



# BOATING CONCESSION ON LADY BIRD LAKE

## Award Recommendation

Presented by:

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Contract Management Specialist IV

Parks and Recreation Board

June 24, 2020

# CONCESSION HISTORY

## Contract History

- 5/19/00-5/18/05
- 3, 5-year extensions to 5/18/2020
- A contract holdover issued to 11/15/2020 to allow 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



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

# 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-Disabled 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-Disabled 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 24, 2020   | PARB Recommendation to Council |
| August 27, 2020 | City Council Action            |



# STAFF RECOMMENDATION

**Recommendation to the City Council to authorize the negotiation and execution of an agreement with the successful proposer, Texas Rowing Center, to provide management and operation of a Boating Concession on Lady Bird Lake.**