

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	25110	Agenda Number	40.
---------------------	---------	-------	---------------	-----

Meeting Date:	6/27/2013	Department:	Parks and Recreation
---------------	-----------	-------------	----------------------

Subject

Approve a resolution waiving the requirements of Resolution No. 980312-025 related to the City's policy on concessions on parkland, and authorizing the negotiation and execution of a concession agreement with the Austin Parks Foundation for a concession at Wooldridge Square Park for a two year term in exchange for the Foundation's obligation to use concession revenue to fund additional park improvements or programs at the site.

Amount and Source of Funding

Fiscal Note

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

Purchasing Language:	
Prior Council Action:	
For More Information:	Kimberly McNeeley (512) 974-9490; April Shaw (512) 974-6716.
Boards and Commission Action:	Unanimously approved by Parks and Recreation Board on a 6-0 vote.
MBE / WBE:	
Related Items:	

Additional Backup Information

Authorize waiving the requirements of the City's policy related to concessions on parkland and authorize the negotiation and execution of a concession agreement between the Parks and Recreation Department (PARD) and the Austin Parks Foundation (APF) for a food and beverage concession at Wooldridge Square Park, 900 Guadalupe St. Austin, Texas 78701 for a two year term in exchange for APF's obligation to use concession revenue to fund additional park improvements or programs at the site.

Historically, Council has authorized a similar arrangement between PARD and APF for the Old Bakery and Emporium. Council's authorization of the above mentioned agreement has resulted in increased patrons and increased consignment sales at the Old Bakery and Emporium. The above mentioned agreement has also generated approximately \$18,000 for future Old Bakery and Emporium improvements.

It is the Department's desire to replicate this model at Wooldridge Square Park to increase park utilization and ultimately generate funds to make additional park improvements or provide programming to the citizens of Austin.