

BOATING CONCESSION ON LADY BIRD LAKE

Award Recommendation

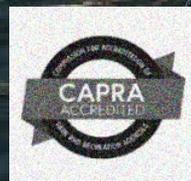
Presented by:

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Contract Management Specialist IV

Concessions and Contracts Committee

June 5, 2020



CONCESSION HISTORY

Contract History

- 5/19/00-5/18/05
- 3, 5-year extensions to 5/18/2020
- Extended to 11/15/2020 for solicitation



Operational History

- In 1987 opened as Texas Rowing by Anne Marie Heilman
- In 1999 operated under Heilman and Matt Knifton
- 2002 and forward, operated under Matt Knifton

CONCESSION ASSETS & IMPROVEMENTS



- **Wooden dock expanded in 2013**
- **Two boathouses**
- **Three storage units**
- **Steel racks for boat storage added in 2013**
- **ADA wheelchair ramp added in 2011**
- **Floating dock and boathouses completed by June 2020**

SOLICITATION GOALS AND REQUIREMENTS

Programming

- 5 years of demonstrated experience
- Supply all watercraft
- Motorboats for training only
- Management Plan
- Operating plan with complaint resolution process
- Marketing Plan
- Boating rentals, services, special events
- Public Benefit Programs
- City approved fees for concession services
- Revenue share proposal
- Monthly and annual reporting requirements
- Sustainability Plan, Integrated Pest Management Plan, Waste Management Plan



Improvements

- Capital Improvement Plan required
- 10% reinvestment annually in equipment and facilities
- Preventative maintenance site and structures
- Dock/gangway repairs and replacements

SOLICITATION PROCESS



RFP Published	March 23, 2020
Tele-conference Pre-Proposal Meeting	April 7, 2020
Original RFP Closing Date	April 23, 2020
Extended Due Date	April 30, 2020
RFP Evaluation	May 14, 2020
Vendor Clarification Requested	May 19, 2020
Vendor Submitted Response	May 19, 2020
PARD Recommendation	May 22, 2020
Recommendation Posted on Austin Finance Online	May 22, 2020

CORPORATE PURCHASING SOLICITATION EFFORTS AND RESULTS

- One proposal was received from the current vendor, Texas Rowing Center.
- To garner maximum participation in the solicitation, the Corporate Purchasing Buyer:
 - Provided the RFP to 280 vendors registered through Austin Finance Online for Commodity Code 96115.
 - Published the solicitation in the *Austin American Statesman* on two separate occasions.
 - Conducted a pre-proposal teleconference.
 - Extended the proposal due date by one week.

RFP EVALUATION MATRIX

Operating Plan	25
Capital Improvement Plan	15
Qualifications and Experience	15
Management Plan	12
Fee (Revenue Share) Proposal and Financial Plan	10
Local Business Presence	10
Service-Disable Veteran's Business Enterprise Preference	03



RFP EVALUATION RESULTS

EVALUATION CRITERIA	MAX POINTS	Texas Rowing Center
Operating Plan	25	21
Capital Improvement Plan	15	12
Qualifications and Experience	15	15
Management Plan	12	12
Fee (Revenue Share) Proposal and Financial Plan	20	20
Local Business Presence	10	10
Service-Disable Veteran's Business Enterprise Preference	3	0
	100	90

NOTE: Per Section 252.049 of the local government code, contents of a proposal shall remain confidential until a contract is awarded.

SOLICITATION NEXT STEPS

June 9, 2020	CCC Recommendation to PARB
June 23, 2020	PARB Recommendation to Council
August 27, 2020	City Council Action



STAFF RECOMMENDATION

The Concessions and Contracts Committee recommends to the Parks and Recreation Board to recommend to the City Council the negotiation and execution of an agreement with the successful proposer, Texas Rowing Center, to provide management and operations (concessions) for the Boating Concession on Lady Bird Lake.