

CITY OF AUSTIN



Lady Bird Lake Excursion Boat Revenue Contract *Contract and Concession Committee*

January 13th, 2015

Presenter: Charles Vaclavik



Overview

FAQ: Existing Lady Bird Lake Excursion Boat Services

- Existing Contract: 01/01/2001 to 2/28/2015 (15 Years).
- Vendor provided all personnel, equipment, and other resources.
- Vendor conducts public tours and private charters year around.
- Contractor furnished a fleet of 3 boats
- Percentage of gross sales as revenue to City: 8%.

Request For Proposals: Project Goals

Project Goals:

- **Exceptional Experience**
 - Excellent customer service and marketing. Quality food and beverage service.
- **American Disabilities Act Compliance**
 - Improvements to parkland to provide accessibility.
- **Operational Efficiency**
 - Eliminate use of parkland for parking and off/on loading by vendor
 - Eliminate any conflict of concession operation with trail use.
- **Expansion of Service**
 - Partnerships with other entities on lake to expand opportunities and access to concession service.
- **Environment Concerns**
 - Vendor shall further City environmental goals through clean ups and programming and operations.
- **Public Safety**
 - Safety plan, experienced captains and staff, and excellent track record.

Proposal Key Terms

Lone Star Riverboat, Inc. Proposal

- **Increase in revenue:**
 - Increase of revenue from current 8 to 9 percent.
- **Term:**
 - One (1) five-year primary term, three (3) five-year extensions.
 - Total: 20-year term if contract extensions are exercised
- **ADA site work**
 - Contractor will construct ADA-compliant ramp and associated paths and parking space from Auditorium Shores Trailhead Parking to boats.
- **Increase in fleet**
 - Contractor proposes increasing the fleet over the term of the contract.
- **Increase Service Area**
 - Contractor proposes partnership with Radisson or Four Seasons to renovate existing dock on north side of lake as a load/off load point for passengers.

Committee Action

Make a recommendation to the Parks and Recreation Board to recommend to the City Council the approval of the negotiation and execution of an agreement with Lone Star Riverboat, Inc. to provide excursion boat services on Lady Bird Lake.