

## A G E N D A



## Recommendation for Council Action

Austin City Council	Item ID	18828	Agenda Number	44.
Meeting Date:	9/27/2012		Department:	Parks and Recreation
Subject				
<p>Approve a resolution waiving the requirements of the City's policy related to concessions on parkland, adopted in Resolution No. 980312-025, for a concession agreement with Austin Parks Foundation (Foundation) for a food and beverage concession at 1006 Congress Avenue, adjacent to the Old Bakery and Emporium; authorize an extension of the current Temporary Concession Agreement with the Foundation for up to one hundred and two calendar days, beginning on October 22, 2012, and authorize the negotiation and execution of a new concession agreement with the Foundation for two years in exchange for Foundation's obligation to use concession revenue to fund additional improvements at the site.</p>				
Amount and Source of Funding				
Fiscal Note				
There is no unanticipated fiscal impact. A fiscal note is not required.				
Purchasing Language:				
Prior Council Action:	June 23, 2011 – Council approved Resolution 20110623-091.			
For More Information:	Beverly Mendez, 974-6784; April Thedford, 974-6716			
Boards and Commission Action:				
MBE / WBE:				
Related Items:				
Additional Backup Information				

The City of Austin Parks and Recreation Department (PARC) and the Downtown Austin Alliance have worked together to build value and sales in the Old Bakery and Emporium store dedicated to seniors. In 2010, the Congress Avenue Charette was developed with significant stakeholder input and the Congress Vision document was established. The Congress Vision Document identified the Old Bakery as a location that could and should have more visibility, use and traffic. The Downtown Austin Alliance and the Austin Parks Foundation (APF) have worked together with PARC 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 and Emporium area without adding costly infrastructure to the site.

In September 2011, the City executed a Temporary Concession Agreement with APF to pilot new site programming, increase sales, and determine public benefit and effectiveness in creating a more active and engaging public park space. As of August 2012, the pilot has served approximately 11,185 patrons. The presence of this temporary concession has increased the number of Old Bakery's customers by twenty (20) percent and sales by fifteen (15) percent. The concession has generated \$85,744 in sales revenue, resulting in a site improvement fund of \$16,627.

This concession agreement will be for two years. The agreement will not require the City to provide any funding. APF will require a minimum ten percent (10%) of sales revenue from its concessionaire and will use it for parkland improvements. The concession agreement will require the joint efforts of APF, DAA and PARC to host public input meetings for park improvements, development of design requirements and construction documents. APF will seek additional sources of funding necessary to make capital improvements at the site. Should funding availability and project budget necessitate, APF will have a phased implementation of the capital improvements. APF will raise funds to implement subsequent phases of the design plan. APF and the DAA will work with PARC to develop operations, maintenance and increased programming in an effort to activate and maintain constructed park improvements. APF's share of the money generated from the concession agreement will be applied to costs associated with construction document development and construction of the capital improvements to the park.