

CITY OF AUSTIN PARKS AND RECREATION DEPARTMENT

Parks and Recreation Board Management and Operation Agreement for Caswell Tennis Center

March 24, 2015



Background

- Caswell Tennis Center built in 1946 and is oldest operating tennis facility in Texas.
- Located at 24th & Lamar (2312 Shoal Creek Blvd).
- 8 Lighted Tennis Courts and practice wall.
- 400 square feet of retail floor and wall space with restrooms and showers.



Community Engagement

- Community Input – April-May 2014, PARD staff met with major local Tennis Associations.
- A survey was conducted through “SpeakUp Austin” and was available for six weeks (June – July 2014).
- Over 700 responses received.
- Results from survey helped shape Scope of Work for RFP.
 - Major focus on customer service
 - Online reservations
 - Daily use – Maximizing court usage
 - Social media and marketing

Request for Proposal (RFP) Process

- Proposals were accepted during a four-week period – November 10 – December 9, 2014.
- Corporate Purchasing Office received and accepted six proposals that met minimum qualifications.
- PARD completed a thorough evaluation and has identified Texas Tennis Consultants as the successful proposer.
- Texas Tennis Consultants has demonstrated the capacity to deliver the requirements outlined in the scope within the project budget.

Vendor Services and Deliverables

In this agreement, the Vendor will:

- Conduct business in a manner that will reflect positively upon the Vendor and the City.
- Conduct customer service survey's and provide results to City.
- Provide an on-line reservation system.
- Provide tennis programming, services and merchandise that directly promote the use of the facility as a tennis center.
- Collect all Council-approved fees.
- Maximize court usage to maintain a minimum of \$195,000 (3-year in court fee revenue).
- Receive 100% revenues from programming and retail sales.
- Hire and train qualified staff for facility operation.
- Provide all custodial services and supplies.
- Enforce applicable municipal tennis center policies.

City of Austin Services and Deliverables

In this agreement, the City will:

- Grant vendor exclusive use of the Caswell Tennis Center for programming during the term of the agreement.
- Receive 100% of Council approved court fee revenues (\$250,000 estimated 3-year revenues).
- Pay all utilities and maintain the facilities in good condition and repair (\$180,000 estimated 3-year expenses).
- Provide a monthly management fee to be negotiated (fee included in above expense estimate).
- Provide four parking hang tags for staff (current parking is Right-of-Way and not parkland).

Agreement Terms and Conditions



- Term:
 - Initial – 3 Years
 - Two additional 3-year renewal options
 - Possible 9- year contract term
- Monitoring:
 - City will appoint a contract manager, who will be serve as single point of contact for this agreement.
 - City will conduct quarterly and year-end facility standard evaluations.
 - City will conduct random inspections to ensure all provisions of the contract are being met.

Requested Board Action

Recommendation:

Board make a recommendation to the Austin City Council to authorize the negotiation and execution of an agreement with Texas Tennis Consultants for the management and operation of the Caswell Tennis Center.

QUESTIONS/COMMENTS?

THANK YOU!

