



Zilker Cafe

Food

Concessions

RFP Response, Evaluation, and Recommendation

Parks and Recreation Board Meeting

September 24, 2019

Presenter: Denisha Cox, PARD Contract Management Specialist

Patricia Rossett, PARD Contract Supervisor

Zilker Cafe

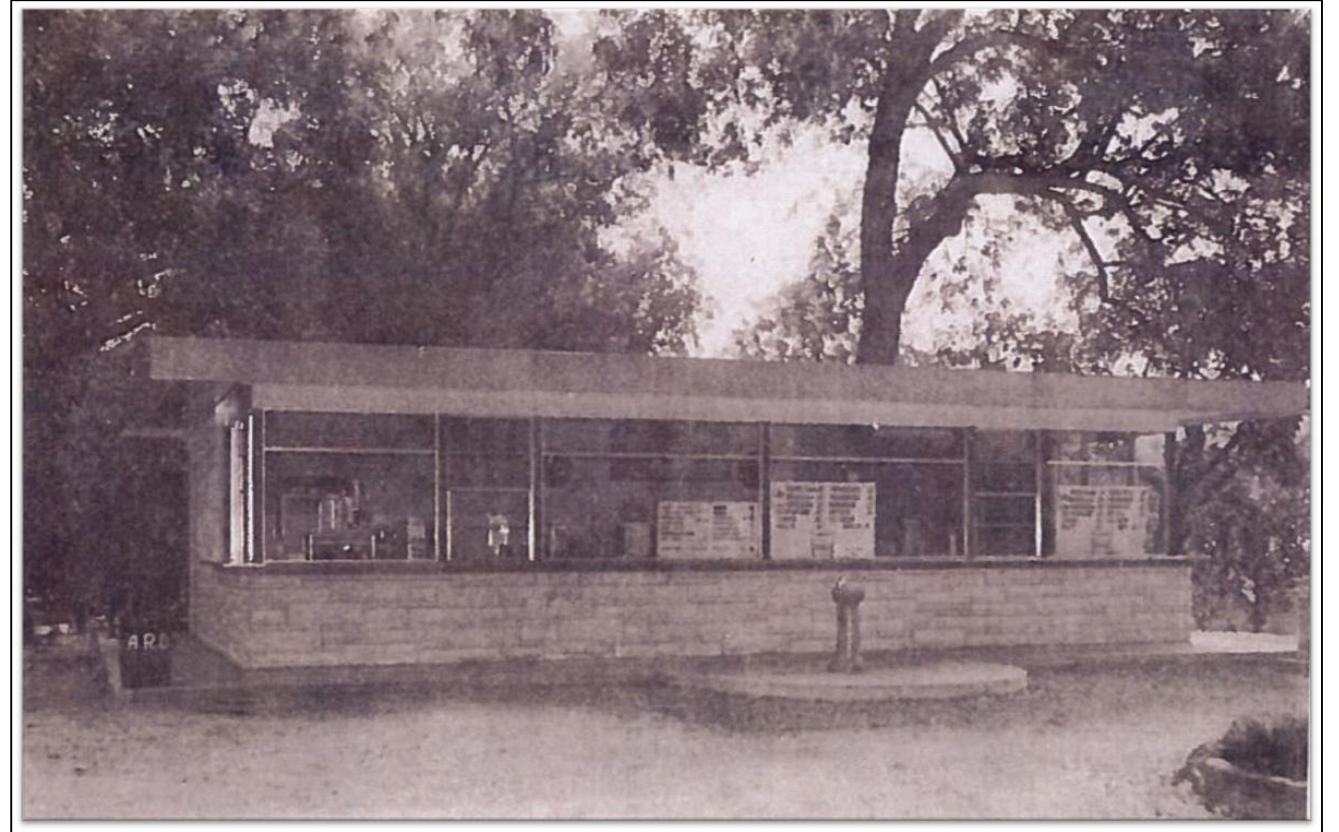
Solicitation Overview

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

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

Management Plan

Operating Plan

Financial Plan

Demonstrated Qualifications and Experience

Local Business Presence

Service-Disabled Veteran Business
Enterprise Preference (SDVBE)

Total Points:

Point Allocation

30

25

17

15

10

3

100

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
Evaluation Criteria	Max Points					
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	*
Total	100	97	89	36	32	*

* 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.

Requested Board Action:

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

Zilker Cafe

Next Steps:

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