

# CITY OF AUSTIN



## Zilker Cafe Request For Proposals

*Concessions and Contracts Committee  
September 15<sup>th</sup>, 2015  
Presenter: Charles Vaclavik & Kirk Scanlon*



# Zilker Café - Overview

The Barton Springs Pool/Zilker Park concession building (Zilker Café) was constructed circa 1960. Zilker Park is listed as a National Register Historic District and the 55-year old building, which has been modified over time, contributes to the historic character of the park and pool entrance.



## Timeline

### 2002 to Present:

- Concession operated by Rodriguez Concessions Inc.

### Fall 2014:

- Parks and Recreation Board recommended to Director not to extend contract for final option period.

### Winter/Spring 2015:

- RFP Scope Drafted
- Public Input process for RFP Conducted.
- Scope Finalized

### Summer 2015:

- RFP Published
- Three Proposals Received
- Staff Recommendation Completed

# Public Input – Survey Results

## Public Input:

- The public input process for the Barton Springs Food and Beverage concession was conducted in two phases: 1) an online Survey Monkey of seven questions, 2) an online conversation via SpeakUp Austin.
- The Survey Monkey questionnaire garnered 525 responses. Major Findings include:
  - **61% of respondents self identified as “not a customer”.**
    - 64% of noncustomers cited “unhealthy”, “limited options” or “dietary restrictions” as reasons for not being a patron.
  - **Of the 49% self identified as “customer”:**
    - 30% stated “convenience” as primary reason; only 14% identified “taste” as a reason.
  - **Examples of other issues identified (positive and negative):**
    - Lack of marketing;
    - Snow cones, ice cream & lemonade are popular;
    - Concern over bees;
    - Service – mixed response. Majority response: “poor”; and,
    - Atmosphere - mixed response.. Ranging from “run down” to “funky”.

# Zilker Café – Expectations

## **Project Goals Stated in the RFP:**

- **Nutrition and Sustainability;**
- **Pricing;**
- **Appearance;**
- **Customer Satisfaction;**
- **Environmental; and,**
- **Operations.**

# Zilker Café – RFP Results

## **Proposals:**

- The City received three proposals.

## **Evaluation:**

- Staff finds that the proposal provided by Players Inc. best meets the expectations of the Parks and Recreation Department for the operation of the Barton Springs Food and Beverage Concession.

## **Considerations:**

- The contract is to provide a turn-key operation for the concession. The City would not provide any financial assistance for its operation.
- The term is for one (1) four-year initial term and two (2) three-year option periods for total contract term of 10-years.
- Estimated revenues to the City are in excess of \$1.395 million (net) over ten-year contract.
- There would be a temporary disruption in service as the new contractor mobilizes to start-up operations.

# Zilker Café - Action

## **Staff Recommendation:**

**Make a recommendation to the Parks and Recreation Board to recommend to the City Council to authorize the Parks and Recreation Department to negotiate and to execute a revenue contract with Players Inc. for the operation of the Barton Springs Food and Beverage concession within Zilker Park.**