



Annual Concession Report 2010 - 2011

Parks & Recreation Board
October 25, 2011



Overview

Objectives:

- Provide status of concessions at Lady Bird Lake and Zilker Park
- Receive any recommendations for Council consideration

Presentation Outline:

- Purpose
- History
- Today
- Concession Summaries
- Revenue Summary
- Annual Highlights
- Q&A



Purpose

- City of Austin Ordinance No. 031009-11
 - An annual report is to be presented regarding status of concessions on the Trail at Lady Bird Lake and Zilker Park area
 - Operations, sales, and revenues for the prior fiscal year
 - Any recent issues or problems
 - Any information regarding new concessions on the Trail at Lady Bird Lake
- The Parks and Recreation Board and the Environmental Board shall make recommendations to the City Council within 30 days of receipt of the report
 - Regarding concessions on the Trail at Lady Bird Lake
 - Regarding the status of existing concessions
 - Regarding the advisability of issuing Request for Proposals (RFP) for any new concessions



History



- Lady Bird Lake, the trail and Zilker Park are an integral part of Austin's identity
- Beginning in 1950 a concession has existed in the Zilker Park area with Barton Springs Food and Beverage. Mr. Rodriguez and his sons continue to operate the original concession stand
- In the 1990s the Zilker Zephyr was added to the Zilker park area and Mr. Rodriguez acquired the operation in early 2002 - 2003
- The oldest boating concession began with Zilker Park Boat Rentals and continues today with Mr. Barnett and his family. Zilker Boats donates generously through the years to many of Austin's charities for children and the disabled

History



- Butler Pitch and Putt began with the Kinser brothers wanting to design and install a useable green space for the citizens of Austin and in 1950 the Butler Pitch and Putt was opened. The operation continues today with Lee Kinser
- Lone Star Riverboat began in 1979 providing Austin with Lake tours and Bat tours around the Congress street bridge
- Texas Rowing Center and Rowing Dock both began their concessions with the City in the late 1990s providing Rowing and Canoeing services to the public

Annual Concession Report 2010 - 2011

Today

- Seven concessions on the Lady Bird Lake and Zilker Park
- Four boat-related concessions providing +/- 441 boats for rent
- A train concession
- A pitch and putt golf course
- A food and beverage concession



Annual Concession Report 2010 - 2011

Barton Springs Food and Beverage

- Initial contract term: August 13, 2004 – August 12, 2009 with two (2) five-year extension options
- We are currently in the first extension option that ends August 12, 2014. One 5-year option remains

Financial Summary 2010 - 2011

<i>Gross Sales</i>	<i>Expenditures</i>	<i>Revenues to the City</i>
\$438,628	\$85,231	\$138,024



Annual Concession Report 2010 - 2011

Butler Pitch and Putt

- Initial contract term: August 13, 2004 – August 12, 2009 with two (2) five-year extension options
- We are currently in the first extension option that ends August 12, 2014. One 5-year option remains

Financial Summary 2010 - 2011

<i>Gross Sales</i>	<i>Expenditures</i>	<i>Revenue to the City</i>
\$324,937	\$72,611	\$18,023



Annual Concession Report 2010 - 2011

Lone Star Riverboat

- Initial contract term: January 1, 2001 – December 31, 2005, with one (1) five-year extension option
- The extension option expired December 31, 2010
- The City has authorized a hold over of the contract and will begin soliciting public input in accordance with the department's Policy for Concessions on City Parkland and City Code

Financial Summary 2010 - 2011

<i>Gross Sales</i>	<i>Expenditures</i>	<i>Revenue to the City</i>
\$439,704	\$333,359	\$28,536



Annual Concession Report 2010 - 2011

Texas Rowing Center

- Initial contract term: May 19, 2000 – May 18, 2005 with three (3) five-year extension options
- We are currently in the second extension option that ends May 18, 2015 with one 5-year option remaining

Financial Summary 2010 - 2011

<i>Gross Sales</i>	<i>Expenditures</i>	<i>Revenue to the City</i>
\$1,108,313	\$716,545	\$76,689



Annual Concession Report 2010 - 2011

Rowing Dock

- Initial contract term: May 1, 2002 – April 30, 2007, with three (3) five-year extension options
- We are currently in the first extension option that ends April 30, 2012 with two 5-year options remaining

Financial Summary 2010 - 2011

<i>Gross Sales</i>	<i>Expenditures</i>	<i>Revenue to the City</i>
\$773,516	\$403,229	\$41,988



Annual Concession Report 2010 - 2011

Zilker Park Boat Rentals

- Initial contract term: March 1, 2006 – February 28, 2011, with two (2) five-year extension options
- We are currently in 1st extension option that ends February 28, 2016

Financial Summary 2010 - 2011

<i>Gross Sales</i>	<i>Expenditures</i>	<i>Revenue to the City</i>
\$397,694	\$121,778	\$36,559



Annual Concession Report 2010 - 2011

Zilker Zephyr Railroad

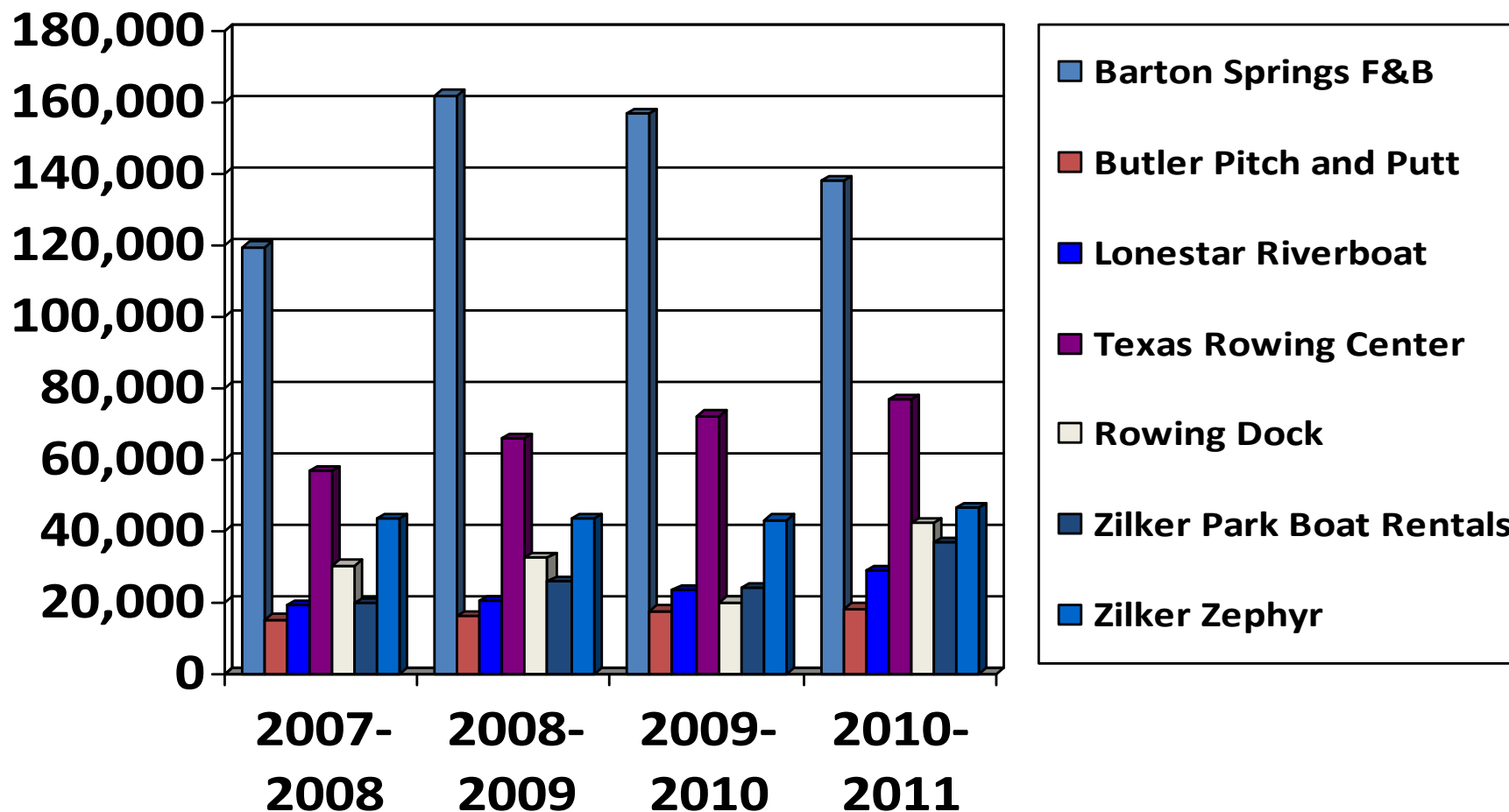
- Initial contract term: October 1, 1996 – September 30, 2006 with two (2) five-year extension options
- We are currently in the second extension option that ends September 30, 2016

Financial Summary 2010 - 2011

<i>Gross Sales</i>	<i>Expenditures</i>	<i>Revenue to the City</i>
\$457,147	\$138,074	\$46,454



Quick Glance at City Revenue



2010 - 2011 Annual Highlights

Waller Creek Boathouse RFP

- City staff continue prepositioning efforts with Austin Rowing Club as the sole remaining proposer for the new Waller Creek Boathouse
- The City has issued a termination without cause notice to Austin Rowing Club in preparation of the Waller Creek Tunnel construction
- The 1988 contract will terminate effective December 31, 2011
- The new boathouse building is scheduled to open January 2012



2010 - 2011 Annual Highlights

Concession on Town Lake RFP (Lone Star Paddleboat)

- PARD will begin re-solicitation efforts commencing with a public notice and planned community meetings to solicit public input seeking concession options and proposal requirements for solicitation of a Request for proposals

Concession Policies

- The department is working to update the current March 1998 Policy for Concessions on City Parkland
- Changes to the policy reflect code codifications, solicitation of expiring permanent concessions and anticipated implementation of the Commercial Use Policy



2010 - 2011 Annual Highlights

Commercial Use of Dedicated Parkland

- Following Austin City Council approval of the 2011-2012 budget, the Parks and Recreation Department will begin accepting and processing permit applications for Commercial Use of Dedicated Parkland upon adoption of Rules governing the program
- Issuance of initial permits is scheduled for November
- PARD began its 3 month public education campaign October 2011, informing the public of the new permitting process and requirements. Campaign goes through December with official program implementation January 2012.

Lake Use Additions

- PARD approved the addition of Stand Up Paddleboards (SUPs) and kayaks to Texas Rowing Center and The Rowing Dock. The increase in gross sales reflects a overwhelming acceptance by the public.





Annual Concession Report 2010 - 2011

Questions & Answers

