December 14, 2010

Waller Creek Boathouse on Lady Bird Lake
Evaluation Matrix

No.	Evaluation Criteria (Points Awarded)	Total Points Available	Austin Rowing Club	Texas Rowing Center
1.	**Project Concept and Solutions**	35	33.50	33.91
	Evaluators Comments for **Austin Rowing Club** Failed to provide how ARC will market or provide public out reach other than social media Mentioned safety policies, but failed to provide policies in submittal Presented a thorough understanding of project objectives, quality overview of existing businesses and capabilities, details of the project plan and operational responsibilities ARC proposal does not included sufficient marketing and public outreach ARC fee's may not be affordable and not very detailed			
	Evaluators Comments for **Texas Rowing Center** Prior experience in operating a full service boathouse with facilities, but not of similar size or scale as proposed new boathouse Failed to identify how they would target all citizens to use boathouse facilities Presented a thorough understanding of project objectives, quality overview of existing businesses and capabilities, details of the project plan and operational responsibilities			
2.	**Demonstrated Public Private Partnerships Experience**	25	23.94	24.23
	Evaluators Comments for **Austin Rowing Club** Appears that food concessions are new to ARC and the need to hire a new bookkeeper intimates that they may not fully understand the business realities of a boathouse			
	Evaluators Comments for **Texas Rowing Center** TRC's qualifications, capability, capacity was focused on members or groups and not regular citizens			
3.	**Total Revenue to the City of Austin**	20	12.80	20.00
	Evaluators Comments for **Austin Rowing Club** ARC's proposed is too dependent on other partnerships to be successful			

No.	Evaluation Criteria (Points Awarded)	Total Points Available	Austin Rowing Club	Texas Rowing Center
	ARC provides less calculated revenue 9.5% of gross			
	Evaluators Comments for **Texas Rowing Center**			
	TRC's proposal will potential result in more revenue to the City of Austin and has an established track record.			
	TRC is willing to work with ARC to jointly use the new facility			
	TRC provides highest percentage revenue, but scope of service is beyond what RFP required and included concession items, may be in conflict with other area concessions			
4.	**Financial Viability/Stability**	**20**	**15.29**	**15.00**
	Evaluators Comments for **Austin Rowing Club**			
	Submittal of 990's are appreciated, but audited financial statements were preferred. Failed to provide proformas			
	ARC provided non-profit financial statements, need current balance sheet.			
	Suspect financial resources, management team may not be able to fully secure proposed financial resources			
	Evaluators Comments for **Texas Rowing Center**			
	TRC is optimistic on revenue and provided no backup documentation to prove past revenue			
	Failed to provide detailed proformas and financial statements to substantiate claims of financial viability. TRC's liabilities are also unknown			
	TRC's implementation plan could be more thorough and safety requirements more detailed			
	Proposed partnership plan is impressive			
	TRC failed to provide actual financial statements, unable to determine true financial health of the proposer			
	Subtotal Points	**100**	**85.53**	**93.14**
5.	**Interview**	**25**	**20.86**	**20.36**
	Total Points	**125**	**106.39**	**113.50**