor facility: Sunday through Thursday from the start of the second week of school through to mid-November from 6:00 – 7:00am and 5:30 – 9:00pm. Sunday through Thursday from mid-November until the last day of the school year, from 6:00 – 7:00am and 4:15 – 9:30pm. The indoor facility is available throughout the school year on Saturdays from 8:00am – 6:00pm.

Outdoor facility: Sunday through Thursday from the start of the second week of school through until the last day of the school year the outdoor facility will be available from 4:15 – 9:30pm. The outdoor facility is available throughout the school year on Saturdays from 8:00am – 6:00pm.

The ASD school calendar and special events can override these times as required with a minimum of one-week advanced notice provided in such situations. Preference will be given to proposals that maximize the use of the facilities within the allotted times with a minimum requirement of 25 hours per week. Offerings must include active start, FUNdamentals, learn to train programs.

CONTENTS OF PROPOSALS

Proposals from interested clubs/companies must include the following information:

Club or company information

- Name of the club/company.
- Mission, vision & values of the club/company.
- How long has the club/company been in existence.
- Principal people in charge of the club/company including a biography, resume or curriculum vitae for each.
- Organizational chart for the company including ownership structure & the people that will be running day-to-day operations for programs at the school.
- Number of full-time and part-time employees.
- Number and name of locations where club/company currently offers aquatic programs along with the number of active members at each location.
- Copy of Commercial Registration

References

- Names, contact information (telephone & email), and permission to contact a minimum of three references for the club or company. Preferred references will be from location providers where club/company has offered or currently offers similar programs.

Program offerings for ASD location

- List each program offering (eg. Parent-and-Tot, Learn-to-Swim) proposed for ASD facilities.
- Explain how decisions are made regarding participant placement in a particular program.
- Provide the ratio of certified instructors to participants for each program.
- Provide the number of lessons per week and per session for each program.
- Provide the cost per participant per session for each program.
- Provide a brief explanation of how each of the program offerings will support or enhance current ASD curricular (ie. In class) and co-curricular (ie. After School Activities, School swim teams) programs.

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Management approach

- Describe the club/company marketing & advertising strategies.
- Outline communication modes (eg. signs & posters, email, SMS, in-person meetings) and strategies for communicating with students, their families, ASD administration, and the general public.
- Explain the mechanism for dealing with questions or complaints from club members or their families.
- Describe how does club/company administration communicates with employees including modes and frequency.
- Explain the mechanism for employees to communicate information or concerns to club/company administration.
- Outline How does the club/company's strategies to support the growth & development of its employees.
- Describe the housing provided to full-time employees including location, size, if it is shared with others as well as any other relevant information.

Safety of participants and protection of ASD facilities & equipment

- Explain how the safety of participants will be ensured while they are in the pool, in the changing areas and while they are on the ASD campus either before or after their sessions.
- How will alignment be ensured between club/company policies & procedures and ASD Security policies & procedures.
- Provide proof of insurance for the club/company and for ASD as a facility provider.
- Describe the steps that will be taken to ensure that participants and family members do not access areas of the school other than those required for the program.

Support for the ASD community

- How will ASD community members be assured of first access to program offerings?
- What discount will be offered to ASD community members?
- How might the club/company support ASD programs (eg. MESAC swim team) and special events (eg. swim meets, Friendship Festival)?
- ASD user groups are required to show that 50% of participants are from the ASD community. How will participants be tracked and reported to the school, including identification of ASD community members?

Alignment with ASD values and the philosophy of Aquatics & Athletics at the school

- Provide a brief statement explaining the alignment between ASD's mission, vision, values and practices and those of the club/company.
- Briefly describe how the club/company program offerings and philosophy align with the principals of the Sport-for-Life Long-Term Athlete Development movement.

PROPOSAL EVALUATION

Proposals will be evaluated according to the following metrics:

- Club/company information (10%)
- References (10%)
- Program offerings (10%)
- Management approach (10%)
- Safety of participants and protection of ASD facilities & equipment (20%)
- Support for the ASD community (20%)

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- Alignment with ASD values and the philosophy of Aquatics & Athletics at the school (20%)

PROPOSAL LOGISTICS

Proposals should be delivered to ASD by no later than 4:00 p.m. on Thursday, March 2 February 23, 2017.

Interviews will be held during February and March with a firm to be selected by March 31, 2017. Five hard copies and one electronic copy of each proposal should be delivered to ASD's main reception marked to the attention of Jim Carpenter, Deputy Director.

A mandatory pre-proposal meeting and walk through will be held at 2:30 p.m. on February 13, 2017 at ASD.

All questions should be directed in writing to Alyson Dopfer at adopfer@asd.edu.qa Questions will only be responded to in writing and only if received by no later than 3:00 pm on February 23,, 2017.

ASD is under no obligation to award a contract or to accept any Proposal, and will not assign any reason for the rejection of any Proposal. ASD may accept a full proposal or work with proposing firms to divide the work scope into specialty areas if appropriate. ASD will not be responsible for any costs or expenses incurred by the Tenderer in connection with its Proposal and the Tenderer shall not have any recourse for any redress if ASD, for whatever reason or for no reason, awards the contract to another Tenderer or does not award any Contract.