

RESOLUTION NO. 20110623-091

WHEREAS, the Old Bakery, a City of Austin Parks and Recreation Department Facility, and the Downtown Austin Alliance have worked together for two years to build value and sales in the retail store dedicated to seniors, and

WHEREAS, in 2010, the Congress Avenue Charrette was developed with significant stakeholder input and the Congress Vision Document was established, and

WHEREAS, the Congress Vision Document identified the Old Bakery as a location that could and should have more visibility, use, and traffic, and

WHEREAS, the Downtown Austin Alliance and the Austin Parks Foundation have worked together with City of Austin Parks and Recreation Department to identify ways to achieve the vision established in the Congress Vision Document including the ability to add a concession to sell coffee and baked goods, pre-packaged snack and food items, and canned non-alcoholic beverages to attract the public to the Old Bakery without adding costly infrastructure to the site, and

WHEREAS, the Downtown Austin Alliance and the Austin Parks Foundation have identified a vendor to set up daily at the site and provide quality

products to the public in the interest of creating a more active and engaging public park space and increasing sales at the Old Bakery store for the seniors who engage in crafts and other senior activities and who sell these crafts at the Old Bakery store **NOW, THEREFORE,**

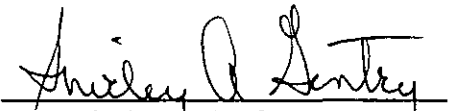
BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The City Manager is directed to negotiate and execute an Agreement between the Austin Parks Foundation and the City of Austin that will authorize the Austin Parks Foundation to contract with a concessionaire to sell food at the site, to manage the concession, to make improvements at the site, and maintain the site for a six-month pilot period, with an option to renew for an additional six-month term. The Agreement will require the Austin Parks Foundation to use revenue from the concession to fund certain improvements at the site, including the supply of moveable café tables and chairs, and share revenue with the City consistent with the Parks and Recreation Department's concessionaire program. Improvements and operations shall be in compliance with all required City codes and permits and consistent with the Parks and Recreation Department concessionaire program. The City will not be required to provide any funding.

At the end of the pilot period, the Austin Parks Foundation, and the City will evaluate the program for effectiveness and public benefit and determine whether it should continue.

ADOPTED: June 23, 2011

ATTEST:


Shirley A. Gentry
City Clerk