



ANNUAL CONCESSION REPORT

2018

PARKS AND RECREATION BOARD MEETING

PARKS AND RECREATION DEPARTMENT

FINANCE CONTRACT COMPLIANCE STAFF

DECEMBER 4, 2018

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

- Name & Location
- Gross Revenue, Expenditures & Payments
- Boat Inventory
- Contract Terms
- Concession Improvements



Concession Locations

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



City of Austin Parks: Town Lake Concessions Contracts



Legend

- Town Lake Concessions
- City of Austin Parks

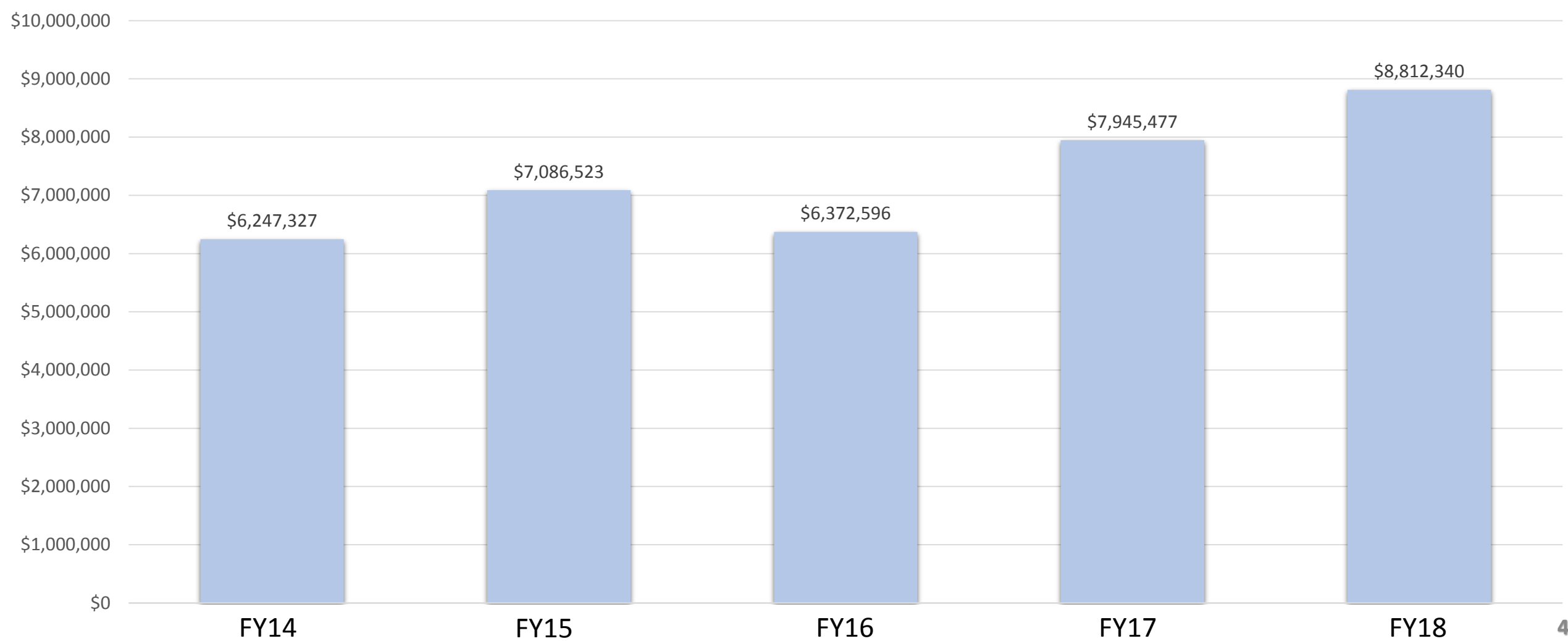
This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. This product has been produced by the Parks and Recreation Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

0 500 1,000
Feet



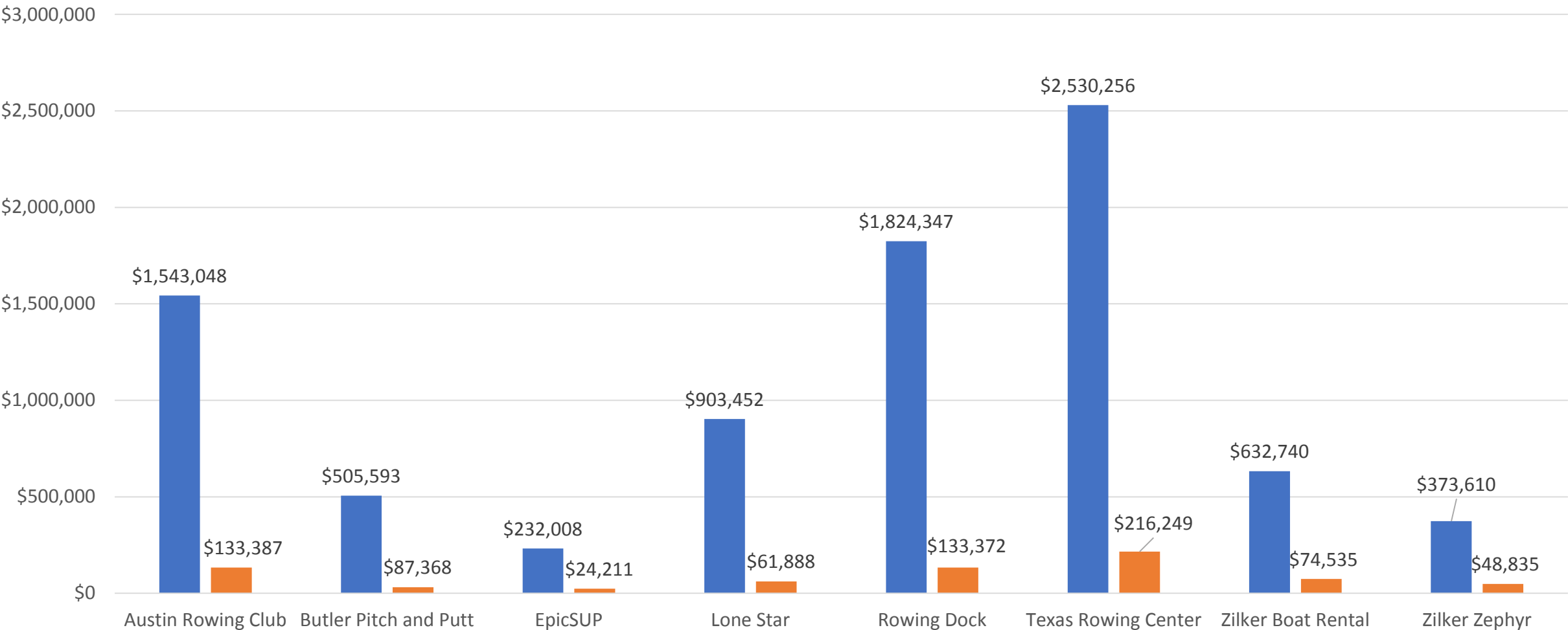
Gross Sales 2014-2018

FY14 to FY18 Town Lake Concessions Gross Sales



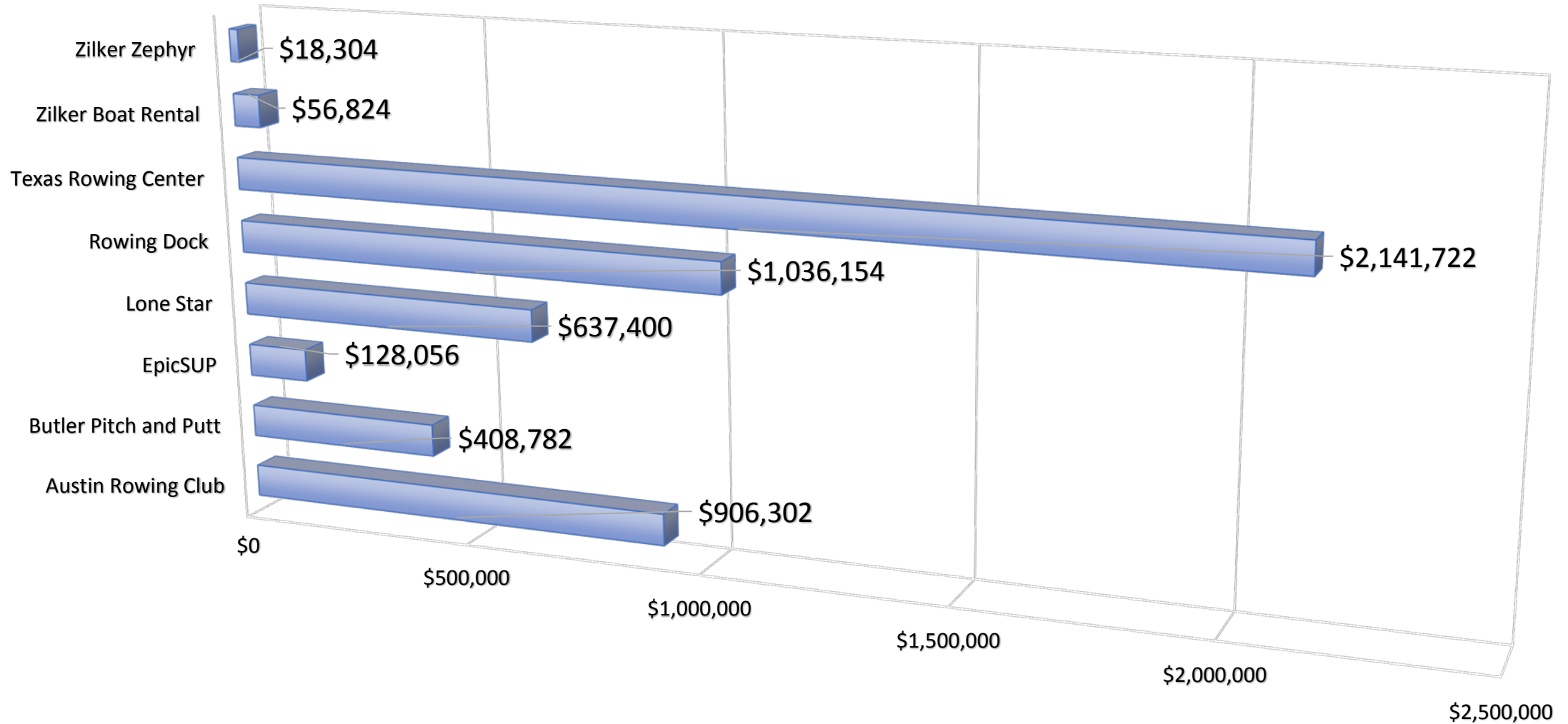
Revenue & Payments By Location

Revenue Payments By Location

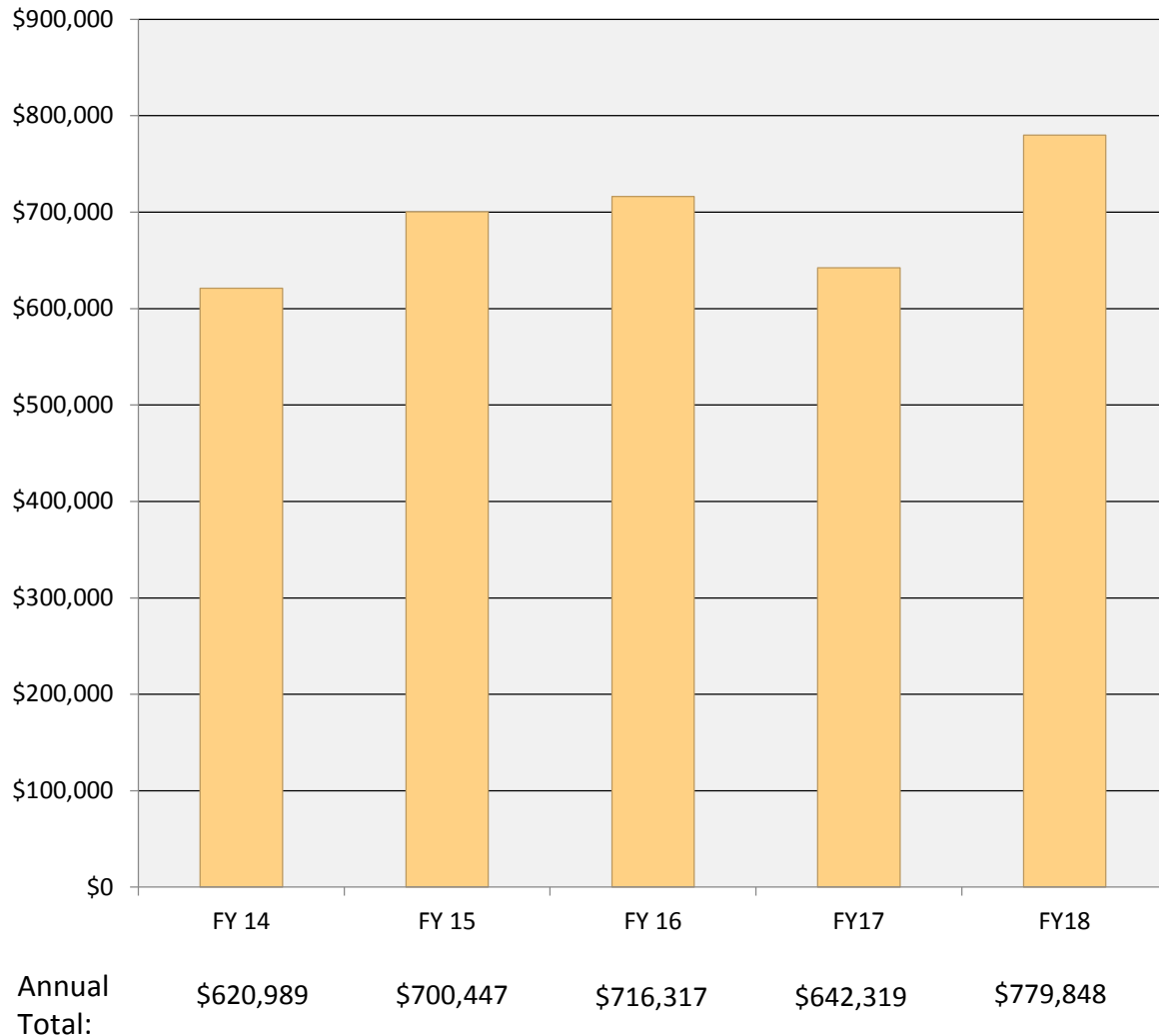


Expenditures by Location

Expenditures By Location



Revenue Payments



FY 14 to FY 18
Annual Payments
by Concession

- The Texas Rowing Center paid the highest revenue payment to the City for FY18 in the amount of \$216,249
- The revenues paid by Zilker Park Boat Rental and Lone Star River Boat showed the highest percentage increase from FY17 to FY18 of 25%
- EpicSUP had the lowest revenue payment to the City for FY18 in the amount of \$24,211 due to contract requirements. Vendor payments were not required until the Payments In-Kind reached \$500,000

Reporting Watercraft of Concession Highest Use

| | Austin Rowing Club | EpicSUP | Rowing Dock | Texas Rowing Center | Zilker Park Boat Rentals | Total |
|---------------------|--------------------|---------|-------------|---------------------|--------------------------|--------|
| SPRING BREAK WEEK | 1830 | 418 | 3473 | 3523 | 1506 | 10,750 |
| MEMORIAL DAY WEEK | 2721 | 692 | 5048 | 6389 | 2833 | 17,683 |
| FOURTH OF JULY WEEK | 2974 | 880 | 5427 | 7080 | 3470 | 19,831 |
| LABOR DAY WEEK | 2214 | 524 | 3292 | 4327 | 1710 | 12,067 |

Boat Inventory



| | Texas Rowing Center | Austin Rowing Club | Rowing Dock | EpicSUP Zilker Boat Rental | |
|------------------------------|------------------------|-----------------------|-------------|----------------------------------|------------|
| Kayaks | 151 | 236 | 123 | 20 | 90 |
| Stand-up Paddle Boards (SUP) | 412 | 72 | 115 | 85 | 55 |
| Canoes | 16 | 0 | 24 | 0 | 60 |
| Sculls | 149 | 86 | 0 | 0 | 0 |
| Total: | 728 | 394 | 262 | 105 | 205 |

Boat Inventory

| 2014 | 2015 | 2016 | 2017 | 2018 |
|-------|-------|-------|-------|-------|
| 1,044 | 1,254 | 1,456 | 1,794 | 1,694 |

Concession Improvements Provided by Vendor



Rowing Dock: \$147,000

- Dock improvements worth over \$49,000
- \$98,000 of quality equipment upgrades

Butler Pitch and Putt: \$12,000

- Installed new sign & banner
- Upgraded AC and Heating Unit

Texas Rowing Center: \$80,000

- Now under contract with Safe-Board and Jay-Reese Contractors to build a dock by May 2019



Concession Improvements Provided by Vendor - continued



Lone Star River Boat: \$10,000

- Boat Dock Improvements

EpicSUP: \$20,000

- Upgraded equipment for patron usage

Zilker Park Boat Rentals: \$3,200

- Installed new patio deck



Summary

Revenue Payments to City of Austin

- Increase of \$137,529

Total Investment by Vendors

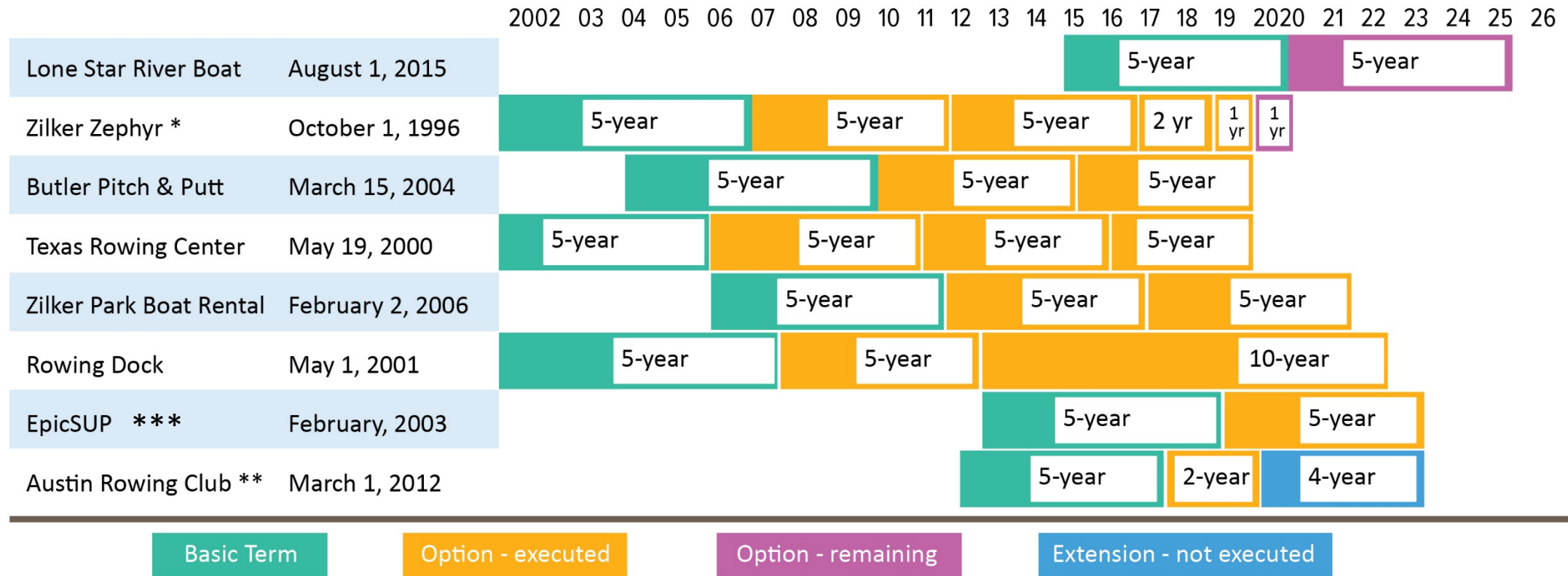
- Improvements valued at \$272,200

Public Benefit

- 2,400 donated rounds of golf to beginners by Butler Pitch & Putt
- \$98,600 Charitable Contribution by Texas Rowing Center
- \$317,076 Charitable Contribution by Austin Rowing Club



Contract Terms



* Zilker Zephyr contract extension will be based on results of the Zilker Park Comprehensive Plan

** 4 year contract extension granted to the Austin Rowing Club per City Resolution No. 20180628-070

*** Concession contract with Hostelling International-Austin

2018 Environmental Commission Recommendations

MARINE WASTE DISPOSAL


- PARD staff verify that three years of records for marine waste disposal have been maintained for any entity that pumps waste on Town Lake, and that these monthly records be included in the public record going forward
- Include the waste pump-out data in the 2019 Annual Report

SAFE NAVIGATION ON TOWN LAKE

- PARD staff should review the number of public and private boats that are typically on Town Lake, if there is a capacity issue, that should be considered; including consultation with the City of Austin rescue teams

CONCESSION CONTRACT RECOMMENDATIONS

- Consider working on consistent terms and conditions in the various contracts to the extent practicable
- Consider the density (physical, social, and environmental) capacity with the upcoming solicitations
- Provide update on any new concessions, including the public-private partnership near the Seaholm Power Plant



- CCC recommends to PARB to accept Annual Concession Report with edits provided by CCC (included in this report), along with the following recommendations for the 2019 Annual Report:

- PARD staff to:
 - Provide a comprehensive contract and concessions report that includes a one-year strategic plan to increase concessions at all park facilities
 - Report expenditures and revenue on all park concessions outside of Town Lake
 - Provide joint report to PARB and Environmental Commission as required by City Code 8-1-73

2018

Contracts & Concessions
Committee
Recommendations

Parks and Recreation Board Action

Per Code of Ordinances, **§ 8-1-73** the board shall:

Prepare a joint report, with the Environmental Commission, to the Austin City Council no later than the 30th day after the board's receipt of the annual concession report and recommend the following to the Council.

- Creation, continuation or termination of a concession;
- Status of each existing concession
- Issuance of request for proposal for a concession under this division

