

# CITY OF AUSTIN



## Zilker Cafe Request For Proposals

*Parks and Recreation Board*

*September 29, 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 has been modified over time, contributing 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 the Parks Director not to extend the current contract's final option period.

### Winter/Spring 2015:

- RFP Scope Drafted
- Public Input process for RFP has been 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) online Survey Monkey consisting of seven questions and 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 with majority response stating “poor”
    - 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;
- Revenue; and
- Operations.



# Zilker Café – RFP Results

## **Proposals:**

- The City received three proposals.

## **Evaluation:**

- Staff finds the proposal submitted 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

## **PARD Staff Recommendation**

The Parks and Recreation Board make a recommendation to the Austin City Council to authorize the negotiation and execution of a revenue contract with Players Inc. for the operation of the Barton Springs Food and Beverage Concession that operates within Zilker Park.