



# Zilker Cafe

*Food*

*Concessions*

**RFP Response, Evaluation, and Recommendation**

**Concessions and Contract Committee**

**September 10, 2019**

**Presenter: Denisha Cox, PARD Contract Management**

**Patricia Rossett, PARD Contract Supervisor**

# Zilker Cafe

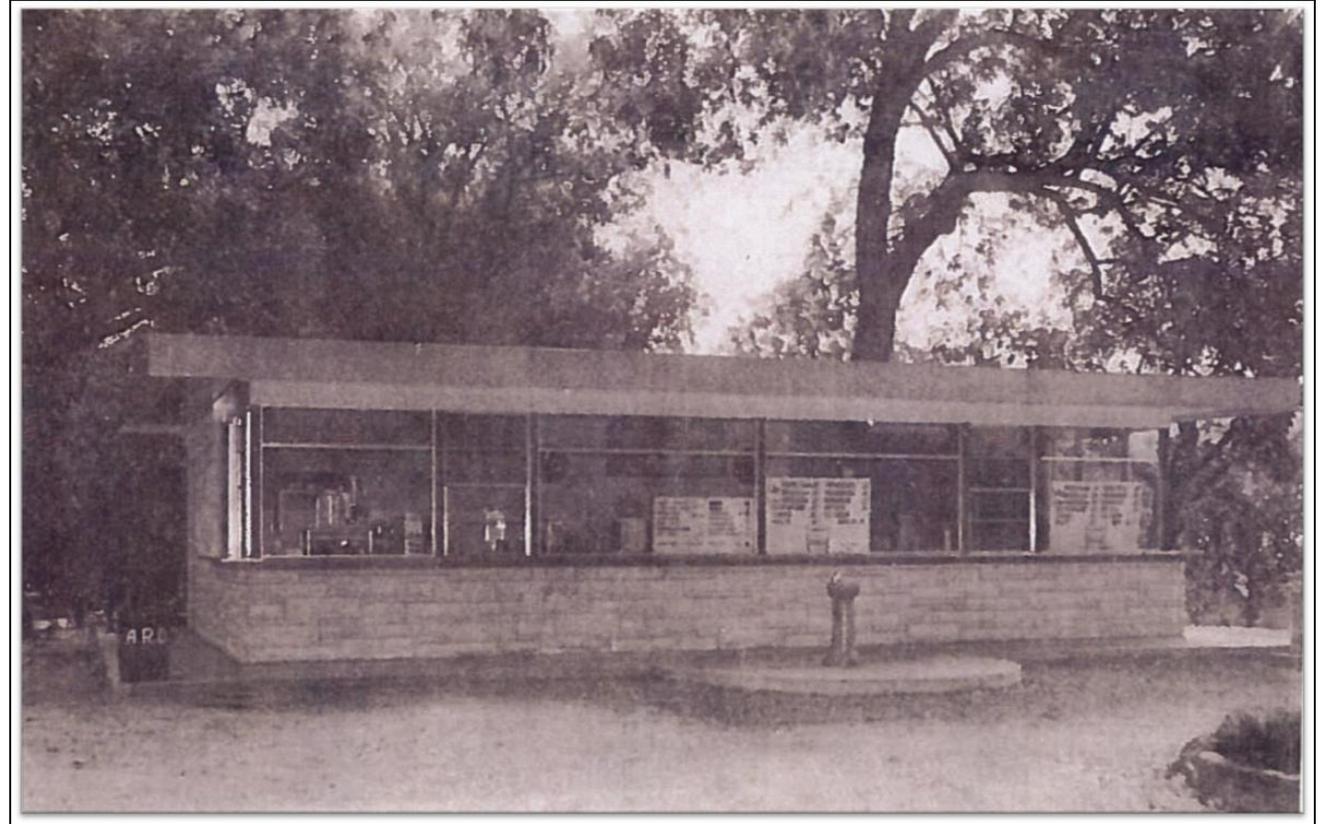
## Solicitation Overview

- History of Zilker Cafe
- Goals of Solicitation
- Timeline of Solicitation
- RFP Evaluation Criteria
- Evaluation Matrix
- Committee Recommendation to PARB

# Zilker Cafe

## History & Improvements

- The Barton Springs Pool/Zilker Park concession building was constructed circa 1960.
- Zilker Park is listed as a National Register Historic District, and the 58-year old building, which has been modified over time, contributes to the historic character of the park and pool entrance.
- The Zilker Café has not been used as a food and beverage concession since January 2016 due to a need for extensive renovations.
- The City is now in the process of renovating the shell of the building to enable its use once again as a food and beverage concession.
- The City intends to provide a building structure (including electrical, plumbing, mechanical) that supports food and beverage services.



# Zilker Cafe

## Solicitation Goals

City seeks to contract with a qualified Concessionaire to operate and maintain the food and beverage concession on the north side of Barton Springs Pool in Zilker Park.

### **Requirements and Responsibilities include:**

- Have a minimum of three years' experience in commercial food and beverage concession operations.
- Operate during the preferred minimum hours of operation defined as: seven days per week, six-hours per day. Maximum hours of operation will be in accordance with Park policy for curfew, 5:00 a.m. to 10:00 p.m.
- Have price points for healthy, nutritious foods that are reasonable and affordable for every visitor.
- Make improvements, which comply with the American with Disabilities Act, to both the indoor and outdoor areas of the Concession, including capital improvements, furnishings, and equipment in order to meet the City's vision for the Concession.

# Zilker Cafe

## Solicitation Goals

- Provide all equipment necessary to perform services under the Contract, including cooking, serving and storage devices, cash registers, seating and tables, and an adequate number of waste containers, including separate containers for recyclable materials for the eating area.
- Maintain a preventative maintenance program and make all regular and ordinary nonstructural building maintenance repairs.
- Operate the concession with a minimal impact to the environment by eliminating or reducing emissions, sanitation, and cleaning.
- Employ a qualified full-time, on-site manager and provide adequate staff to provide prompt and efficient service to avoid long service lines and delays in food service.
- Maximize patronage and revenues through featured menu items, service, ambiance, special events, or other PARD approved methods.
- Reach out to the community to increase patronage through effective marketing and advertising, including social media.

# Zilker Cafe

## Solicitation Timeline

**Pre-Solicitation Meeting** 09/07/2018

**RFP Published** 04/29/2019

**Pre-Proposal Meeting** 05/22/2019

**RFP Close Date** 06/06/2019

**RFP Evaluation** 07/08/2019

- 5 proposals received
- 1 deemed non-responsive

**RFP Demo and Interviews** 07/18/2019

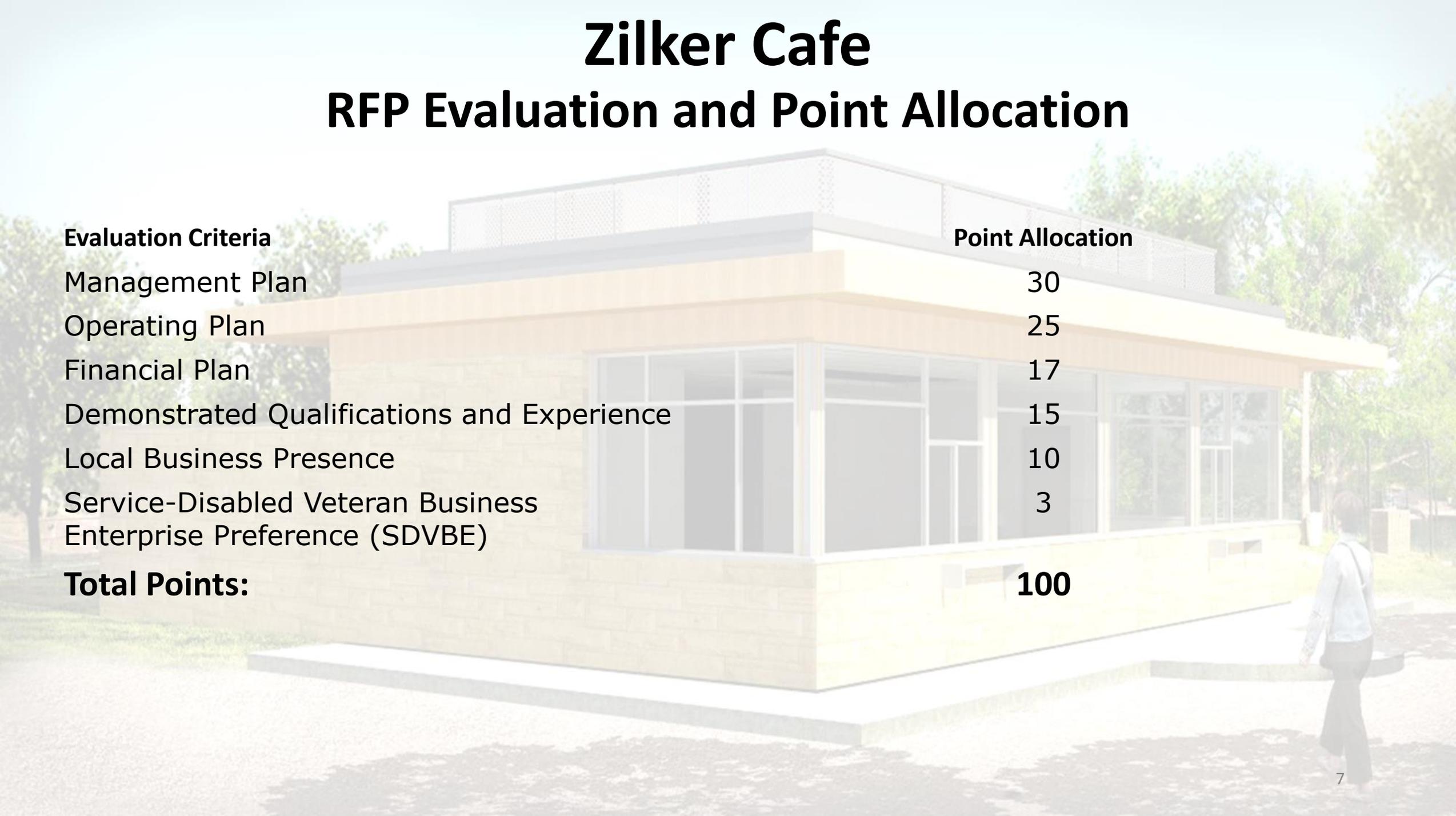
- Top 2 Vendors

**Recommendation for Award Posted on** 07/23/2019

**Austin Finance Online**

# Zilker Cafe

## RFP Evaluation and Point Allocation



Evaluation Criteria	Point Allocation
Management Plan	30
Operating Plan	25
Financial Plan	17
Demonstrated Qualifications and Experience	15
Local Business Presence	10
Service-Disabled Veteran Business Enterprise Preference (SDVBE)	3
<b>Total Points:</b>	<b>100</b>

# Zilker Cafe Evaluation Matrix

Solicitation Number: RFP 8600 CRR3002  
 Description: Food and Beverage Concession At Zilker Park (Zilker Café)

		Springfed DBA Parkside Projects/TES, Inc	Food Made from Scratch DBA Southside Flyin Pizza	TV Dinners	Emoji's Grilled Cheese Bar	Rodriguez Concessions
<b>Evaluation Criteria</b>	<b>Max Points</b>					
Management Plan	30	30	30	10	5	*
Operating Plan	25	25	17	8	4	*
(Revenue) Financial Plan	17	17	17	3	8	*
Demonstrated Qualifications and Experience	15	15	15	5	5	*
Local Business Presence	10	10	10	10	10	*
Service-Disabled Veteran Business Enterprise	3	0	0	0	0	*
<b>Total</b>	<b>100</b>	<b>97</b>	<b>89</b>	<b>36</b>	<b>32</b>	<b>*</b>

\* Deemed Non-Responsive

NOTE: As per Section 252.049 of the local government code, contents of a proposal shall remain confidential until a contract is awarded. Therefore, the matrix will include points awarded for price but exact pricing will not be disclosed.

# Zilker Cafe

## Next Steps:

- 09/10/2019—CCC Recommendation to PARB
- 09/24/2019—PARB Recommendation to City Council
- 10/3/2019—City Council Recommendation to Negotiate and Execute New Contract with Springfed LLC JV

## Requested Committee Action:

Make a recommendation to the Parks and Recreation Board to recommend to the City Council the negotiation and execution of an agreement with the successful proposer, Springfed LLC JV, to provide a food and beverage concession at Zilker Park.