

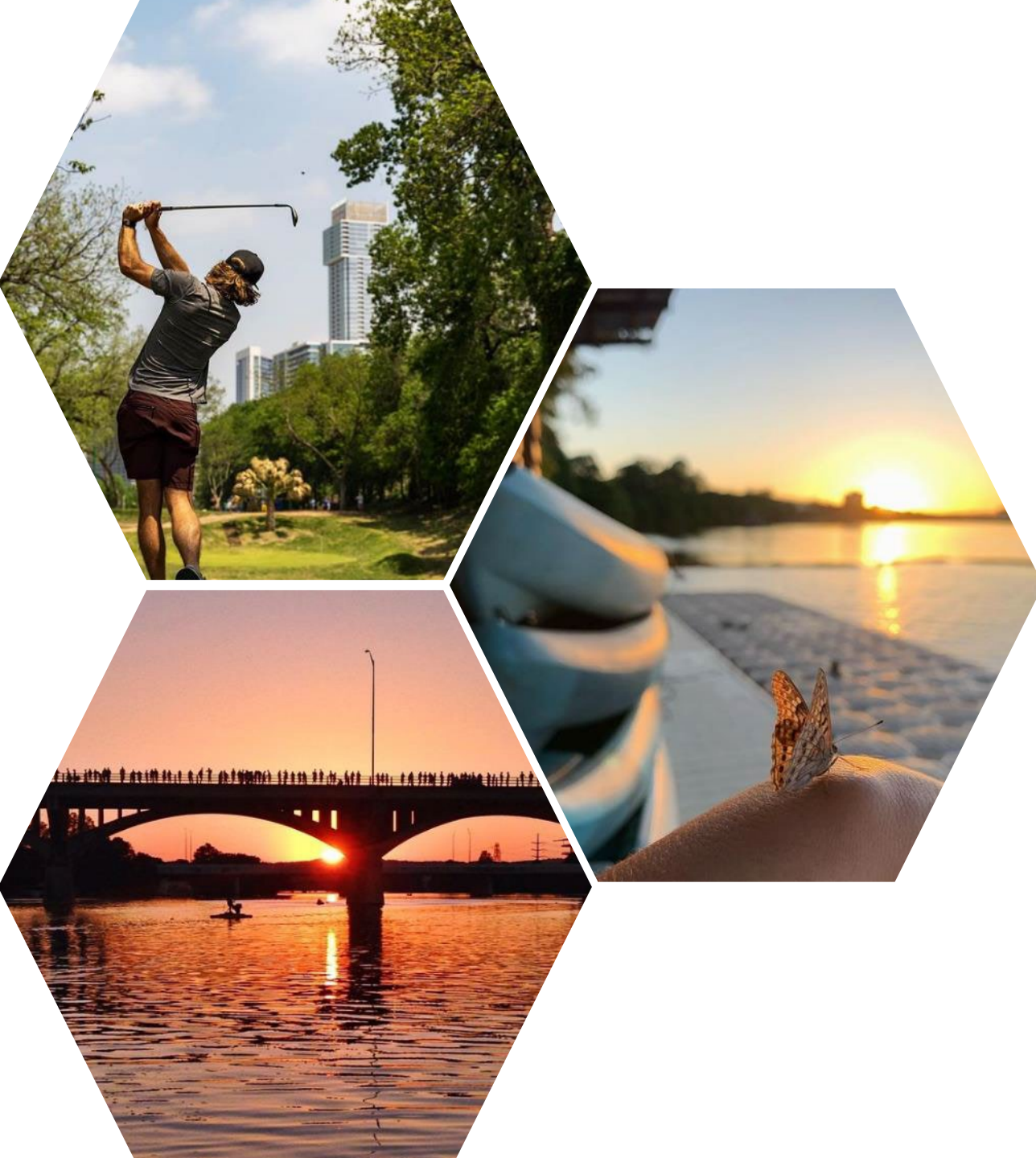


| 2023

A circular collage of four photographs showing various park activities: a person kayaking on a river with a city skyline in the background; two people in a canoe on a river; a large crowd on a riverboat at sunset; and a group of people playing golf on a green.

ANNUAL CONCESSION REPORT

Presented by Denisha Cox and Patricia Rossett,
PARD Financial Services Division
November 27, 2023



AUSTIN CITY CODE

Austin City Code § 8-1-73 requires delivery of an annual report to the Parks and Recreation Board and the Environmental Commission providing the following information regarding concessions on Lady Bird Lake Park:

- Name and Location
- Income and Expenditures
- Total Number of Boats Rented
- Environmental Concerns

Name and Location

Butler Pitch and Putt

EpicSUP

Expedition School

Lone Star Riverboat Cruises

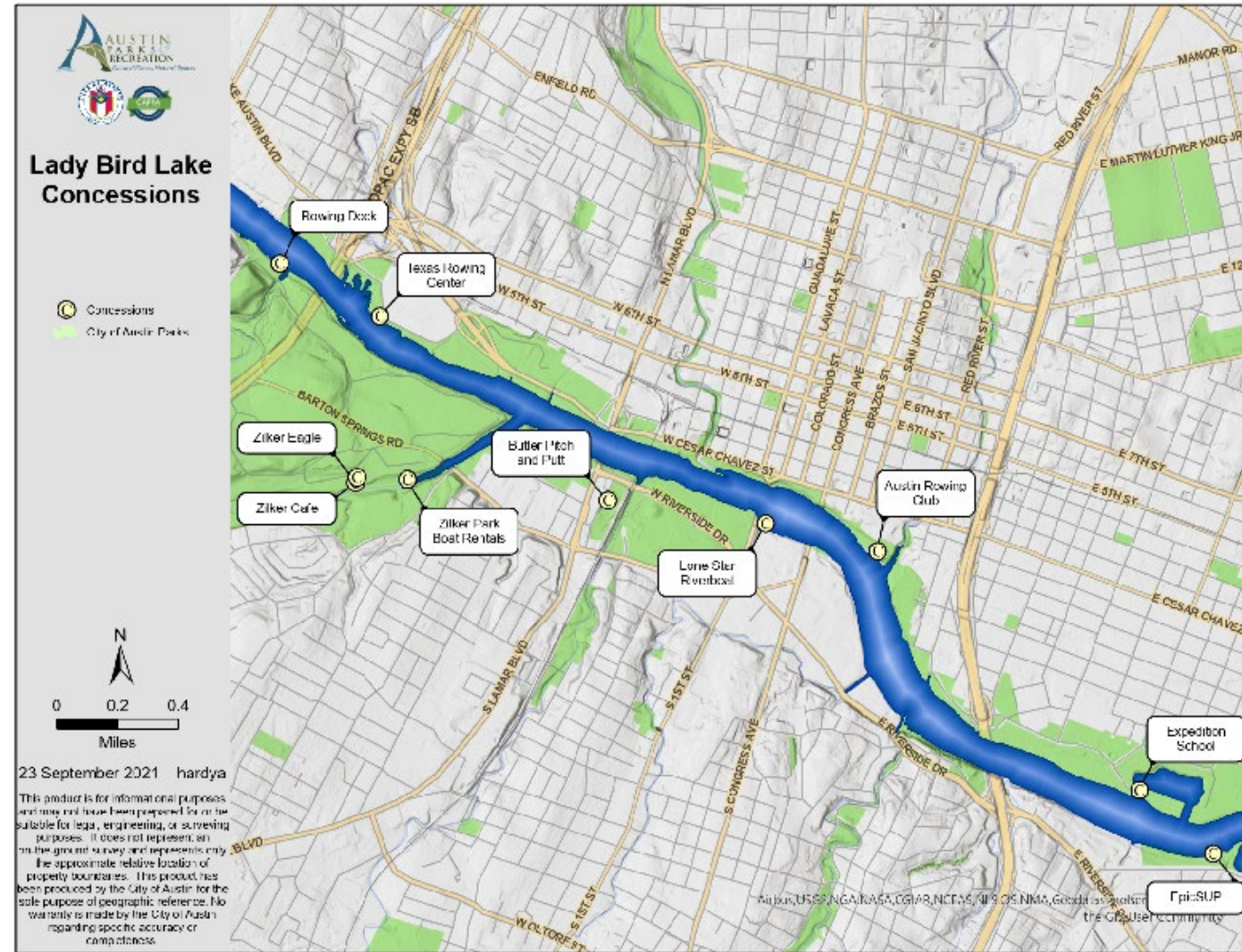
Rowing Dock

Texas Rowing Center

Zilker Café (temporarily closed)

Zilker Eagle Railroad (temporarily closed)

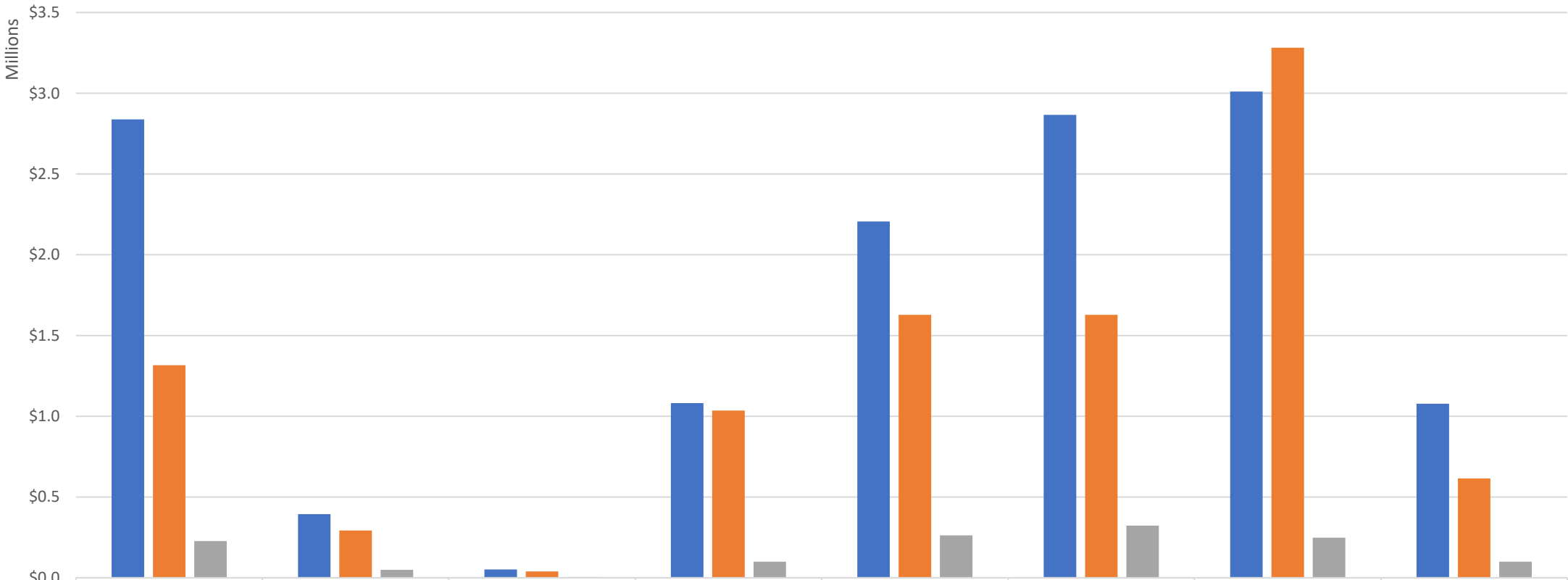
Zilker Park Boat Rentals



Contract Terms

Concession	Contract Begin	Contract End	2000					2005					2010					2015					2020					2025					2030					2035					2040									
Rowing Dock	2000	2024	2	5					5					5					5					1	1																											
Expedition School	2020	2024																					18 mo					2																								
Zilker Park Boat Rentals	2006	2024								5					5					5					1	2																										
Lone Star Riverboat	2015	2025																5					5																													
Austin Rowing Club	2012	2026													5					2	4					3																										
EpicSUP*	2013	2028														5					2	6 mo.	2	5																												
Butler Pitch & Putt	2019	2029																					10										5					5														
Texas Rowing Center	2020	2030																					10										5					5														
Zilker Eagle	2021	2031																					10										10																			
Interim Period			*After May 15, 2021, all EpicSUP revenue share payments go to The Trail Conservancy.																																																	
Basic Term																																																				
Option Executed																																																				
Option Remaining																																																				
Extension																																																				

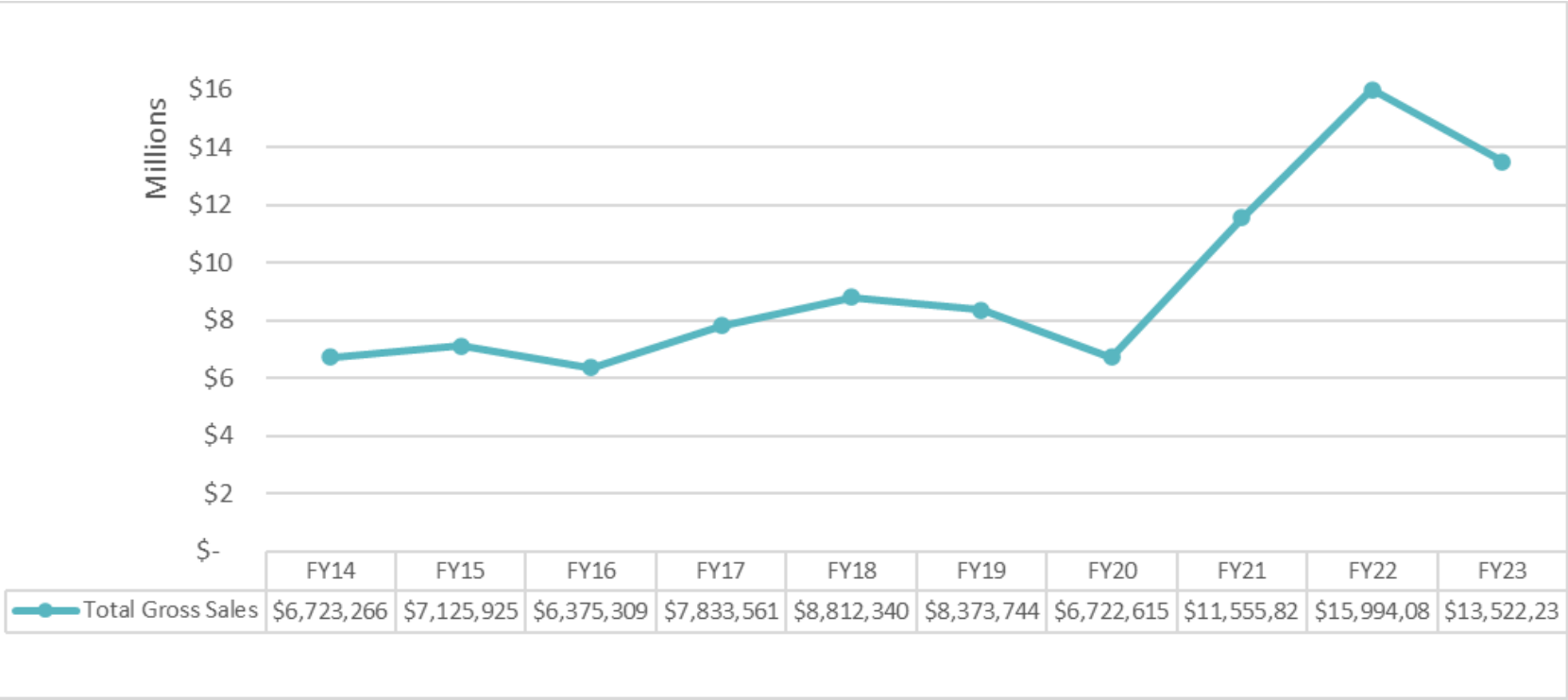
FY23 Gross Sales, Expenditures, and Payments to the City



	Butler Pitch and Putt (Pecan Grove Golf Partners)	EpicSUP	Expedition School	Lone Star Riverboats	Rowing Dock	Texas Rowing Center	Austin Rowing Club at Waller Creek Boathouse	Zilker Park Boat Rentals
Gross Sales	\$2,838,411	\$394,144	\$51,404	\$1,081,396	\$2,206,240	\$2,866,264	\$3,010,728	\$1,077,564
Reported Expenditures	\$1,315,889	\$292,719	\$39,004	\$1,035,469	\$1,627,750	\$1,627,750	\$3,282,341	\$615,248
Payments	\$227,266	\$49,173	\$4,750	\$99,561	\$262,403	\$322,984	\$247,901	\$99,548



Annual Gross Sales Since 2014



Capital Improvements

Butler Pitch and Putt – \$78,795

- New low-voltage safety lighting
- New courtyard fans, misters, and string lighting
- New well water pump
- New sprayer
- Repair/replacement of the roofing and siding on the maintenance shed
- Greenside collars expansion and sod replacement
- Replacement of tee box mats
- Updates to the putting green drainage system



Concessions Outside of Lady Bird Lake

Permit Type	Term	Permits Issued	Cost / Permit	Revenue
Commercial Use – Food or Other Specific Park Use	Six month Single day	31	\$500-\$1500 \$50	\$34,700
Commercial Use – Fitness Trainers	Six month	46 (10,381 attendees total)	\$50/trainer \$20/sound \$0.45/attendee	\$6,971
Commercial Use – Performing Artists	Single day	2	\$10	\$20
Golf Concessions (4 golf courses)	N/A	N/A	N/A	\$491,500*
TOTAL REVENUE COLLECTED				\$533,213*

* Estimated amount



Parks and Recreation Board Recommendations

Environmental Impact

In new contracts, consider recent studies and how that can impact water quality, the environment, safety, wildlife, and outdoor recreation.

Revenue Share

In new contracts, reevaluate the revenue sharing of that concession's contract and weigh it against recent rates and the public's ability to enjoy the park.



Environmental Commission Recommendations

Marine Waste Disposal

- Verify that three years of records have been maintained for entities that pump waste on Lady Bird Lake; include these monthly records in the public record.
- Include waste pump-out data in both the public record and the Annual Report.

Lake Safety

- Continue to review the number of public and private boats typically on the lake and the City's safety strategies and ability to meet capacity.
- Provide information on how carrying capacity is being addressed.
- Provide an update on unlicensed vendor activity and the actions being taken.

Other Concession Considerations

- Continue working on consistent terms and conditions in concessions contracts to the extent practicable.
- Provide an update on any new concessions.
- Provide an update on the Zilker Eagle concession.



Marine Waste Disposal



State Law Texas Commission on Environmental Quality (TCEQ)

- ✓ Requires permits for boats with an on-board toilet.
- ✓ Permits must be renewed every two years.



City Code Lake Water Protection Program (Austin Water)

- ✓ Staff may inspect any boat or boat pump-out facility at any time to determine compliance with state law.
- ✓ Program staff inspects Lady Bird Lake excursion boats annually during permit application process.



PARD

- ✓ Contract requires Lone Star Riverboat Cruises to include manifests of pump-out activity in monthly reporting.

Lake Safety



Lake Capacity

- ✓ PARD's Park Rangers have been patrolling these areas to identify and to warn unpermitted vendors of code violations.

Unlicensed Vendors

- ✓ PARD staff, along with the Austin Police Department and the City's Legal Department, are exploring options for more stringent enforcement. Both statistics and anecdotal evidence show that lake activity during summer 2023 was down compared to the two previous years, which could be an indication that the density situation may not be as great.

Annual Rentals

Type of Boat/ Concession	EpicSUP	Expedition School	Rowing Dock	Texas Rowing Club	Austin Rowing Club	Zilker Park Boat Rentals	Totals
Canoes	0	110	4,229	3,745	0	4,430	12,514
Kayaks	6,004	1,566	32,971	30,533	20,775	17,916	109,765
SUPs	10,827	767	17,936	48,187	5,855	11,997	95,569
Electric Boats	0	0	0	0	4,269	0	4,269
Totals	16,831	2,443	55,136	82,465	30,899	34,343	222,117

Watercraft Rentals at Peak Times

Holiday Week Rentals	Austin Rowing Club	EpicSUP	Expedition School	Rowing Dock	Texas Rowing Center	Zilker Park Boat Rentals	Totals
Spring Break	972	471	86	2,283	2,347	1,644	7,131
Memorial Day	1,913	1,089	257	3,435	6,695	2,429	15,818
Fourth of July	1,644	1,099	412	4,159	6,436	2,316	15,394
Labor Day	1,002	618	154	1,992	3,103	1,194	8,063



Boat Inventory

Type of Boat	Austin Rowing Club	EpicSUP	Expedition School	Rowing Dock	Texas Rowing Center	Zilker Park Boat Rentals
Kayaks	166	33	58	214	225	70
Stand-up Paddle Boards (SUPs)	145	150	39	365	473	86
Canoes	0	0	8	22	19	57
Rowing Shells	67	0	0	0	162	0
Electric Boats	15	0	0	0	0	0
Coaching Boats/ Launches	11	0	0	0	11	0
Total (not including launches)	393	183	105	601	917	213

Total Boat Inventory by Fiscal Year	FY19 1597	FY20 1640	FY21 1924	FY22 2316	FY23 2412
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Other Concession Considerations



New Solicitations

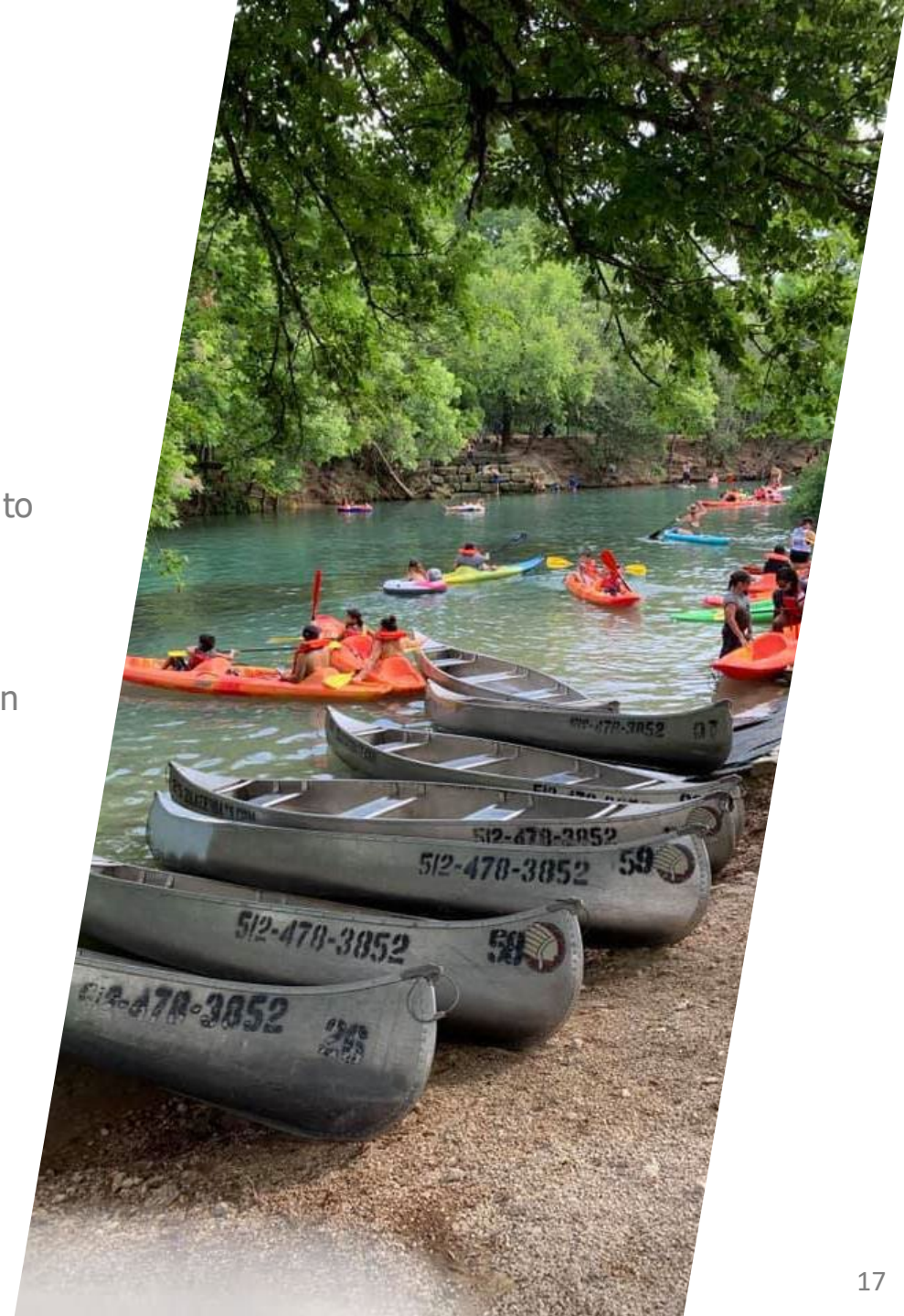
- ✓ PARD considers the physical, social, and environmental capacity of the lake by including environmental requirements in concessionaire Requests for Proposals.

Consistent Terms & Conditions for Contracts

- ✓ In collaboration with Corporate Purchasing, PARD will use a standard contract template for all concession contracts. Contract components include:
 - ✓ Standard contract
 - ✓ Solicitation
 - ✓ Vendor proposal
 - ✓ Standard purchase terms and conditions
 - ✓ Supplemental purchase provisions

Public Benefit

- **Austin Rowing Club** – provided free programming and discounts for veterans and service members, Boys' and Girls' Club, and other non-profits
- **Butler Pitch and Putt** – donated free rounds of golf, cash donations, and venue rentals for local fundraisers
- **EpicSUP** – hosted monthly lake cleanups and fundraising events, donated gift cards to local charities
- **Expedition School** – provided kayak rentals and support staff to clients of Down Home Ranch and Breakthrough Central Texas
- **Lone Star Riverboat** – donated passes to local charities and discounts for Education in Action summer program
- **Rowing Dock** – donated free rentals to local schools and non-profits, hosted fundraising and lake cleanup events
- **Texas Rowing Center** – provided scholarships for rowing, summer camps, and adaptive programs; supported lake cleanups and other charitable events; supported elite athletes training for the Olympics
- **Zilker Park Boat Rentals** – donated free watercraft rentals for youth camps



Staff Recommendations

Per Austin City Code, § 8-1-73

Not later than the 30th day after receipt of a report by the director of the Parks Department, the Board and the Environmental Commission shall make a recommendation to Council regarding:

- Creation, continuation or termination of a concession
- The status of each existing concession
- The issuance of request for proposal for a concession under this division