



# BOATING CONCESSION ON LADY BIRD LAKE

## Award Recommendation

Presented by:

Gabrielle Restivo

Contract Management Specialist IV

Parks and Recreation Board

June 24, 2020

# CONCESSION HISTORY

## Contract History

- 5/19/00-5/18/05
- 3, 5-year extensions to 5/18/2020
- A contract holdover issued to 11/15/2020 to allow for solicitation



## Operational History

- In 1987 opened as Texas Rowing by Anne Marie Heilman
- In 1999 operated under Heilman and Matt Knifton
- 2002 and forward, operated under Matt Knifton

# CONCESSION ASSETS & IMPROVEMENTS



- **Wooden Dock, expanded in 2013**
- **Two Boathouses**
- **Three Storage Units**
- **Steel racks for boat storage added in 2013**
- **ADA wheelchair ramp added in 2011**
- **Floating dock and boathouses completed by June 2020**

# SOLICITATION GOALS AND REQUIREMENTS

## Programming

- 5 years of demonstrated experience
- Supply all watercraft
- Motorboats for training only
- Management Plan
- Operating plan with complaint resolution process
- Marketing Plan
- Boating rentals, services, special events
- Public Benefit Programs
- City-approved fees for concession services
- Revenue share proposal
- Monthly and annual reporting requirements
- Sustainability Plan, Integrated Pest Management Plan, Waste Management Plan



## Improvements

- Capital Improvement Plan required
- 10% reinvestment annually in equipment and facilities
- Preventative maintenance site and structures
- Dock/gangway repairs and replacements

# SOLICITATION PROCESS



<b>RFP Published</b>	<b>March 23, 2020</b>
<b>Tele-conference Pre-Proposal Meeting</b>	<b>April 7, 2020</b>
<b>Original RFP Closing Date</b>	<b>April 23, 2020</b>
<b>Extended RFP Closing Date</b>	<b>April 30, 2020</b>
<b>RFP Evaluation</b>	<b>May 14, 2020</b>
<b>Vendor Clarification Requested</b>	<b>May 19, 2020</b>
<b>Vendor Submitted Response</b>	<b>May 19, 2020</b>
<b>PARD Recommendation</b>	<b>May 22, 2020</b>
<b>Recommendation Posted on Austin Finance Online</b>	<b>May 22, 2020</b>

# CORPORATE PURCHASING SOLICITATION EFFORTS AND RESULTS

- One proposal was received from the current vendor, Texas Rowing Center.
- To garner maximum participation in the solicitation, the Corporate Purchasing Buyer:
  - Provided the RFP to 280 vendors registered through Austin Finance Online for Commodity Code 96115.
  - Published the solicitation in the *Austin American Statesman* on two separate occasions.
  - Conducted a pre-proposal teleconference.
  - Extended the proposal due date by one week.

# RFP EVALUATION MATRIX

<b>Operating Plan</b>	<b>25</b>
<b>Capital Improvement Plan</b>	<b>15</b>
<b>Qualifications and Experience</b>	<b>15</b>
<b>Management Plan</b>	<b>12</b>
<b>Fee (Revenue Share) Proposal and Financial Plan</b>	<b>10</b>
<b>Local Business Presence</b>	<b>10</b>
<b>Service-Disabled Veteran's Business Enterprise Preference</b>	<b>03</b>



# RFP EVALUATION RESULTS

EVALUATION CRITERIA	MAX POINTS	Texas Rowing Center
Operating Plan	25	21
Capital Improvement Plan	15	12
Qualifications and Experience	15	15
Management Plan	12	12
Fee (Revenue Share) Proposal and Financial Plan	20	20
Local Business Presence	10	10
Service-Disabled Veteran's Business Enterprise Preference	3	0
	<b>100</b>	<b>90</b>

NOTE: Per Section 252.049 of the local government code, contents of a proposal shall remain confidential until a contract is awarded.

# SOLICITATION NEXT STEPS

<b>June 24, 2020</b>	<b>PARB Recommendation to Council</b>
<b>August 27, 2020</b>	<b>City Council Action</b>



# STAFF RECOMMENDATION

**Recommendation to the City Council to authorize the negotiation and execution of an agreement with the successful proposer, Texas Rowing Center, to provide management and operation of a Boating Concession on Lady Bird Lake.**