



Contracts and Concessions Committee
September 16, 2022

BOATING CONCESSION ON LADY BIRD LAKE

STRATFORD DRIVE

REQUEST FOR PROPOSAL

Presented by:

Margaret Stenz

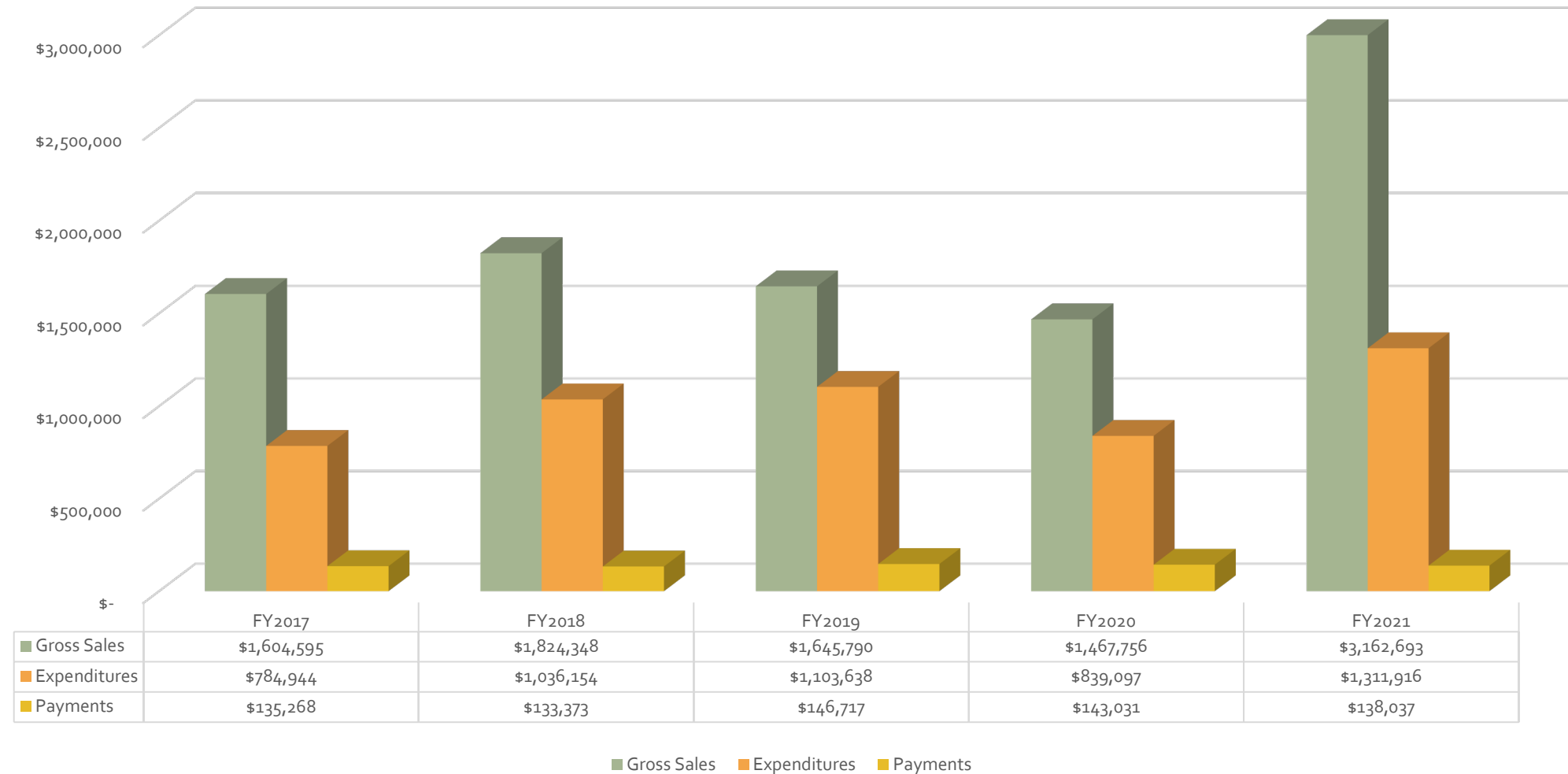
Contract Management Specialist IV



BACKGROUND

- In 1997, City solicits proposals for a Rowing and Sculling Concession on Town Lake. Rowing Dock is awarded contract for operations at undeveloped site at 2418 Stratford Drive, just west of the MoPac bridge.
- Rowing Dock business purchased by current owner in 2010. Business changes focus from rowing to rentals of non-motorized watercraft, including canoes, pedal boats, kayaks, and stand-up paddleboards (SUPs).
- 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)
 - Extension #4 (05/01/2022 – 04/30/2023)

HISTORICAL GROSS SALES, REPORTED EXPENDITURES, AND REVENUE PAYMENTS



RFP GOALS AND REQUIREMENTS

- Five years of experience to include record of safe operations
- Supply all necessary watercraft and equipment
 - Non-motorized craft only
- Capital investments/improvements
 - ADA compliance
 - Dock, gangway, and other structures
- Pay for all utilities and waste removal
- Fee schedule
- Revenue share proposal
- Monthly and annual reporting
- Compliance with Council Resolution 20220728-192
 - Does not impede implementation of the relevant recommendations of the Zilker Vision Plan



Operations and Management

- General Safety and Security Plan
- Services and Pricing Plan
- Marketing Plan
- Programming Plan
- Sustainability and Waste Management Plans
- Integrated Pest Management Plan

CAPITAL IMPROVEMENTS

- Improvements to be made by the Contractor include **dock and gangway** and any **structures** necessary for boat storage and rental operations.
- All improvements or alterations must **comply with the Americans with Disabilities Act (ADA)** and current City codes and permits.
- Vendor is responsible for obtaining all necessary **permits and approvals**.
- Contractor shall not make any structural alterations, repairs, nor improvements of the premises without **written permission and approval** from the PARD Director or designee.
- Fixed assets and floating assets (e.g., floating docks) become the **property of the City** upon expiration or termination of the contract.

FEES FOR SERVICE

- Contractor shall provide affordable rental options to the public.
- Contractor shall submit a Services and Pricing Plan detailing all services, potential subcontractors, rental equipment, schedules, fees, and merchandise to be sold, for review and approval, as well as 60 days prior to any price increases or changes to the plan throughout the contract term.

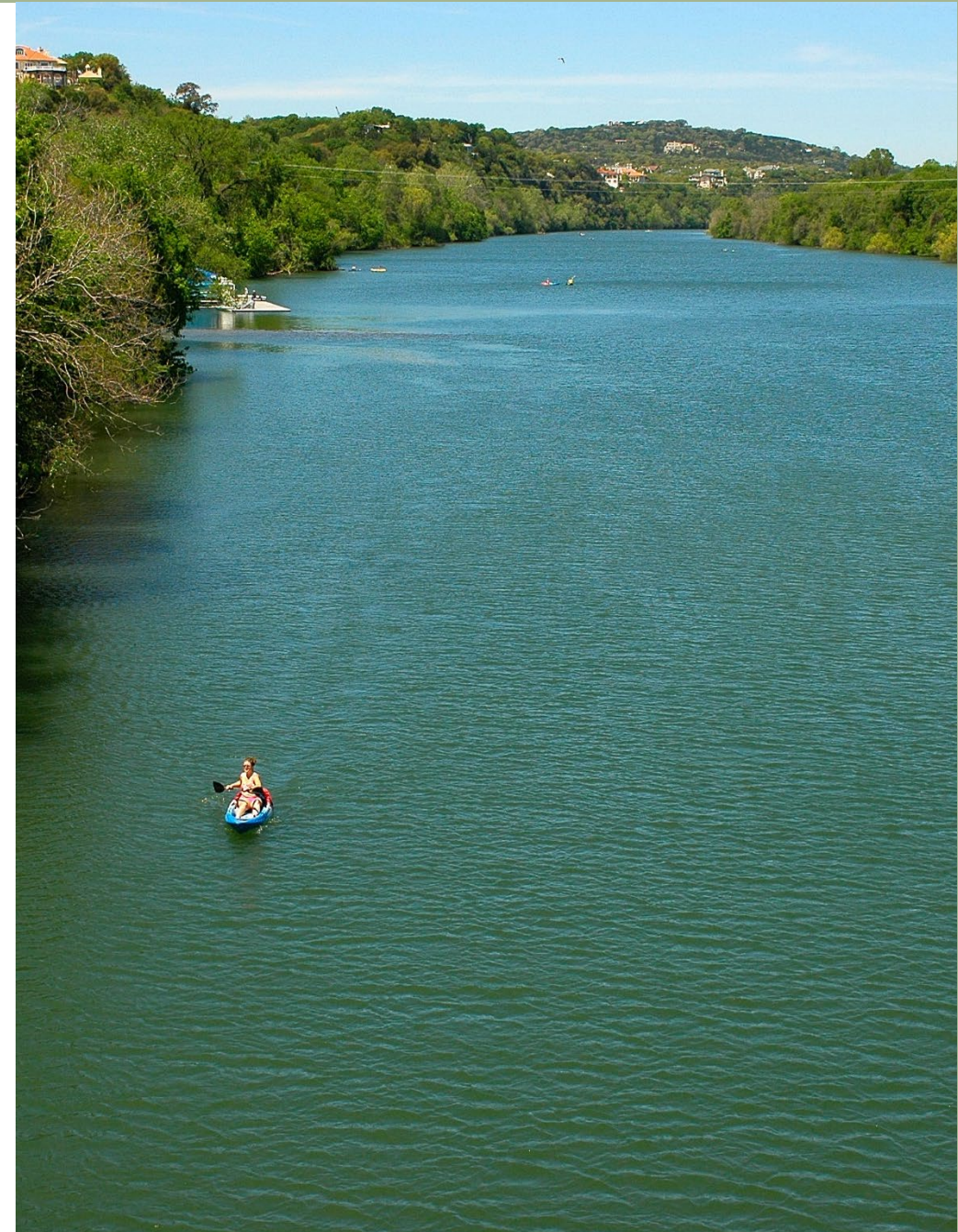


REVENUE SHARE

- \$1,500 monthly fee minimum
- Revenue share to be negotiated (for example, 12% of annual gross revenue due in one lump sum payment)
- Responder may offer a competitive revenue share proposal

PROPOSED EVALUATION MATRIX

Operating Plan	30
Capital Improvement Plan	20
Management Plan	15
Financial Plan	12
Qualifications and Experience	10
Local Business Presence	10
Service-Disabled Veterans Business Enterprise Preference	3
TOTAL	100



DRAFT SOLICITATION TIMELINE



RFP published	September/October 2022
RFP closed	December 2022
Proposal evaluation and recommendation	January 2023
Presentation to CCC	March 17, 2023
Presentation to PARB	March 27, 2023
Council approval	April 2023
Contract award	April 2023

PARD LONG-RANGE PLAN STRATEGIES AND SD₂₃ OUTCOMES

Long-Range Plan Strategies

- Relief from Urban Life
- Urban Public Spaces
- Park Access for All

Strategic Direction 2023 Outcomes

- Economic Opportunity and Affordability
- Health and Environment
- Government that Works for All



NEXT STEPS

- Corporate Purchasing to release RFP in late September or early October
- Present award recommendation at the March CCC meeting