

CITY OF AUSTIN



Lady Bird Lake Excursion Boat Revenue Contract

Parks and Recreation Board

January 27th, 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, experience captains and staff, and excellent track record.

Proposal Key Terms

Lone Star Riverboat, Inc. Proposal

- **Term:**
 - One (1) five year primary term, one (1) five year extensions.
 - Total: 10 year term
- **ADA site work**
 - Contractor will construct ADA compliant ramp and associated paths and parking space from Auditorium Shores Trailhead Parking to boats.
- **Increase in revenue:**
 - Increase of revenue from current 8 to 9 percent.
- **Increase in fleet**
 - Contractor proposes increasing the capacity of the fleet

Recommendation

Recommendation:

Staff recommends entering into negotiations for a ten-year term license agreement with the Lone Star Riverboat, Inc. to provide Excursion Boat Services on Lady Bird Lake and provide certain improvements on park land.