

# CITY OF AUSTIN



## **Zilker Cafe** **Request For Proposal - Briefing** *Contract and Concession Committee*

*February 10<sup>th</sup>, 2015*

*Presenter: Kirk Scanlon*



# Staff Resources

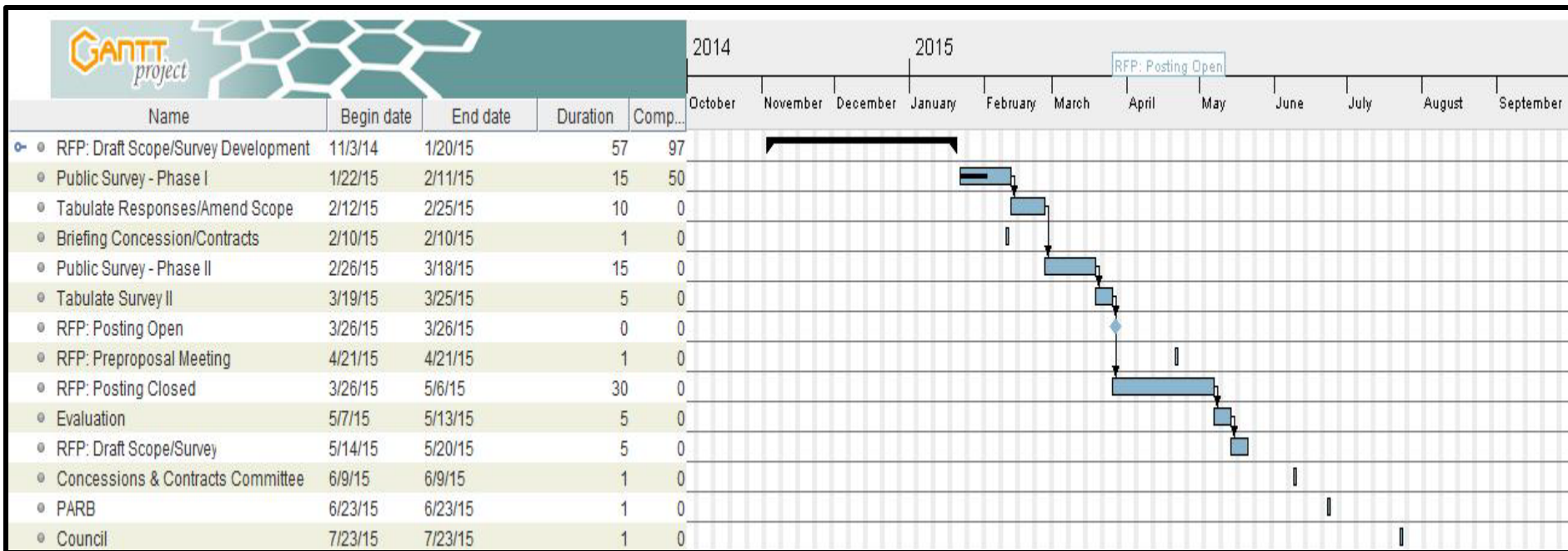
Barton Springs Food and Beverage Contract Review  
11/3/14-7/24/15

## Resources List

Name	Default role
Edwin Marty	Sustainability Office – Nutrition SME
Rey Hernandez	project manager
Kim McKnight	Planner – Historic Preservation
Gary Gregson	CIP – Project Coordinator
Joe Diaz	Central Grounds Zilker – Owner
Kirk Scanlon	Contract Consultant
John Nixon	Public Information Office – Consultant
Judy Manza	Public Information Office – Consultant
Beverly Mendez	Contract Consultant
Terry Nicholson	Buyer

Staff Resources- Evaluation Team

# DRAFT Timeline



The above task list and time line is draft and subject to change.

# Zilker Café - Project Goals

## **Project Goals by Category**

- **Appearance**
- **Customer Satisfaction**
- **Cost of Goods/Affordability**
- **Nutrition and Sustainability**
- **Operations**
- **Environmental**
- **Return on Investment**

# Phase I – Public Input

## We Want Your Input on Future Operations at the Zilker Cafe!

The Austin Parks and Recreation Department is in the process of developing a Request for Proposals (RFP) to identify a highly qualified vendor to operate the Zilker Café. To aid in this process, the Department is seeking input from the public through an online survey to better understand the community's desire for menu options, services, and other considerations for the future operations of Zilker Café.

The online survey will be available  
until February 11, 2015 at:  
<http://ow.ly/ldMR5> or use the QR code!



Take our short online survey  
regarding future operations  
of the Zilker Café!

For more information, see: [www.austintexas.gov/zilker-cafe](http://www.austintexas.gov/zilker-cafe)

### Phase I – Public Input using Survey Monkey Survey Questions (abbrev.)

- Customer?
- Frequency of use?
- Activities at the Park?
- Time of day for concession use?
- Typical Purchases?
- Desired Items/Options
- Additional Comments.

***Responses will be incorporated into RFP  
project goals.***

# DRAFT Timeline

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**Questions?**