



Contracts and Concessions Committee
August 19, 2021

BOATING CONCESSION ON LADY BIRD LAKE

REQUEST FOR PROPOSAL

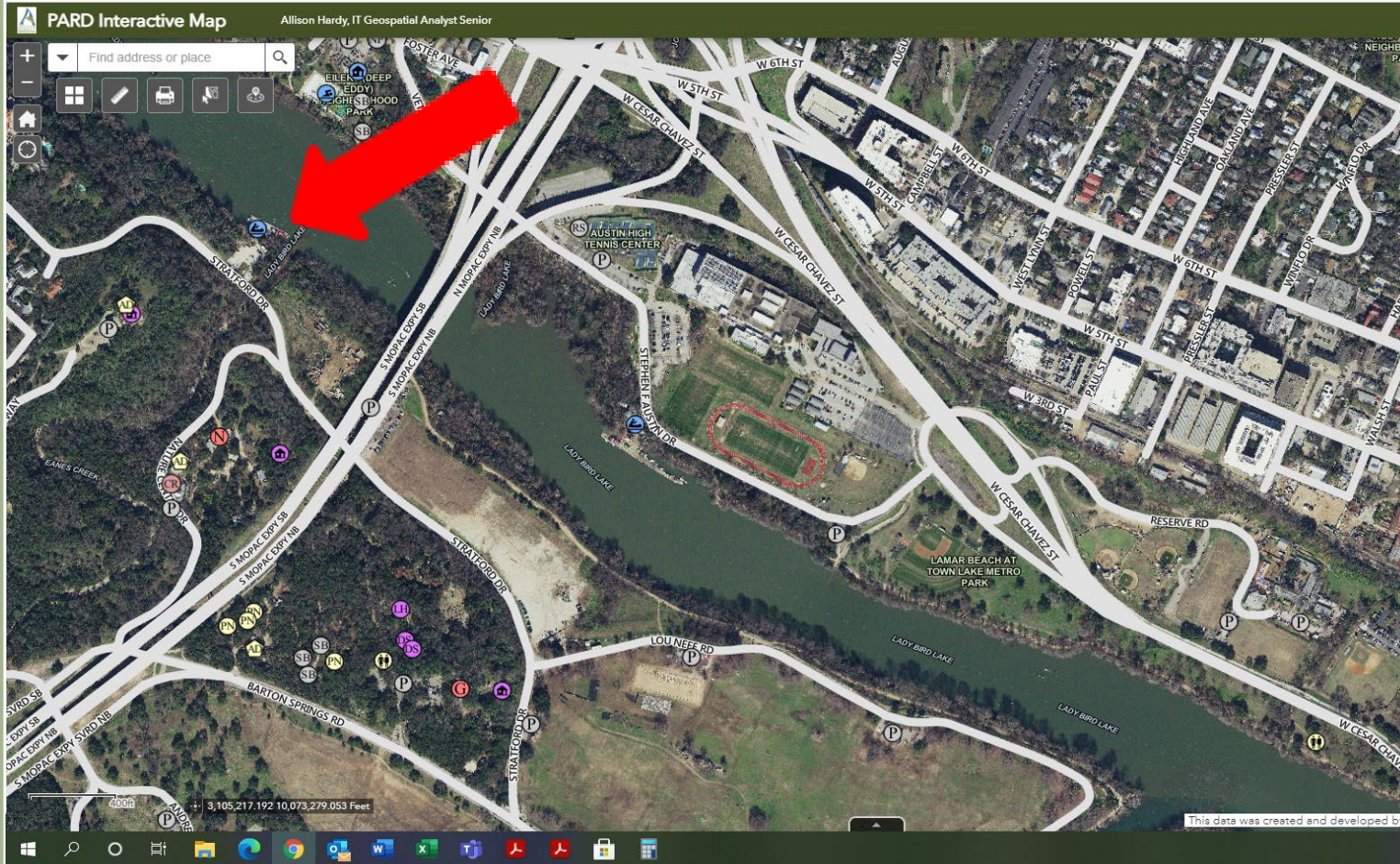
Currently Operating as The
Rowing Dock

Presented by:

Margaret Stenz

Contract Management Specialist III





CONCESSION LOCATION

2418 Stratford Drive, just west of the Austin Nature and Science Center

CONCESSION HISTORY

- Opened for business in 1999, offering rowing memberships, lessons, and rentals.
Contracted with the City in 2000
- Purchased by current owner in 2010 and changed focus from rowing to rentals of canoes, pedal boats, kayaks, and stand-up paddleboards (SUPs)
- Community partnerships with Texas River School, Austin Pets Alive, Keep Austin Beautiful, and others
- Current contract
 - Interim period (11/01/2000 – 04/30/2002)
 - Basic period (05/01/2002 – 04/30/2007)
 - Extension #1 (05/01/2007 – 04/30/2012)
 - Extension #2 (05/01/2012 – 04/30/2017)
 - Extension #3 (05/01/2017 – 04/30/2022)

CONCESSION ASSETS



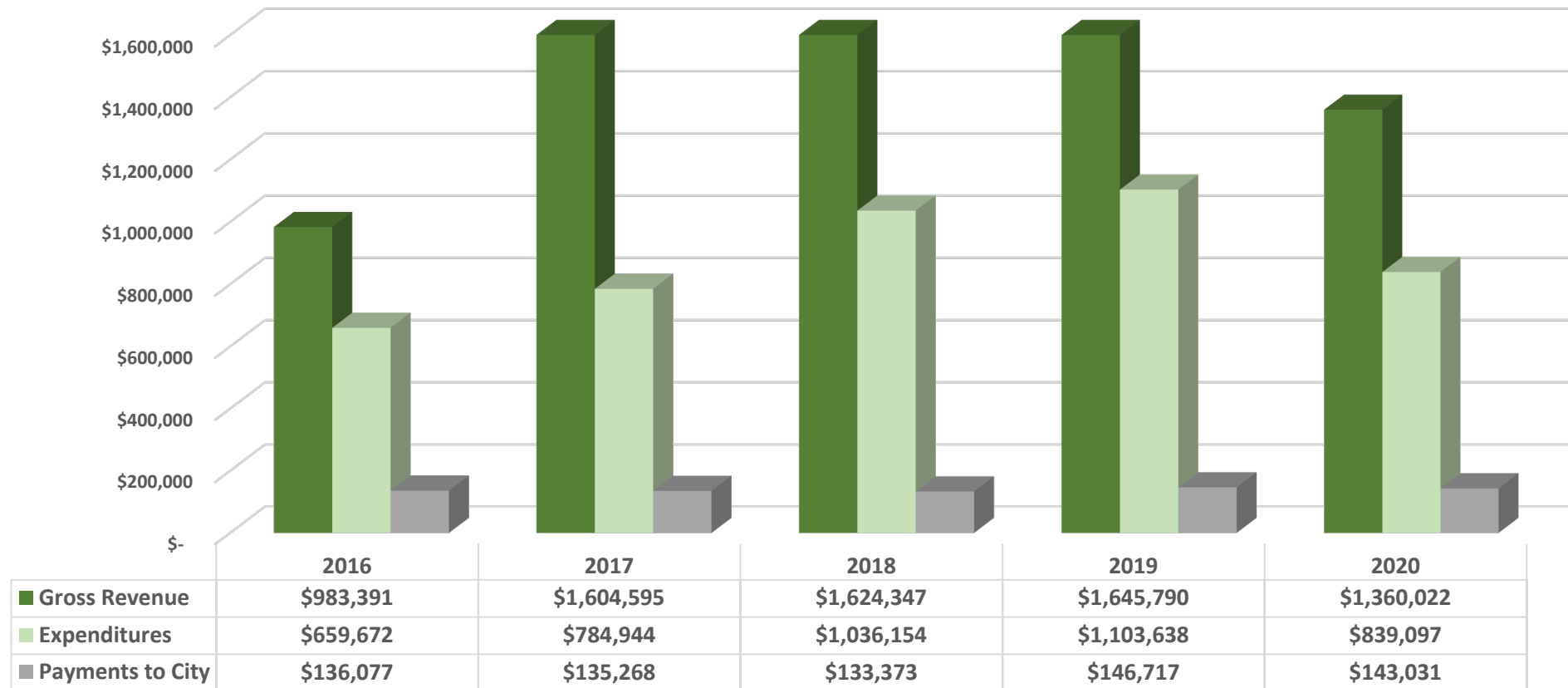
- Wooden dock and gangway
- Permanent 10-by-13-foot wooden hut on dock
- Boat storage racks

CAPITAL IMPROVEMENTS



- 2019
 - Dock improvements: \$108,500
- 2016
 - Improvements to dock and shade structures, grounds, parking area, signage: \$144,598
- 2011-2015
 - Improvements to grounds and parking lot: \$72,000

HISTORICAL GROSS SALES, REPORTED EXPENDITURES, AND REVENUE PAYMENTS



RFP BOATING SOLICITATION GOALS AND REQUIREMENTS

○ Programming

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



○ Improvements

- Capital improvement plan requires PARD's written approval
- Must spend a minimum amount equal to 10% of annual net income on facilities maintenance and capital improvements

CAPITAL IMPROVEMENTS 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 LANGUAGE

- Concessionaire shall develop and maintain
 - a General Safety and Security Plan to address public safety issues, including **watercraft safety education for patrons**
 - a Public Benefit Plan that details programs and activities for youth and seniors
- Concessionaire shall promote an on-site educational program, provided by the City of Austin Watershed Protection Department, that addresses Leave No Trace principles and ways to counteract the spread of zebra mussels, the existence of harmful algae blooms, and other possible public health hazards or threats to water quality
- 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 to PARD for review and approval

FEES FOR SERVICE LANGUAGE

Affordable rental options shall be provided to the citizens of Austin. Prices deemed affordable shall be determined by PARD staff based on market studies and historical concession pricing and services. Concessionaire shall submit a Services and Pricing Plan to the City Contract Manager for review and approval prior to any price increases throughout the contract term



REVENUE SHARE LANGUAGE

\$1,500 monthly

10% of annual gross revenue
> \$180,000 due in one lump
sum payment

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	October 2021
RFP closed	November 2021
RFP evaluation and recommendation	November/ December 2021
Presentation to CCC	January 11, 2022
Presentation to PARB	January 25, 2022
City Council	February 2022
Contract award	March 2022

PARD Long-Range Plan Strategies and 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 and Affordability
- Health and Environment
- Government that Works for All

NEXT STEPS

- Incorporate CCC comments into the draft scope of work
- Submit draft scope of work to Corporate Purchasing for review and approval
- Present award recommendation at the January CCC meeting

