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Executive Summary

The mission of the Parks and Recreation Department (PARC) is to inspire Austin to learn, play, protect and connect by creating diverse programs and experiences in sustainable natural spaces and public places.

In carrying out its mission, PARC has established nine permanent concessions in Town Lake Park that provide recreation services. These services include rentals of canoes, kayaks, and stand-up paddleboards (SUPs); rowing instruction and memberships; food and beverage sales; short-course golf; excursion boats; and a mini train. The concessions were established pursuant to City of Austin Code Section 8-1-71, which authorizes the director of the Parks and Recreation Department to allow a person to operate a food or beverage, rental, or service concession in Town Lake Park.

Additionally, Section 8-1-73 requires that on or before January 31st of each year, the director shall deliver a report to the Parks and Recreation Board and the Environmental Commission on the concessions granted under this division. The annual report, prepared under this section, shall include:

- The name of each concession operating in Town Lake Metropolitan Park;
- An income and expenditure statement for each concession;
- The total number of watercrafts rented in Town Lake Metropolitan Park; and
- A statement describing any problems caused or created by a concession.

The Parks and Recreation Board and the Environmental Commission may make a recommendation related to:

- Continuing an existing concession;
- Terminating an existing continuation; and
- Issuing a request for proposal for an expiring or new concession under this division.

Concession Locations

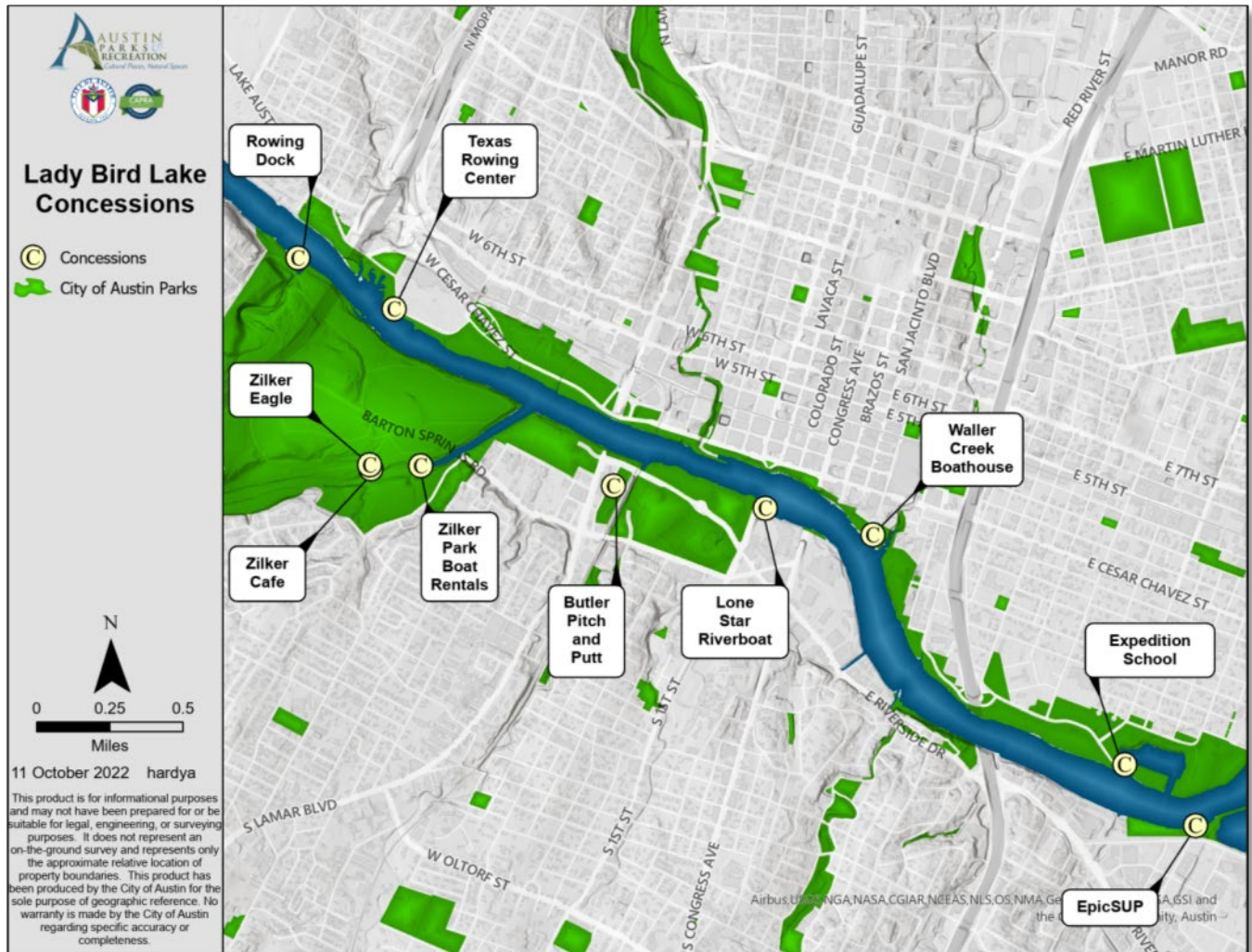


Figure 1. Map of Lady Bird Lake Concessions

As of FY24, there are nine concessions located in Town Lake Park.

- Seven provide water-based recreation services, including one or more of the following: rentals of canoes, kayaks, stand-up paddle boards (SUPs), and electric boats; summer water sports camps; rowing and paddling lessons and membership; guided group tours, team-building outings, and custom paddling events; fitness lessons; and lake excursion cruises. The watercraft concessions include:

- Rowing Dock
- Texas Rowing Center
- Zilker Park Boat Rentals
- Lone Star Riverboat
- Austin Rowing Club
- Expedition School
- EpicSUP
- Butler Pitch and Putt provides short-course golf, leagues, lessons, and events.
- Zilker Eagle provides a mini train.
- Three provide a food and beverage service:
 - Austin Rowing Club (Alta's Café at Waller Creek Boathouse)
 - Butler Pitch and Putt
 - Zilker Café (temporarily closed)
- Austin Rowing Club offers event space rentals and an indoor rowing fitness studio at Waller Creek Boathouse.

Concession Contracts

Contract Terms

All the Town Lake Park concessions are currently under contract, except for Zilker Cafe. Figure 2 below shows the contractual terms for each of the concessions. Additionally, changes to concession contracts in FY24 are discussed below.

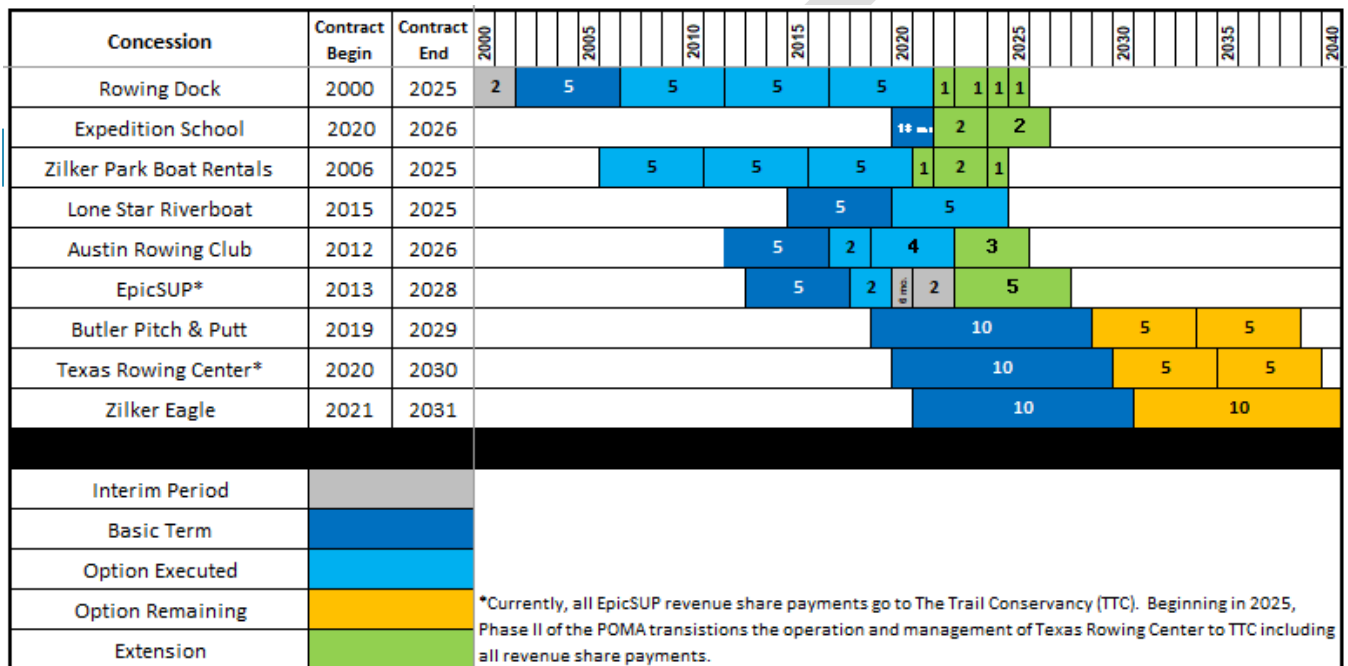


Figure 2. Contract Terms for Lady Bird Lake Concessions

Solicitations and New Contracts

Rowing Dock

The contract authorized an initial term of five years (2002-2007) with three five-year options (2007-2012, 2012-2017, 2017-2022). The contract was previously extended for one year (2022-2023), per Council Resolution No. 20220728-192. The agreement with Rowing Dock was scheduled to expire in April 2024. The City released a Request for Proposals in fall 2022, with the goal of executing a new contract by April 2023, that

would coincide with the contract expiration. The solicitation was published on November 9, 2022, and closed January 3, 2023, with four responsive proposals submitted. On March 13, 2023, a recommendation for award was posted, and a six-month extension was put in place to allow for the site's transition to a new vendor. However, shortly after the award was announced, it was protested. On May 5, 2023, Central Procurement cancelled the solicitation on behalf of the City and planned to re-solicit in the first quarter of 2024. Subsequently, in February 2024, a new solicitation was released and cancelled shortly afterwards due to executive-level discussions of transitioning concession solicitation responsibilities from PARD to the Office of Real Estate Services (ORES). However, PARD would retain the responsibility of monitoring the concession contracts, but the solicitation and contract administration processes would be the responsibility of ORES. Due to unforeseen legal limitations, the solicitation and development of concession contracts will remain with PARD.

Zilker Café

No vendor has been operating at the Zilker Café site since early 2016. After the contract with the previous vendor expired, the building was extensively renovated to address the structure's severely deteriorated condition, to meet code requirements, and to provide ADA accessibility.

In 2019, after a competitive solicitation, PARD signed a contract with a vendor to operate the concession beginning in January 2021. However, the opening of the café was delayed, first due to building permitting issues, then the COVID pandemic, and finally, to an unforeseen requirement for a Conditional Use Permit (CUP) to grant the vendor permission to sell beer and wine per the vendor proposal. After receiving input through several community engagement activities and presentations for approval to both the Parks and Recreation Board and the Planning Commission, PARD was unsuccessful in obtaining the permit.

As a result, a new Request for Proposals (RFP) was released on May 30, 2023. One responsive proposal was received on July 25, 2023. The vendor's response was evaluated but did not meet the minimum revenue share requirements delineated in the solicitation. The vendor was unwilling to move forward with a new proposal that met the requirements, resulting in Central Procurement cancelling the solicitation. PARD is utilizing the space during the Barton Springs Bathhouse renovations to support the aquatics program. PARD intends to solicit a vendor in spring 2025 to coincide with the completion of the Bathhouse renovations.

Contract Extensions

Rowing Dock

In September 2024, PARD requested an additional one-year extension to ensure the watercraft amenity is available to the public. This extension will allow for the solicitation and execution of a watercraft concession contract. See page 5 of the report for additional information.

Austin Rowing Club at Waller Creek Boathouse

In late 2021, plans were announced that Project Connect would require a bridge and tunnel to be built across the lake, necessitating the demolition of the boathouse. Because the demolition was projected to take place around 2024, the solicitation process paused until more details about the transit line location and construction timeline could be provided.

In summer 2022, PARD planning staff identified the site at 2200 S. Lakeshore Drive as a potential site for a new boathouse, should the Waller Creek Boathouse be demolished. Subsequently, Council Resolution No. 20220901-085 directed the City to coordinate with Austin Rowing Club regarding relocation efforts and to extend the contract with Austin Rowing Club so that it could remain at the Waller Creek Boathouse until 60 days prior to scheduled demolition. PARD executed an amendment to provide a three-year

contract extension, allowing the Austin Rowing Club to continue its operations at the boathouse until more details are known regarding the impact of Project Connect on the location. The current contract expiration date is February 28, 2026.

EpicSUP/The Trail Conservancy

EpicSUP is a former subcontractor with Hosteling International-USA (HI-USA), a group that held a license agreement with PARD for use of the building at 2200 S. Lakeshore Blvd. When the hostel closed in 2020, due to COVID-19, HI-USA terminated its agreement with the City, and accordingly, the subcontract with EpicSUP was also terminated. The vendor has continued providing watercraft concession services as a result of Council Resolution No. 20201112-071, which authorized EpicSUP to operate first through a temporary concession permit and then through a contract with The Trail Conservancy (TTC).

As stated above, in 2021, plans were announced that Project Connect would require a bridge and tunnel to be built across the lake, necessitating the demolition of the Waller Creek Boathouse. The site at 2200 S. Lakeshore Drive, near where EpicSUP operates, was identified as a potential site for a new boathouse. Because of the uncertainty surrounding the plans for Project Connect, PARD has not released a solicitation for concession operations at the site. Instead, Council Resolution No. 20220901-085 directed the City to coordinate with TTC to extend the contract with EpicSUP until such time as the site is redeveloped. Accordingly, a contract extension was executed in early 2023, and the extension will allow the current vendor to continue its operation for a period of up to five years.

Expiring Contracts

Rowing Dock

The current contract with Rowing Dock was scheduled to expire on October 31, 2024. A one-year extension amendment was issued and will expire October 31, 2025, with an

optional year, if needed. It is PARD's intention to solicit this location as a watercraft concession on Stratford Drive prior to contract expiration.

Expedition School

The contract with the Expedition School was scheduled to expire on April 28, 2024. The contract allowed the concession to operate at a temporary location at the Festival Beach Boat Ramp until such time as the vendor could build a dock at the identified permanent location on the west side of the lagoon. The City extended the agreement with the Expedition School to allow more time to complete the construction of a new facility. Once the new infrastructure is built, the vendor will relocate to a permanent location once it is determined.

Zilker Park Boat Rentals

The current contract with Zilker Park Boat Rentals is scheduled to expire on February 28, 2025. A one-year extension amendment is planned and will expire February 28, 2026, with an optional year, if needed. It is PARD's intention to solicit this location as a watercraft concession at Barton Creek prior to contract expiration.

Other Contract Changes

Zilker Eagle

In February of 2020, City Council approved Resolution No. 20200220-46 that awarded Austin Parks Foundation (APF) a contract to operate and manage the mini-train operation in Zilker Park. In September of 2021, City Council approved Resolution No. 20210930-109 stating that APF will distribute all net proceeds from train operations to non-profits supporting parks across the City in transparent and equitable manner and proceeds are to be used for park system improvements, upgrades, amenities, and maintenance.

Upon execution of the agreement, APF built the tracks and infrastructure and acquired a new train, called the Zilker Eagle. The new tracks follow the existing track base from the train depot to Lou Neff Point. APF has faced many challenges and setbacks in their attempts to restore the park amenity. Last summer, APF began a new partnership with a local group of engineers, who had the experience and expertise to deliver a safe, functioning train. Despite all these challenges, the new and improved train opened to the public on June 12, 2024. The number of riders from June 2024 through September 2024 was 47,639.

Concession Sales, Payments, and Expenditures

Figure 3 below provides gross sales generated by each Town Lake Park concession, as well as reported expenditures and payments to the City. EpicSUP and the Zilker Eagle do not make payments to the city.



Figure 3. FY24 Gross Sales, Payments, and Reported Expenditures, by Concession.

In FY24, gross sales totaled \$13.48 million for the nine concessions. The past two years saw a decrease in all watercraft activity over the previous year. However, the activity at Butler Pitch and Putt is on an upward trajectory and has increased 10% over FY23. Figure 4 below shows the gross sales over the past five years.

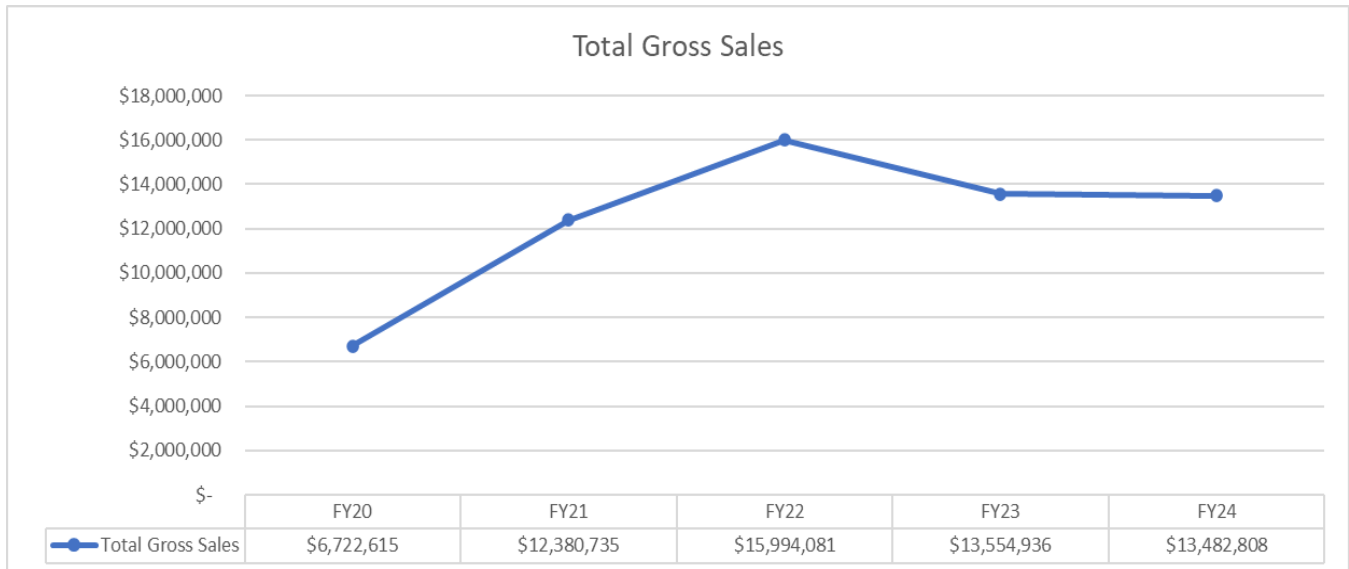


Figure 4. Total Annual Gross Sales Since FY20

Revenue Share Payments

The revenue share for each concession is determined by a unique formula negotiated in each individual contract. The Expedition School, Zilker Park Boat Rentals, and EpicSUP remit a percentage of gross revenue monthly, and the other concessions pay a monthly flat fee in addition to an annual lump sum payment based on total annual revenue. Tables 1 and 2 provide the revenue share formulas required for each concession.

Table 1. Required Monthly Fees and Formulas for Annual Revenue Share Payments to the City, by Concession

Concession	Monthly Payment to the City	Annual Lump Sum Payment
Butler Pitch & Putt	\$10,417/month	6% of annual gross revenue (gross sales minus sales tax) exceeding \$694,444
Expedition School	+10% of monthly gross revenue	n/a
Lone Star Riverboat	\$1667/month	10% of annual gross revenue (gross sales minus sales tax) greater than \$200,000

Rowing Dock	\$667/month	1% of annual net revenue (gross sales minus sales tax) plus 8% of net revenue greater than \$80,000
Texas Rowing Center	\$1500/month	1% of annual net revenue (gross sales minus sales tax) plus 8% of net revenue greater than \$80,000
Austin Rowing Club	\$1000/month	1% of annual net revenue (gross sales minus sales tax) less than and up to \$80,000 plus 8% annual net revenue greater than \$80,000
Zilker Park Boat Rentals	10% of monthly gross revenue	n/a

Table 2. Required Monthly Fees and Formulas for Annual Revenue Share Payments to The Trail Conservancy and Austin Parks Foundation

Concession	Payment	Managing Organization	Annual Lump Sum Payment
EpicSUP	13.5% of monthly gross revenue	The Trail Conservancy	n/a
Zilker Eagle	Net Revenue share after expenditures	Austin Parks Foundation	n/a

In FY24, total payments to the City totaled just over \$1,032,143. Of the FY24 revenue, \$734,623 went to the City's general fund; \$255,218 (from Butler Pitch and Putt) went to Golf ATX, an enterprise division of PARD; and \$42,302 (from EpicSUP) was paid to The Trail Conservancy.

Figure 5 below shows total revenue payments over the last five years.

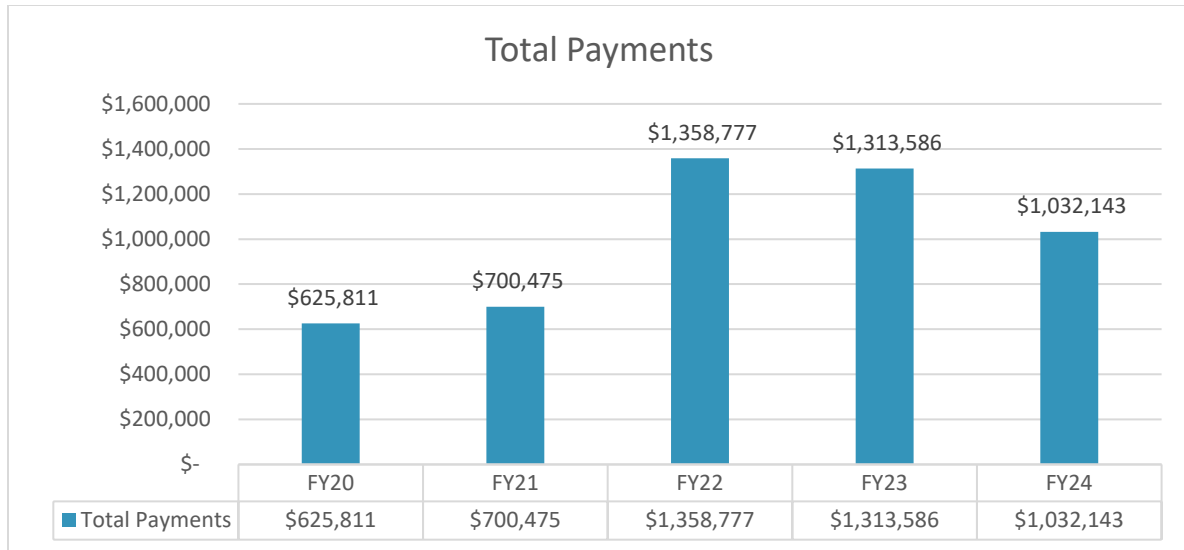


Figure 5. Total Concession Payments, FY20 - FY24

Table 3 below shows the breakdown of revenue payments for each concession over this period.

Table 3. Payments FY20 - FY24, by Concession

Concession	FY20	FY21	FY22	FY23	FY24
Butler Pitch & Putt	\$39,068	\$98,204	\$184,032	\$227,266	\$255,218
EpicSUP*	\$38,103	\$53,302	\$72,284	\$49,173	\$42,302
Expedition School	n/a	\$6,086	\$4,519	\$4,750	\$2,520
Lone Star River Boat	\$64,822	\$10,002	\$68,786	\$99,561	\$91,995
Rowing Dock	\$143,031	\$138,037	\$256,927	\$262,403	\$175,953
Texas Rowing Center	\$186,225	\$188,896	\$453,171	\$322,984	\$359,170
Austin Rowing Club**	\$121,161	\$114,359	\$184,451	\$247,901	\$12,000
Zilker Park Boat Rentals	\$33,401	\$91,589	\$134,608	\$99,548	\$92,985
All Concessions	\$625,811	\$700,475	\$1,358,777	\$1,313,586	\$1,032,143

*All EpicSUP revenue share payments are included in this table are paid to TTC.

**Austin Rowing Club total does not reflect a Lump Sum Payment made after October 1, 2024, for \$254,423.49.

Capital Improvements

A capital improvement is a durable upgrade, adaptation, or enhancement of a property that increases its value, often involving a structural change or restoration.

Concessions are required to provide basic repairs and routine maintenance of the premises, and these expenses are captured in the expenditures reported above in figure 3. Capital improvements implemented by the concessionaires add to the value of the site and any structures thereon and provide enhancements for customers while also reducing costs to the City. The reported capital improvements for FY24 are listed below:

Butler Pitch and Putt – \$93,894

Improvements to the property include new drainage installed on holes 1-3, 5, 9; metal roof installation over outdoor trellis structures; water main pipe replacement; new security system camera and Point of Sale handheld devices.

Rowing Dock – \$6,676

Improvements to the grounds.

Public Benefit

Many of the concession contracts include requirements for public benefit, such as programming for underserved youth and seniors. Among these, the contract with Austin Rowing Club includes specific requirements to provide a minimum of \$40,000/year in programming for underserved youth and designate 10% of annual rowing revenue toward financial assistance for rowing memberships, lessons, or camps. PARD's vendors typically provide benefits over and above what is required, partnering with community youth groups to provide free or discounted services and with environmental groups for lake cleanup activities.

The self-reported FY24 charitable contributions by the Town Lake Park concessions are summarized below.

Austin Rowing Club

- Provided free programming and discounts to youth and community groups; provided full and partial scholarships for families with demonstrated financial need; hosted lake and trail clean-up events; provided youth programming to underserved youths through the Rowing in Schools Experience (RISE) program at Murchison and Martin middle schools, and the STEM to Stern science and water safety program at Martin Middle School.

Butler Pitch and Putt

- Provided passes for free rounds and clinics to local youth programs and non-profit fundraising events; provided cash donations to local charities on behalf of Business League winning teams; waived venue rental fees for Tito's Shorties Classic charity event.

EpicSUP

- Hosted monthly and Earth Day lake cleanup events; donated SUPs for events for Operation Get Out and Dam That Cancer; donated gift cards to local charities for fundraising events.

Expedition School

- Provided free guided paddle sessions to individuals with severe cognitive disabilities and individuals with visual and hearing impairments; provided discounts for economically disadvantaged schools, individuals, and families; held outdoor education programs for AISD educators and middle and high

school students; hosted monthly lake cleanup events; submitted weekly water quality test data to LCRA.

Lone Star Riverboat

- Donated free passes to local schools and nonprofits for fundraising events, discounts given to seniors, provided reduced price tickets for bat watching cruises for the Education in Action summer program.

Rowing Dock

- Provided free equipment use for community non-profit organizations; hosted nonprofit fundraising events, including Paddle for Puppies, Alzheimer's Foundation Fundraiser, and Earth Day; provided direct contributions to the Texas River School, The Trail Conservancy, Explore Austin, and Flatwater Foundation; and provided discounted rentals to active military personnel, first responders, teachers, college students, and the Texas Outdoors-Woman Network.

Texas Rowing Center

- Provided scholarships for youth rowing programs, summer camps, and adaptive programs; hosted Keep Austin Beautiful lake cleanups and other charitable paddling group events; provided gift certificates to over 50 local non-profit fundraisers; sponsorship of the Austin Parks Foundation, The Trail Conservancy,

Texas River School, and TRC High Performance, a non-profit that supports elite rowing athletes training for the Olympics and World Rowing Championships.

Zilker Park Boat Rentals

- Donated free watercraft rentals for Keep Austin Beautiful lake cleanup efforts; youth camps, such as Austin Sunshine Camp and Big Brothers Big Sisters; and PARD summer camps and after-school programs; donated gift certificates to local schools and other non-profits for charitable fundraisers.

Zilker Eagle

- Provided free tickets to be used during the third Wednesday of the month during community hours; provided discounted school group and birthday tickets; free tickets for children under two years of age.

Concessions Outside of Town Lake Park

Short-Term Permits

In addition to the concessions discussed above, which operate under long-term contracts, PARD offers short-term permits for temporary concessions and commercial uses. Permits are issued for a period of either one day or six months, and the types of concessions and commercial activities that are authorized include food trucks, vending or merchandise sales, fitness trainers, performing artists, and group tour operators. Permit fees are based on the term, the use, and the type of park. For example, six-month permits are \$1500 for metropolitan parks and \$500 for all other parks. The total collected in FY24 from commercial use permits was \$27,539.

Details regarding the temporary concessions in Town Lake Park, including types of permits, park areas affected, and names of vendors, are included in Appendix 1.

Concessions at Golf Courses

PARD also collects fees from three vendors that operate concessions at City golf courses: two are food and beverage concessions and one is a driving range. The total FY24 revenue collected from the golf concessions was \$416,586. These funds are included in the Golf ATX budget.

Additionally, since February 2021, the food and beverage concession at Lions Municipal Golf Course has been operated by Save Historic MUNY District (SHMD), which contracts with a vendor for services and receives 10% of the vendor's net revenue. In FY24, SHMD received \$81,243. Per the City's contract with SHMD, the proceeds shall be used only for improvements to the golf course infrastructure or to upgrade or replace equipment.

Parks and Recreation Board Recommendations

Staff presented the FY23 report to PARB on November 27, 2023, and the board voted 9-0 to recommend to Austin City Council the creation, continuation, termination or status of a concession including issuance of a Request for Proposal for a concession in Town Lake Metropolitan Park for inclusion in the joint report between the Parks and Recreation Board and the Environmental Commission that is provided to the City Council annually.

Environmental Commission Recommendations

PARD staff presented the FY23 report at the January 17, 2024, meeting. The Environmental Commission voted 10-0 on Motion No. 20240117-002 to recommend continuation of the concession contracts on Lady Bird Lake (Town Lake) Park with the following conditions:

1. Study and report the impact on watercraft rentals and use due to toxic algae and extreme heat.
2. Report back to commission about shuttles or transportation for underserved populations or people with limited abilities to the concessions and park.
3. Continue reporting on the public benefit concessions provide.
4. PARD staff should continue to review the number of public and private watercraft that are typically on Lady Bird Lake, what the safety strategies of City of Austin, and their ability to meet capacity.
5. Provide an update on any new concessions.
6. Provide information on how carrying capacity is being addressed.
7. Report on the Zilker Eagle reconstruction, track realignment, and environmental impacts be included in the final 2024 report

The joint report was provided to the City Council on January 31, 2024.

In FY24, PARD staff carefully considered the Environmental Commission recommendations and took the following actions:

Toxic Algae and Extreme Heat

In response to the Environmental Commission's recommendations regarding impact on watercraft rentals due to poisonous algae and extreme heat, PARD's actions have been as follows:

- PARD continues to provide continuing education, in partnership with the Watershed Protection Department, through concessionaire meetings as needed.
- As indicated in this report (see page 23), the total number of rentals for FY24 is 187,550. This number is down 16% from FY23's 222,117 total rentals. Given that the summer of FY24 did not have the same number of days exceeding 100 degrees and that there was not as high an instance of algae in the lake, it did not contribute significantly to the decrease in rentals.

Transportation Shuttles

PARD offers a shuttle program for Zilker Park patrons during the pay-to-park season, which is a no cost, off-site parking option at One Texas Center parking garage. It also offers two CapMetro bus stops and an additional pickup from the Stratford gravel parking lot as options. From May 25 to September 2, 2024, the Zilker Shuttle served approximately 3,700 park patrons. It is available every Saturday and Sunday from 12:00PM to 8:30 PM, in addition to Memorial Day, July 4th, and Labor Day. This service has helped reduce vehicular traffic in the park.

Public Benefit

See pages 15-18 of the report for a detailed information regarding concessionaires' provision of benefits to Austin citizens.

Watercraft Census

PARD tracks the number of watercrafts in each concession's inventory and has reported these numbers in the annual concession report since FY11. Table 4 records

the number and type of rental crafts in use at the six water PARD-authorized recreation concessions in FY24 and Table 5 accounts for the total number of boats for each over the last five years. The total FY24 inventory of rental crafts, not including coaching launches, is 2,165, which represents a decrease of 199 watercrafts over the previous year.

Table 4. FY24 Watercraft Inventory, by Type of Boat and Concession

Type of Boat	Austin Rowing Club	EpicSUP	Expedition School	Rowing Dock	Texas Rowing Center	Zilker Park Boat Rentals
Kayaks	172	31	58	194	158	65
Stand-up Paddle Boards (SUP)	145	150	39	276	413	85
Canoes	0	0	8	27	54	55
Rowing Shells	64	0	0	0	161	0
Electric Boat	10	0	0	0	0	0
Coaching Boats/Launches	11	0	0	0	10	0
Totals	391	181	105	497	796	205

Table 5. Total Boat Inventory, for Concessions Over the Last Five Years

Fiscal Year	2020	2021	2022	2023	2024
*Total Boat Inventory	1,640	1,924	2,316	2,374	2,165

*Not including coaching launches

PARD staff began compiling peak usage time numbers in FY18, in response to the Environmental Commission's questions regarding lake capacity and safety. Table 6 provides the numbers of rentals during weeks of peak usage, as reported by the concessionaires. The numbers represent the total rentals by each concession during designated eight-day periods including spring break (mid-March), Memorial Day, Fourth of July, and Labor Day. Table 7 provides the total number of rentals for FY24 for

each location. Rental activity on these holiday weeks can vary each year due to weather. Nevertheless, the totals for FY24 are down about 15% from FY23.

Table 6: Watercraft Rented During FY24 Weeks of Peak Usage, by Concession

Holiday Week	EpicSUP	Expedition School	Rowing Dock	Texas Rowing Center	Austin Rowing Club	Zilker Park Boat Rentals	Totals
Spring Break	402	0	1,428	1,709	945	1,273	5,757
Memorial Day	735	142	2,779	4,994	1,602	2,640	12,892
Fourth of July	727	145	3,002	6,146	1,847	2,259	14,126
Labor Day	418	81	1,734	3,071	1,343	1,319	7,966
Totals	2,282	368	8,943	15,920	5,737	7,491	40,741

Table 7: Total Rentals for FY24, by Concession

Type of Boat	EpicSUP	Expedition School	Rowing Dock	Texas Rowing Club	Austin Rowing Club	Zilker Park Boat Rentals	Totals
Canoes	0	70	3,427	3,616	0	5,574	12,687
Kayaks	5,450	674	25,589	25,877	18,770	17,552	93,912
SUPs	6,486	256	14,175	38,662	5,182	10,954	75,715
Electric Boats	0	0	0	0	5,236	0	5,236
Totals	11,936	1,000	43,191	68,155	29,188	34,080	187,550

The total number of rentals for FY24 is 187,550. This number is down 16% from FY23's 222,117 total rentals.

PARD will continue to monitor the number of boats in the concessions' rental inventories. Additionally, PARD staff and Park Rangers along with the Austin Police Department respond to reports of unpermitted concessions including watercraft activity.

New Concessions

An update on new concessions is provided on pages 5-7 of this report.

Carrying Capacity

As indicated in Watercraft Census above, there has been a decrease in the total number of watercraft rentals during peak times. These rentals have decreased 15% from FY23. This, coupled with 16% decrease in the overall number of watercraft rentals, certainly contribute to less demand on Lady Bird Lake's carrying capacity. Additionally, there are 199 fewer watercrafts as compared to FY23 (see Table 5 above). PARD will continue to closely monitor use at peak times and regular rentals to ensure there is not a negative impact to the lake's capacity.

Zilker Eagle Update

The Environmental Commission requested an update on the Zilker Eagle, specifically the reconstruction, track realignment, and environmental impacts of the train. Contract information on the Zilker Eagle is included in the section on Concession Contracts (see pages 9-10).

Appendix 1. Temporary Concessions and Commercial Use

Report FY24

Temporary Concession Permits and Commercial Use

Temporary concession and commercial use permits are required and issued to applicants for commercial activity needs that benefit the public's recreation experiences at approved City of Austin park locations. Permits are granted for either single-day or six-month use.

Revenue for Temporary Concessions and Commercial Use

Net Revenue: \$27,539.35

Summary of Revenue for Temporary Concessions

Temporary Concession Permits

Total Permits Issued: 62

- 6 Month Total Revenue: \$20,625.00
 - Fee/Permit: \$500.00 – \$1,500.00
- Single Day Revenue: \$2,200.00
 - Fee/Permit: \$50.00 – \$100.00

Commercial Use Permits – Instructor led groups (six month)

Total Permits Issued: 22

- Total Revenue: \$4,434.35
 - Fee/Permit: \$50.00
 - Fee/Sound Permit: \$20.00
 - Fee/Attendee: \$0.45/Attendee
- Group Attendees: 7,120 participants

Performing Artist (single day)

Total Permits Issued: 29

- Total Revenue: \$280.00
 - Fee/Permit: \$10.00
 - no charge if full rain out

Temporary Concession Permits – Six Month and Single Day

- Concession permits are issued for commercial activity (vending, merchandise sales, etc.) in the park system. Six-month and single-day permits are available.

Park Area	Vendor
Zilker Park – District or Metro	Odd Pop Lady Bee's Shaved Ice Jim Jim's Water Ice Il Panini DonutsRHoly Cannone Sweet Frida
Town Lake – District or Metro	512 Epic
Northwest – District or Metro Parks	Kona Ice Sweet Frida
Northeast – District or Metro Parks	Casey's New Orleans Snowballs
South – District or Metro Parks	Pawstin Barkery
Downtown – District or Metro Parks	None
Roy G. Guerrero Metro Park	None
Zilker Park Area – Other	Cannone Pretty Cute Coffee
Town Lake – Other	Jim Jim's 512 Epic Sweet N' Sassy Treat Cycle
Northwest – Other	Austin Duck Adventures
Northeast – Other	None
South – Other	None
Downtown – Other	None

Targeted Concessions

- PARD invited vendors to apply for temporary concessions in parks with high pedestrian traffic through a Request for Applications (RFA) process. The following sites were targeted:
 - Zilker Metropolitan Park
 - Alliance Children's Garden at Butler Park
 - PARD continued to test concessions serving a park purpose at Vic Mathias Shores – Recreation Goods/Services has shown success

Commercial Use – Fitness Instructors and Instructor-Led Classes

- Commercial use permits are issued for instructor-led classes and exercise groups in the park system for two permit terms: January–June and July–December.

Park Area	Vendor
Beverly Sheffield NW District Park	Rah! Fitness
Butler Shores	Dog Training Elite – Dog Training House of Flow Yoga
Circle C Metro Park	Camp Gladiator
Dick Nichols	Fit4Mom
Edward Rendon Sr	Bailey Nicole Yoga
Garrison	Village Fit
Mary Moore Searight	Mindful Gatherings
Northwest, Walnut Creek, Garrison	Sit Means Sit – Dog Training
Perry Park	FrigNFit
Stacy Park	Bailey Nicole Yoga
Zilker	Austin Parks Foundation Fitness in the Park Health by Galete

Performing Artists – Balloon Artist and Face Painting

- Performing artists are permitted to entertain in the parks using single-day permits.
- Performing Artists permits have increased with Zilker Eagle operation.

Appendix 2. Austin Lake Water Protection Plan and Marine Waste Information