



Contracts and Concessions Committee  
August 21, 2020

# BOATING CONCESSION ON BARTON CREEK

## REQUEST FOR PROPOSAL

Currently operating as  
Zilker Park Boat Rentals

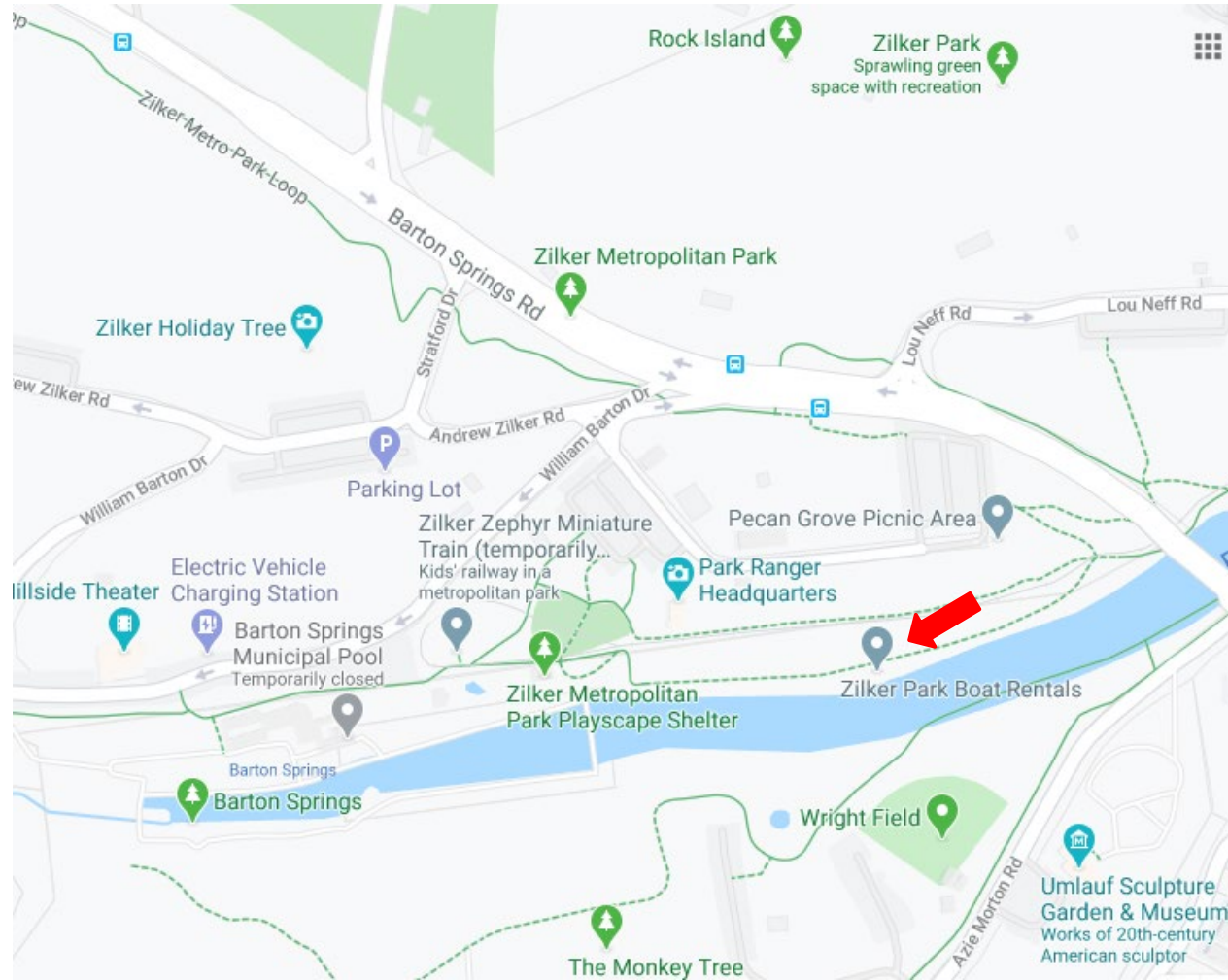
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Presented by:

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Contract Management Specialist IV





# CONCESSION LOCATION ON BARTON CREEK

# CONCESSION HISTORY

- Opened as Zilker Park Boat Rentals as a canoe rental service in 1969 by Howard Barnett
- Now includes kayaks and stand-up paddle boards
- Community partnerships with Sunshine Camp, Texas River School, City of Austin Park Rangers
- Current contract period:
  - Initial Period (02/28/2006 – 03/01/2011)
  - Extension #1 (03/01/2011 – 02/29/2016)
  - Extension #2 (03/01/2016 – 02/29/2021)



## CONCESSION ASSETS



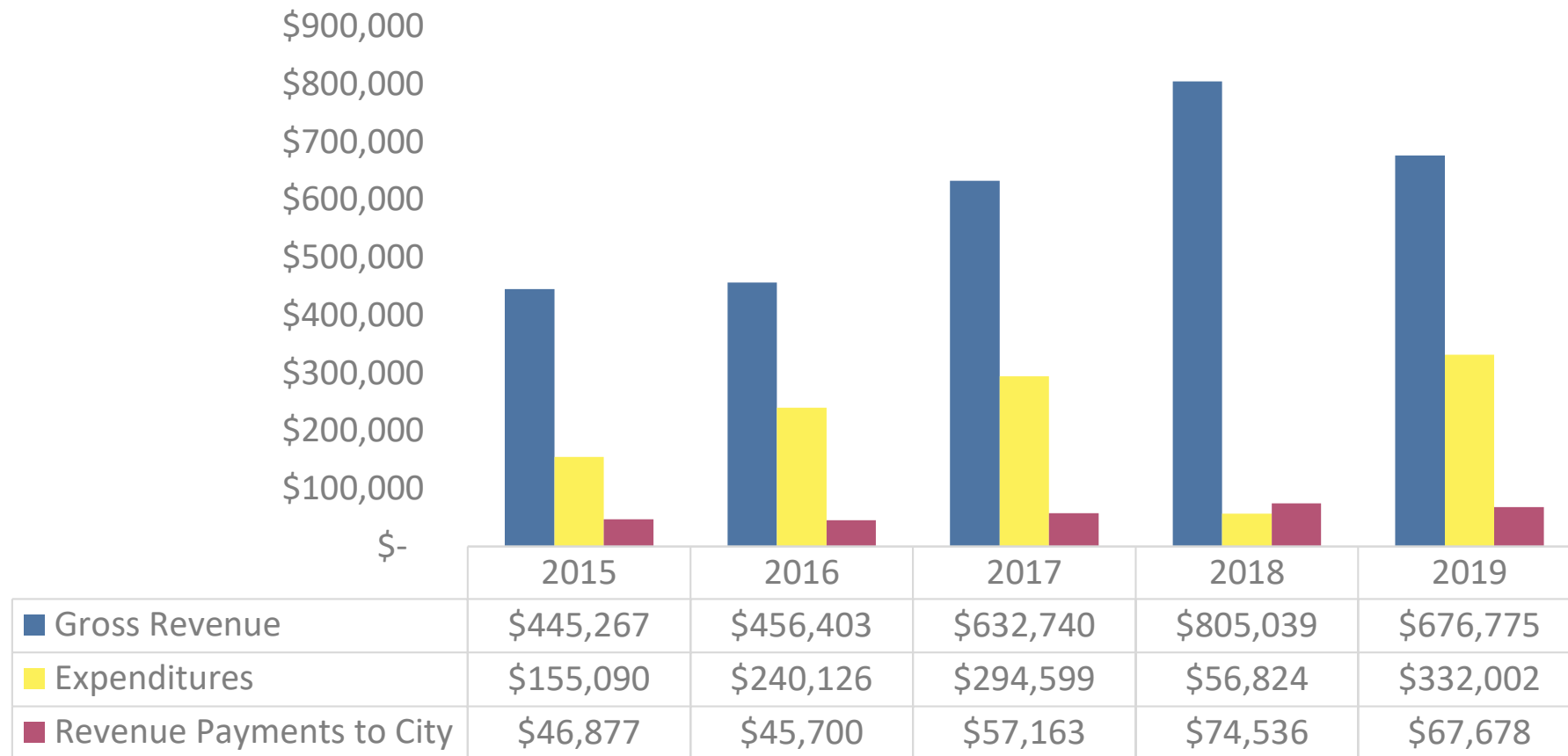
- Open shed used for rental transactions and equipment storage
- Storage shed with attached decking and stairway
- Detached storage unit
- Boat storage racks

## CAPITAL IMPROVEMENTS



- 2015-2016
  - Earthwork and replacement of boating assets: \$75,587
  - Decking and stairs: \$20,278
- 2019
  - Earthwork: \$8,154

# HISTORICAL GROSS SALES, REPORTED EXPENDITURES, AND REVENUE PAYMENTS



# RFP BOATING SOLICITATION GOALS AND REQUIREMENTS

## ○ Programming

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- 5 years of experience with safety record
- Supply all necessary watercraft
- Nonmotorized craft only
- Sustainability (environmental) Plan
- Public benefit programs for youth and seniors
- Fee schedule approval
- Marketing Plan
- Monthly and annual reporting
- Revenue share proposal



## ○ Improvements

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- Capital Improvement Plan required
- Improvement Plans require PARD's written approval
- 10% reinvestment annually in equipment and facilities

# CAPITAL IMPROVEMENTS PROPOSAL LANGUAGE

- Contractor shall not make any structural alterations, repairs, nor improvements of the premises without written permission and approval from the PARD Director or designee. Any alteration made by the Contractor shall become the property of the City at the termination of the contract. City reserves the right to require Contractor to restore the property to its original condition at Contractor's expense. Contractor shall make written report to City Contract Manager of any needed repairs or suggested alterations or improvements.
- Improvement plans and any revisions are subject to the City's written approval.



## MANAGEMENT AND OPERATIONS PROPOSAL LANGUAGE

- Concessionaire shall prepare and submit to PARD a Program Plan for educating the public on the use of canoes, kayaks, and SUPs. The plan shall include, but not be limited to, programs for underserved youth and seniors. The plan shall be submitted annually on or before January 31 to be reviewed and approved by PARD.
- Concessionaire shall be responsible for daily removal of all solid waste, recycling, and compostable waste from the concession area at Concessionaire's own cost and shall annually submit a general waste management plan, no later than January 31 of each calendar year of operations.



## FEES FOR SERVICE PROPOSAL LANGUAGE

Affordable rental options shall be provided to the citizens of Austin. Prices shall be reviewed and approved by PARD staff prior to contract execution in accordance with Section 6.4 of this Scope of Work and shall be deemed affordable based on market studies and historical concession prices.



## REVENUE SHARE PROPOSAL LANGUAGE

\$1,500 Monthly

10% of gross revenue >  
\$180,000 due in quarterly  
lump sum payments

Responder may offer a  
competitive revenue share  
proposal

# PROPOSED RFP EVALUATION MATRIX

Operating Plan	25
Capital Improvement Plan	15
Qualifications and Experience	15
Management Plan	12
Revenue Share and Financial Plan	20
Local Business Presence	10
Service-Disabled Veterans Business Enterprise Preference	3



# DRAFT SOLICITATION TIMELINE



RFP Published	2 <sup>nd</sup> wk of September 2020
RFP Closed	2 <sup>nd</sup> wk of October 2020
RFP Evaluation	4 <sup>th</sup> wk of October 2020
Award Recommendation	2 <sup>nd</sup> wk of November 2020
Presentation to CCC	3 <sup>rd</sup> wk of January 2021
Presentation to PARB	4 <sup>th</sup> wk of February 2021
Council Award	1 <sup>st</sup> wk of March 2021

\* In order for this timeline to coincide with contract expiration, contractor will be required to enter into a holdover for 120 days.

# PARD Long-Range Plan Strategies & SD23 Outcomes

- Long-Range Plan Strategies
  - Relief from Urban Life
  - Urban Public Spaces
  - Operational Efficiency
  - Park Access for All
- Strategic Direction 2023 Outcomes
  - Economic Opportunity & Affordability
  - Health & Environment
  - Government that Works for All



## NEXT STEPS

- Contract staff incorporates CCC comments into the draft scope of work (SOW)
- Draft SOW submitted to Corporate Purchasing for review and approval
- Projected CCC meeting date for award recommendation is third week of January

