

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	19317	Agenda Number	43.
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Meeting Date:	October 18, 2012
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Department:	Purchasing
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Subject

Authorize award, negotiation, and execution of a 60-month revenue contract with PLAYER'S CONCESSIONS, INC. to provide food-concession services at the Morris Williams Golf Course for the Golf Division of the Parks and Recreation Department (PARC) in an estimated net revenue amount of \$150,000, with two 24-month extension options in an estimated net revenue amount of \$60,000 per extension option, for a total estimated contract net revenue amount of \$270,000.

Amount and Source of Funding

Estimated net revenue in the amount of \$27,500 will be included in the Fiscal Year 2012-2013 Parks and Recreation Department Golf Enterprise Fund.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	Sole proposal received.
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Prior Council Action:	
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For More Information:	Sharon Patterson, Senior Buyer, 974-2995
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Boards and Commission Action:	Recommended by the Parks and Recreation Board.
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MBE / WBE:	This contract will be awarded in compliance with Chapter 2-9C of the City Code (Minority Owned and Women Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.
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Related Items:	
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Additional Backup Information

This contract will provide food-concession services for the Morris Williams golf course for the golf division of the PARD. In addition to the guaranteed \$30,000 per year, Player's Concessions, Inc. will pay the City a percentage of annual gross sales.

Morris Williams Golf Course, currently under renovation, was constructed in 1963 and opened in 1964 as Austin's third municipal course. Designed by Leon Howard, one of the most prolific golf course architects of the time, the course features small, slightly elevated, contoured greens. These features, combined with rolling terrain, make Morris Williams one of the most difficult of all of the City's courses. The renovations to the golf course, include expanded tees, larger playing greens, and improved turf. These changes make the course playable for all levels of golfers. The newly constructed pro shop will offer expanded facilities for food service and pro-shop merchandising. The golf course anticipates an estimated 50,000 rounds of golf annually. The re-opening of the golf course is currently scheduled for December 2012.

The food concessions at Morris Williams will have the same hours of operation as the golf course and will offer a menu with healthy options such as garden burgers, salads, and fresh fruit. In addition, Player's Concessions, Inc. will operate a beverage cart which will provide small snacks and beverages for the golfers on the course; will implement a recycling program that will include recycling used cooking oil for biodiesel fuel; will utilize recycled paper-based products; and where possible, will purchase goods from local providers.

The evaluation criteria included the proposed concept and solution, proposed menu and pricing, equipment and furniture, demonstrated company experience, revenue proposal, and local business presence.

MBE/WBE solicited: 6/6

MBE/WBE bid: 0/0

PRICE ANALYSIS

- a. Adequate competition.
- b. One hundred sixty-eight notices were sent, including 6 MBEs and 6 WBEs. One proposal was received, with no response from the MBEs or WBEs. Two additional commodity codes were added to the solicitation in an attempt to encourage multiple proposal submissions. Vendors made the business decision not to submit a proposal because, in some cases, providing food-concession services at a golf course is not part of their business-plan.

APPROVAL JUSTIFICATION

- a. Sole proposal received. Player's Concessions Inc. was the provider of these services prior to the golf course closing for renovation.
- b. The Purchasing Office concurs with the Parks and Recreation Department's recommended award.
- c. Advertised in the Austin American-Statesman and on the Internet.