



# **Zilker Cafe**

## *Food and Beverage Concession*

**Solicitation Scope of Work Briefing**

**Concessions and Contracts Committee  
Meeting  
May 19, 2023**

**Presenter: Andrew Benford, PARD Contract Management Specialist IV  
Denisha Cox, PARD Contract Management Supervisor II**

# Zilker Cafe

## Solicitation Overview

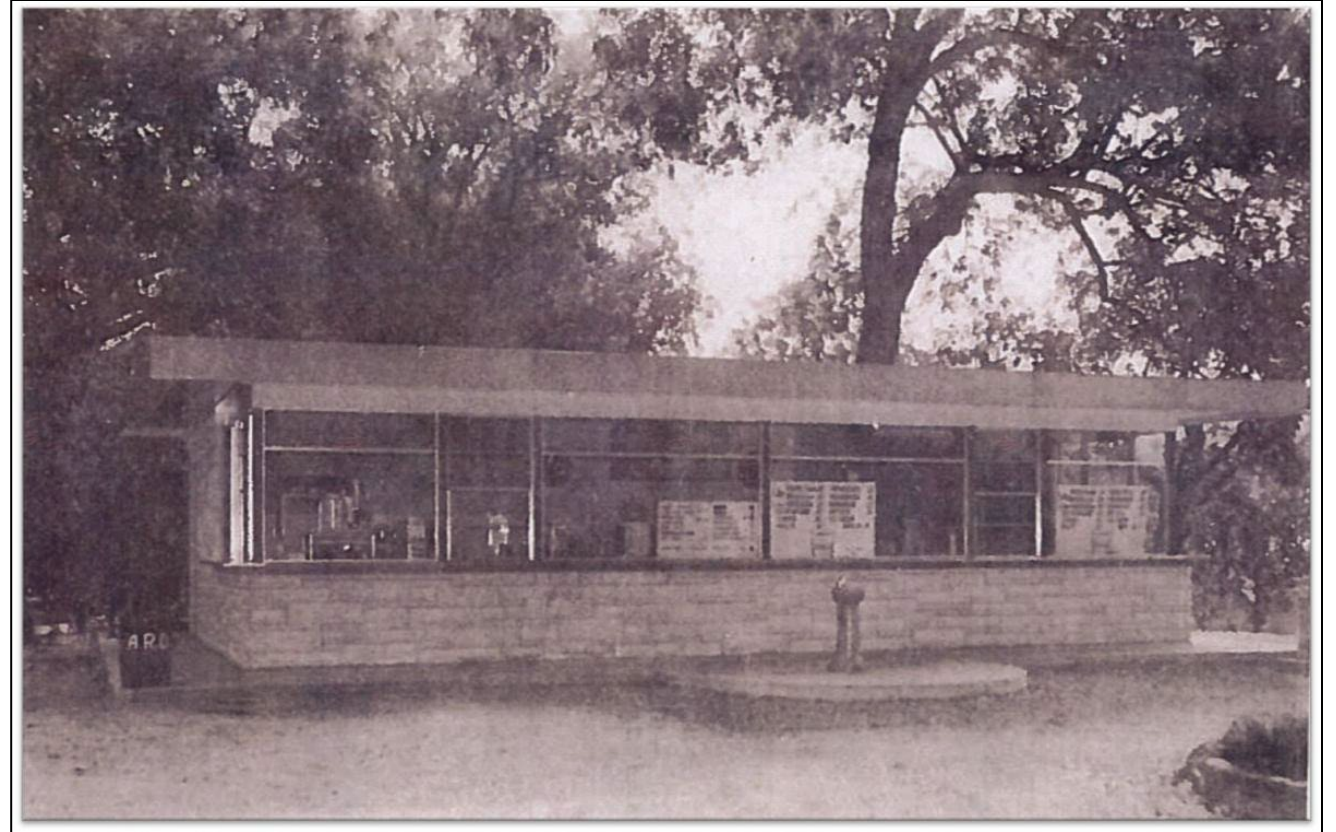
- History of Zilker Cafe
- Solicitation
- Vendor Requirements and Responsibilities
- City of Austin Responsibilities
- Barton Springs Pool Bathhouse Rehabilitation Impact
- RFP Evaluation Criteria
- Timeline of Solicitation
- Next Steps



# 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 60+-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 2016 due to a need for extensive renovations, the COVID-19 Pandemic, and the dissolution of contract with previous vendor.
- Now that the City has completed the process of renovating the building shell, a solicitation is needed to select a vendor to manage and operate it once again as a food and beverage concession.



# Zilker Cafe Solicitation

- City seeks to contract with a qualified Concessionaire to manage and operate the food and beverage concession on the north side of Barton Springs Pool in Zilker Park.

## **Vendor 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

## Vendor Requirements and Responsibilities (cont'd.)

- 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 food service delays.
- 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

## City of Austin Responsibilities

- Provide the Concessionaire with an on-site point of contact during park hours of operation and a remote point of contact outside the park's hours of operation.
- Assign a Contract Manager to oversee and manage the concessionaire contract.
- Provide a building structure conveyed on Zilker Café Rehabilitation Blueprint Building Design including electrical, plumbing, grease trap, counter, outside operating window, and employee restrooms conducive to providing food and beverage services.



The background image shows a modern, two-story building with large windows and a flat roof, identified as the Barton Springs Pool Bathhouse. To its right, a smaller, single-story building with a gabled roof is visible, identified as the Zilker Café. The scene is set outdoors with trees and a clear sky.

# **Zilker Cafe**

## **Barton Springs Pool Bathhouse Rehabilitation Impact**

- Renovations to the Barton Springs Pool Bathhouse, in close proximity to the Zilker Café, are anticipated to commence in October/November of 2023. Construction is anticipated to take 14 months.
- During the construction period access to the café will be impacted, as the Barton Springs Bathhouse Rehabilitation scope of work includes improvements to the adjacent parking lot and sidewalks near both buildings. The pool is scheduled to remain open, but construction will impact foot traffic near both the bathhouse and cafe and will reduce vehicle parking.

# Zilker Cafe

## RFP Evaluation and Point Allocation

### Evaluation Criteria

Management Plan

Operating Plan

Cost and Financial Plan

Demonstrated Qualifications and Experience

Local Business Presence

Service-Disabled Veteran Business Enterprise  
Preference (SDVBE)

### Point Allocation

30

25

17

15

10

3

**Total Points:**

**100**



# **Zilker Cafe**

## **Estimated Solicitation Timeline**

**RFP Published**

**May-June 2023**

**Pre-Proposal Meeting**

**June 2023**

**RFP Close Date**

**July-August 2023**

**RFP Evaluation**

**September 2023**

**RFP Demo and Interviews (if needed)**

**September 2023**

**Award Recommendation  
Posted to Austin Finance Online**

**October 2023**

**Award Recommendation Presentation to  
Contracts and Concession Committee and  
Parks and Recreation Board**

**October 2023**

**Request for Council Action**

**November 2023**

# Zilker Cafe

## Next Steps:

- Publication of Solicitation
- Proposal Evaluations and Selection of Vendor
- Vendor Selection Presentation to Contracts and Concessions Committee and Parks and Recreation Board
- Request for Council Action