

Annual Concession Report - 2015

*Concessions and Contracts Committee
October 13, 2015
Presenter: Kirk Scanlon, AICP*



2015 Annual Concession Report Overview

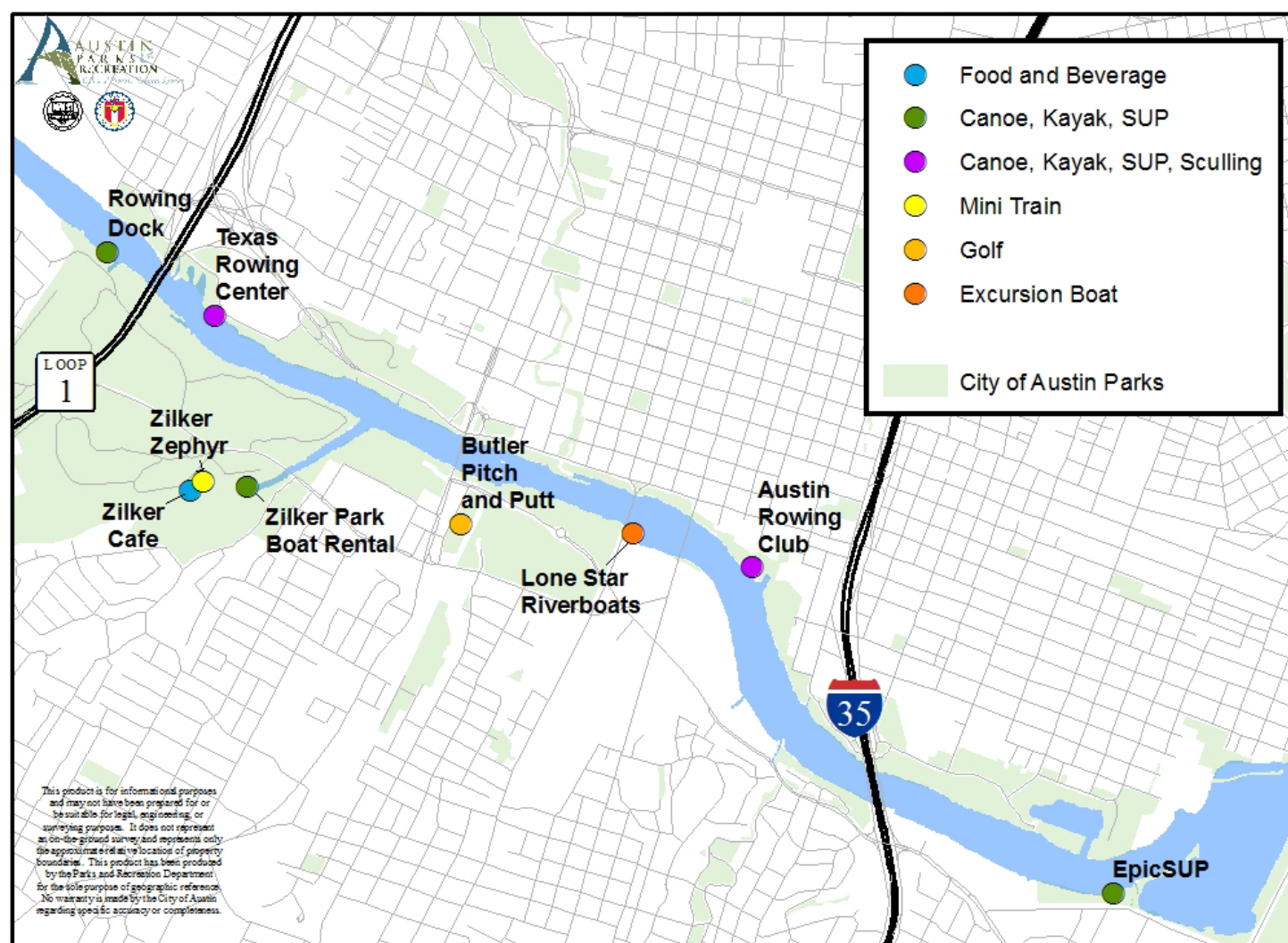
Section 8-1-73 of the City of Austin Code requires an annual report to the Parks and Recreation Board (Board) and the Environmental Board in October providing the following information regarding concessions on Town Lake Park:



- Name & Location
- Revenue, Payments, Expenditures
- Boat Inventory
- Lake Impacts:
 - Extensions/RFPs
 - Environmental Concerns

2015 Annual Concession Report

Concessions



Town Lake Park Concessions:

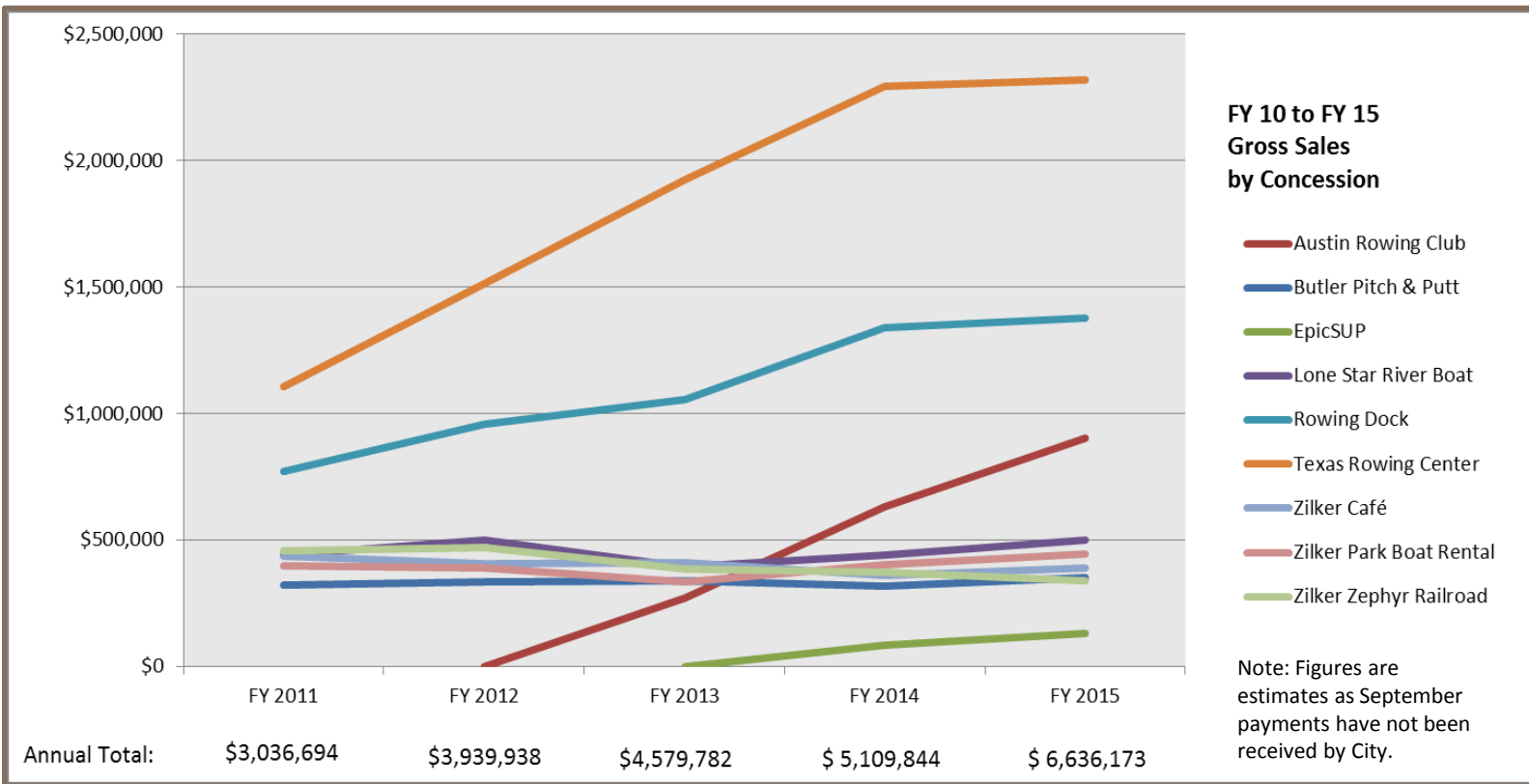
1. Rowing Dock
2. Texas Rowing Center
3. Zilker Zephyr Railroad
4. Zilker Café
5. Zilker Park Boat Rental
6. Butler Pitch and Putt
7. Lone Star Riverboats
8. Austin Rowing Club
9. EpicSUP

Town Lake Park Concessions: Location Map

Feb. 13, 2015 K.Scanlon

2015 Annual Concession Report

Gross Revenue



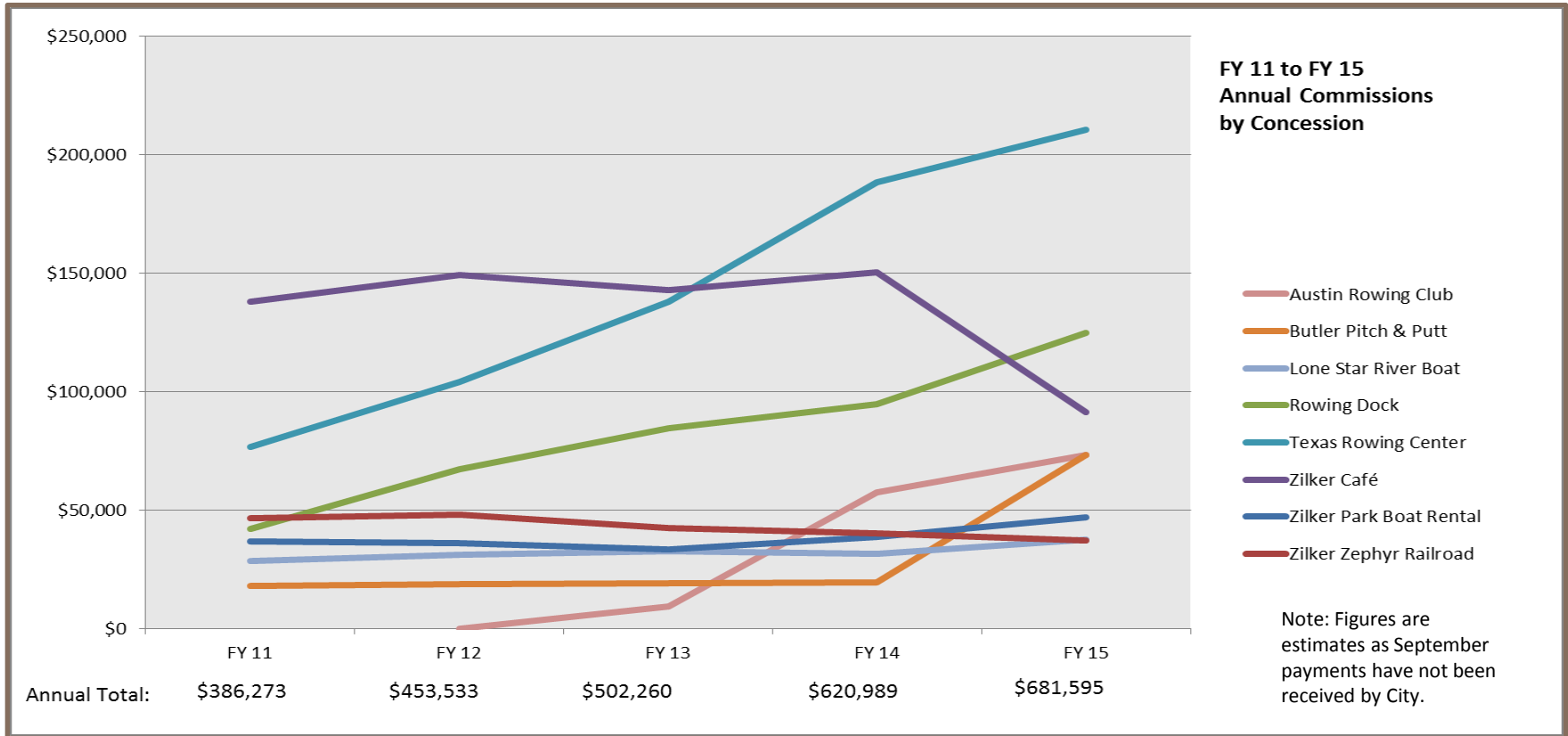
Key Points:

- Austin Rowing Club increased gross revenues by the highest percentage of any concession between FY 2014 and FY 2015.
- Texas Rowing Center and Rowing Dock continue to realize the highest revenue of any concessions for the fifth year in a row, but it seems that revenues have started to flatten.
- The completion of the Boardwalk and the pedestrian bridge have helped stabilize EpicSUP's revenues
- Every concession exceeded prior fiscal year gross revenue generation despite a wet spring and early summer.



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Payment

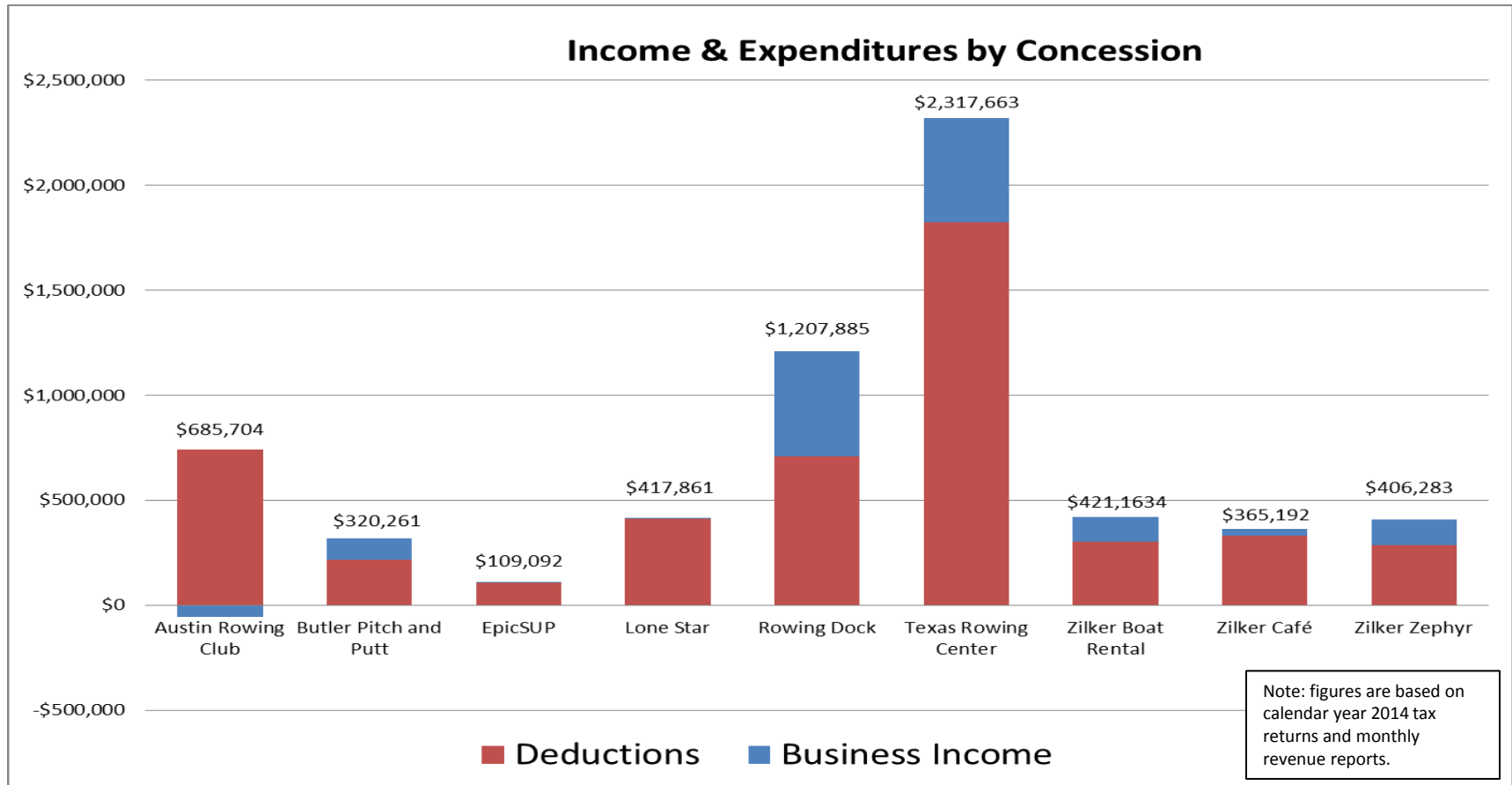


Key Points:

- The Texas Rowing Center paid the highest payments to the City for FY 15 of \$210,699 followed closely by the Rowing Dock, which paid \$124,847.
- The revenues paid by Butler Pitch and Putt showed a steep increase due to new business terms negotiated in November of 2014.
- For the third year in a row, the Austin Rowing Club's revenues, paid to the City, have increased.
- The Zilker Café paid less in revenue this year due to a change in the terms for the interim/holdover agreement executed in January of 2015.

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Income to Expenditures

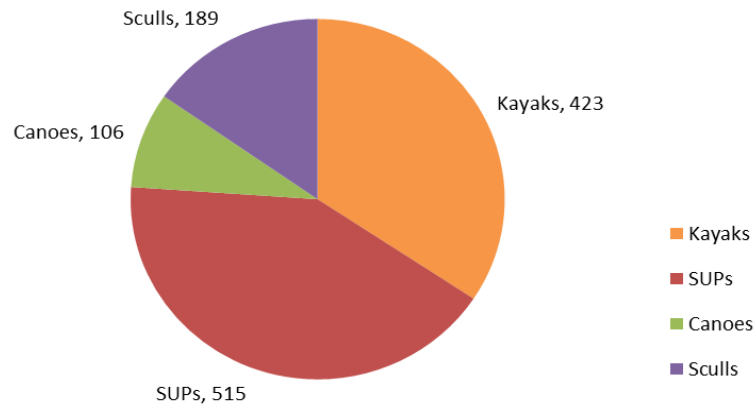


Key Points:

- Austin Rowing Club operated at a net loss for calendar year 2014.
- Texas Rowing Center and Rowing Dock continue to realize the highest business income.
- EpicSUP and Lone Star Riverboat both realized the lowest positive percentage of business income to total income, 1% and 4% respectively.

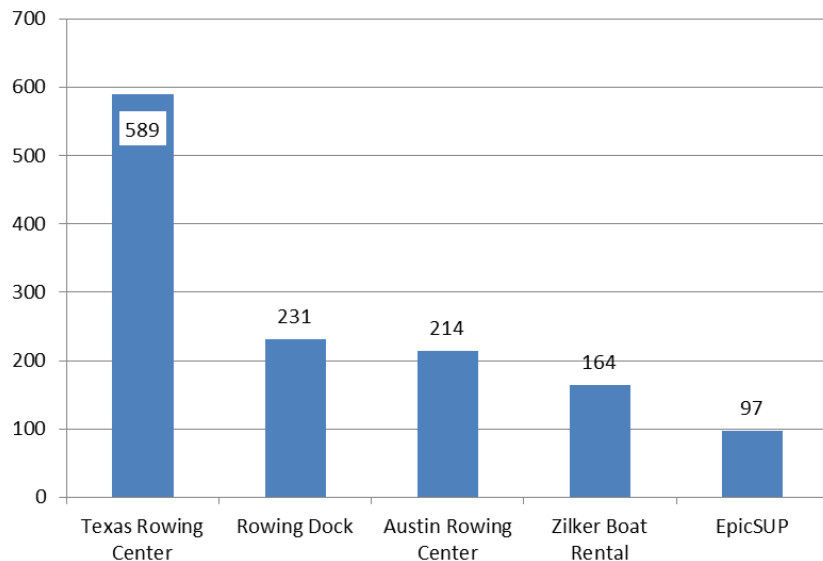
2015 Annual Concession Report

Boat Inventory



Boat Inventory*

- 2011: 441
- 2012: 756
- 2013: 946
- 2014: 1,044
- 2015: 1,254



**Total Capacity:
2,297 Users**

* Includes excursion boats and coaches launches



2015 Annual Concession Report

Lake Impacts

Butler Pitch and Putt:

- Increased percentage of Gross Revenue to City: 6% to 18%.
- Site Improvements: ADA accessibility to club house, upgrades to greens, and landscaping.
- Programming & Marketing: more youth and senior programs and additional online presence.

Texas Rowing Center:

- \$600,000 investment in dock expansion.
- Operational efficiency/eliminate trail and concession user conflict

Excursion Boat RFP

- Lone Star Riverboat awarded contract.
- Increased percentage of Gross Revenue to City, ADA Site Improvements, Restoration of City dock.
- RFP spotlighted need to revise Code.

Barton Springs Food and Beverage:

- Request for Proposals (RFP).
- Execution and negotiation with successful proposer pending Council action.



Butler Pitch and Putt, ADA Ramp to Clubhouse



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Committee Recommendation

Concessions and Contracts Committee Action:

To make a recommendation to the Parks and Recreation Board regarding:

- The creation, continuation, or termination of a concession;
- The status of existing concessions; and
- The issuance of a request for proposal for a concession within Town Lake Park.