



Concession Actions: Rowing Dock

Land Facilities & Program Committee

March 12, 2012

5:00 PM – 7:00 PM



ROWING DOCK OPTIONS



Concessionaire:
Rowing Dock, Inc.

Revenue Contract:
R000003

Contract Effective:
5/1/2002 thru 4/30/2007

Contract Options:
(3) five year options

Current Status:
1st five year option

Contract Expiration:
April 30, 2012

Services Provided:

A Rowing Concession on Lady Bird Lake providing instructional and recreational rowing, sculling, stand-up paddle boards, canoes and kayaks with emphasis on overall esthetic appeal and compatibility with existing lake uses.



ROWING DOCK OPTIONS



Recommendation: Exercise the second extension option available under contract supported by the following factors;

- Rowing Dock provides quality recreational boating services to the community.
- A proven record of increase revenue stream under new ownership to the City of Austin.
 - Previous ownership, fiscal year 2009-2010 generated a revenue to the City of **\$19,824.00**.
 - Under new ownership in fiscal year 2010-2011 a revenue stream to the City of **\$41,988.00**.
 - A **65% increase** to the City with new ownership.



ROWING DOCK OPTIONS



- Concurrently the department has begun its solicitation process to compete a new boating concession replacing the expiring Lone Star excursion boating contract.
 - The twelve month process includes:
 - ✓ Public comment, public meetings, social media outlets, surveys and web
 - ✓ Representative Board presentations
 - ✓ Purchasing Office Acquisition process
- Following successful contract execution of the new boating concession, staff will begin solicitation efforts in 2013 for two Zilker Park concessions, expiring in early 2014.

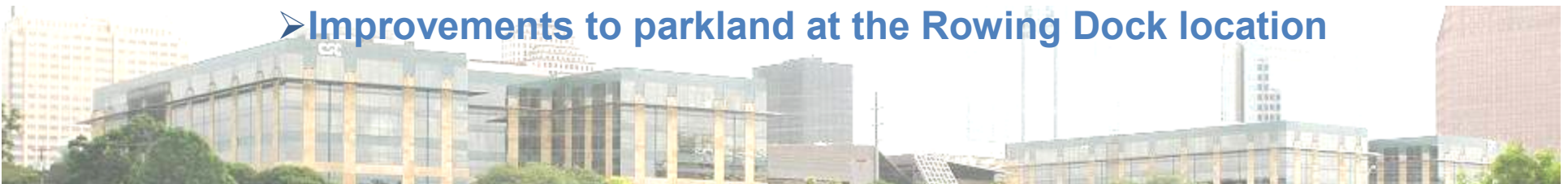


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Additionally: Staff finds merit in Rowing Dock's request to exercise the third extension option concurrently with the second option based upon several factors below:

- Rowing Dock is committing additional investments totaling \$102,000 over the next two years provided a ten year contract term commitment is authorized by the City.
 - 25% increased services to the community
 - Facilities expansion; increased dock footage +/- 40-50 feet
 - 30% increase in boating capacity to the overall fleet
 - Added storage capacity to accommodate the boat fleet
 - Improvements to parkland at the Rowing Dock location



ROWING DOCK OPTIONS



- Additional capital investment along with an extended contract term will afford Rowing Dock time to recoup the investment and provide the City increased revenue (estimated projection \$829,000) and parkland improvements.
- This long term proposal commits improvements and expansion to a quality performing concession.
- Pending PARD management approval, staff, in coordination with the Purchasing Office, will begin negotiations with the Rowing Dock for an amendment to the contract memorializing the Rowing Dock's commitment.



Questions & Answers

