

FOOD AND BEVERAGE CONCESSION  
AT AUDITORIUM SHORES TRIAL HEAD CONCESSION

**SCOPE OF WORK**

**1. PURPOSE**

The City of Austin (“City”), seeks applications, for a temporary concession permit in response to this Request for Application (RFA) from an individual or company (“Concessionaire”) qualified and experienced in food and beverage service operations to provide healthy, pre-prepared and/or short-order food and beverage service to the visitors of Auditorium Shores Trailhead within Town Lake Park.

**2. BACKGROUND**

Auditorium Shores is a 54.35 acre public park located at 900 W Riverside Dr. on the south-side of Lady Bird Lake in downtown Austin. Auditorium Shores Trailhead is a primary access point for the highly popular Ann and Roy Butler Hike and Bike Trail with an estimated 10,000 trail users per week. The park is the site of multiple events each year such as Fun, Fun, Fun Fest, SXSW, and the Austin Food and Wine Festival. The Auditorium Shores Trailhead is located in the far eastern section of the park near the South 1st Street Bridge.

Auditorium Shores Trailhead is currently undergoing a significant renovation that is expected to be completed in July, 2014. As part of the renovation, the City has constructed a concrete pad with electric hook-up and ADA access suitable for a food truck (see Exhibit A: Vendor Pad Graphic).

**3. PROPOSAL SUBMITTAL DEADLINE**

Applications are due: **June 27, 2014 no later than 4:00 p.m.** central standard time (no late submittals accepted). Late applications will be returned.

Applications may be delivered in person or submitted by mail to:

City of Austin  
Parks and Recreation Department  
Attn: Kirk Scanlon  
200 South Lamar Blvd  
Austin, Texas 78704-1046

#### **4. PROPOSAL REQUIREMENTS**

To be considered for the temporary concession permit:

1. Complete the temporary concession permit application:  
[http://www.austintexas.gov/sites/default/files/files/Parks/Concessions/Concession\\_Application\\_2014\\_version.pdf](http://www.austintexas.gov/sites/default/files/files/Parks/Concessions/Concession_Application_2014_version.pdf)
2. Submit to the City a detailed proposal to this Request For Application, including:
  - Three hard copies of complete application and proposal
  - One Compact Disk containing proposal material in PDF format.

All proposal materials become property of the City of Austin and will not be returned. If you have any questions regarding the requirements for submitting a proposal, submit questions to:

Kirk Scanlon  
Contract Administrator, PARD  
Email: [Kirk.Scanlon@austintexas.gov](mailto:Kirk.Scanlon@austintexas.gov)  
Phone: (512) 974-6767  
Fax: (512) 974-6729

#### **5. SCOPE OF WORK**

##### **A. Title of Program**

Food and Beverage Concession at Auditorium Shores Trailhead Concession located at 900 W Riverside Dr, Austin, TX 78704.

##### **B. Objective**

The City's objective is to enter into a temporary permit with a qualified and experienced individual/company to provide, in the designated area of the parkland, a quality mobile food and beverage concession operation with the emphasis on the availability of nutritious, affordable, grab and go, preprepared food and hot and cold beverages. There will be no sale of alcohol.

A second objective is to derive data from concession operations to better understand public purchasing patterns regarding nutritious, healthy, and sustainable food and beverage items for this location.

##### **C. Implementation**

1. The City of Austin invites proposals from food and beverage concessionaires with a minimum of five (5) years' experience in food and beverage services.
2. The Concessionaire shall furnish and operate food area including staffing, management and any other function consistent with an operation of this type of mobile food and beverage concession.
3. Minimum hours of operation will be seven (7) days per week, sun-up to sundown, except Christmas Day. Maximum hours of operation will be in accordance with Park policy for curfew.
4. The permit term for this concession will be one (1) six month period with an option – at the City's discretion – for one (1) additional six month extension option.
5. Concessionaire shall begin operation **no later** than twenty-one (21) days after notification of award of permit.
6. Events held in Auditorium Shores Trailhead area will affect access to the concession site. Concessionaire's use of the site will be held subservient to the needs of the City and event organizers. With reasonable notice, Concessionaire will be required to remove food truck, stop sales, or alter business operations at the request of the City or event organizers.
7. The Concessionaire shall provide a healthy, nutritious, local and sustainable selection of food and beverages for sale. **This criteria must be substantiated in the proposal in a report of no more than 3 pages that includes:**
  - a. A menu list with nutritional information and price for each item. The menu should reflect any changes of offering by time of day or other consideration.
  - b. Explanation of how the menu meets the goals of the City of Austin's Mayor's Health and Fitness Council.
  - c. Explanation of how the menu complies with the City of Austin Healthy Vending Standards (see Exhibit B).
  - d. Explanation of how the menu offers options that are:
    - i. Low in fat, salt, and sugar;
    - ii. Low in salt and saturated and trans fats;
    - iii. Vegetarian and gluten-free;
    - iv. Fruits or vegetables;
    - v. Whole grain;
    - vi. Alternatives to soft-drinks or other sugar-sweetened beverages;

- vii. Purchased from producers within the state of Texas and from a business within the City of Austin;
  - viii. Certified Organic or Naturally Grown; and,
  - ix. Without synthetic chemicals, hormones or antibiotics
- 8. Prices submitted in the proposal shall not be changed for a minimum of ninety (90) days after award of permit. After the ninety (90) days, the Concessionaire shall notify Contract Manager of any proposed changes in prices or items sold. All changes in prices or items sold must have prior written approval from the Contract Manager.
- 9. The City reserves the right to allow park patrons to supply their own food/beverage within the park. The exclusive right to sell food/beverage is granted to the Concessionaire unless an Event requires additional Concessionaires. Organizations that provide food and beverages will not be allowed to use the concession site. These areas are strictly reserved for the use of the Concessionaire.
- 10. Concessionaire may provide a maximum of three tables with four chairs per table. The concessionaire may not place chairs or tables any further than 20 feet from the food truck. Concessionaire is solely responsible for the security and maintenance of the chairs and tables. Concessionaire shall provide a photo and specs of the table, chairs, solid waste and recycling receptacles and any other furniture or amenity with their proposal.
- 11. The Concessionaire shall provide and keep in full force and effect insurance outlined in the Temporary Concession Permit application.
- 12. The Concessionaire shall not make any structural alterations, repairs, or improvements of the premises, without written permission from the Contract Manager. The Concessionaire shall make written report to the Contract Manager of any needed repairs or any suggested alteration or improvements. Any alterations made by the Concessionaire without written permission from the City will be subject to the following terms:
  - a. Not accepted by the City:
    - i. Concessionaire shall remove improvements immediately restoring the property to its original condition at its own cost;
  - b. Accepted by the City:
    - i. Concessionaire will bear all expense of planning, design, installation, permitting, construction and other costs associated with the improvement;
    - ii. Improvements shall become property of the City at the termination of the Agreement; and,

- iii. City shall have the right to require the Concessionaire's to return the property to its original condition at its own expense at any time during the permit or at termination of the permit.

13. The Concessionaire shall allow no liens to be filed against City property.

14. The City will only provide electricity and a concrete pad for the food truck to park. The City will not provide water.

- a. The City will provide a sub-meter for electric utilities and the Concessionaire shall pay electric utilities.

**D. Concession responsibilities:**

1. **Staffing:** The Concessionaire shall hire at his own cost and expense, train and supervise staff whose appearance, manner and character will reflect credit on the City, and will be acceptable to the patrons of the parkland. The Concessionaire shall provide, at concessionaire's expense, uniforms and nametags that identify employees/personnel as affiliated with the Concessionaire.
2. **Equipment & Supplies:** The Concessionaire shall provide all equipment necessary to the operation of this concession at the permit premises to include, but not limited to, food truck, cooking devices, display, tables and chairs, and cash register. City will provide only the electricity to the site.
3. **Business Conduct:** Concessionaire shall conduct business in a manner that is efficient and orderly, and which will reflect credit upon both the concessionaire and the City:
  - a. Concessionaire shall not permit any defacing of the food truck or equipment, amenities (tables, chairs, shade awning) where concessionaire's physical facilities are located.
  - b. Permit no undue loitering.
  - c. Permit no objectionable language.
4. **Regulatory:** The Concessionaire shall comply with all City, State, and Federal regulations and laws pertaining to the operation of the concession and particularly sanitary and health regulations pertaining to the preparation and service of food and any alcohols licensing requirements. All health cards and permits shall be mounted in a conspicuous location.
5. **Solid Waste:** Concessionaire will be responsible to ensure the area within a radius of one hundred (100') feet of the vendor pad ("Concession Area") shall be kept free and clear from rubbish, filth, and refuse.

- a. Concessionaire shall employ necessary personnel to regularly place rubbish and refuse in large garbage containers (provided by Concessionaire) which when full shall be closed with securely fitting lids.
  - b. Concessionaire shall remove off park property all solid waste and recycling from the concession area at their own cost.
  - c. Concessionaire shall provide separate City approved receptacles for solid waste as well recycling for metals, plastics, and paper good.
  - d. Concessionaire shall provide all food and beverage items in recyclable containers.
6. **Cleanliness:** Concessionaire shall establish and consistently enforce among his/her employees such regulations in regard to cleanliness and disposal of garbage and waste as will tend to prevent the inception and spread of infectious or contagious diseases and to effectively prevent the creation of a nuisance, and such regulations as required by the Contract Manager shall be put into immediate force.
- a. The Concessionaire shall keep the floors of the food truck clean and free from flies, roaches, and other insects.
  - b. Concessionaire shall create and adhere to Custodial Duty Schedule to include but not limited to:
    - i. The entire concession area shall be kept clean
    - ii. Clean all counter tops and tables
    - iii. Empty and clean trash and recycling receptacles and install new liners
    - iv. Remove waster from the site to container
    - v. Sweep all floors designated for business
    - vi. All items shall be performed as schedules and repeated at more frequent intervals should such items as weather, use and litter make such repetition necessary to keep a clean appearance.

**E. Financial & Reporting**

- 1. Concessionaire will be required to remit to the City a one-time Temporary Concession Permit fee of \$1,500 per one (1) six-month permit term period. Concessionaire will be responsible for paying any additional permit or fee associated with the operation of the concession that may include, but are not limited to:
  - a. Texas Sales and Use Tax Permit
  - b. Austin Energy Power Connection and Use Fee.

2. The Concessionaire shall establish and maintain during the term of this agreement separate records and accounts, including a separate bank account, relating to the operation of the concessions at Auditorium Shores Trailhead Concession. The City shall retain the right to review or audit Concessionaire records and accounts.
3. The Concessionaire shall submit to Contract Manager, by the 10<sup>th</sup> of each month a Monthly Concession Revenue Report (MCRR) from the previous month. A MCRR template form will be provided to the Concessionaire.
4. Concessionaire shall submit to the City, by the 10<sup>th</sup> of each month, an itemized accounting of sales by item type for the previous month.
5. The Concessionaire shall provide and maintain a working email address and mobile phone number and respond to any and all correspondence from the City within one (1) twenty-four hour period.
6. Concessionaire shall provide equipment to accept credit and debit card payment from patrons.

**F. Proposal Requirements:**

Proposals, at a minimum, should include the following information.

1. Respondents shall provide at a minimum four (4) photographs or conceptual drawings of the food truck illustrating all four sides of the vehicle as well images and specs for any other furnishings for the concession area. The images must detail all artwork, graphics, or imagery associated with the concession. **Preference will be given to designs that incorporate themes in support of healthy food choices, sustainability, and the City's park system.**
2. Proposals must include a report of no more than 3 pages as defined in Section C. 5.
3. Any relevant information to assist the evaluation of the Concessionaires ability to perform under the Scope of Work provided in the RFA.

**G. Evaluation Criteria**

1. **Menu:** Health, nutrition, selection, and sustainability of offered food and beverages.
2. **Cost:** Cost of food and beverage to the patron.
3. **Experience:** Demonstrated experience maintaining a concession area and serving on a day-to-day basis a diverse population within a high-use park setting.
4. **Sustainability:** Demonstrate adherence to sustainable principles or "green" objectives in products and operation and maintenance as noted in the RFA.

5. **Aesthetics:** Aesthetic appeal and quality of concessionaire truck/trailer, furniture, and/or other amenities.



# Exhibit A: Site Location & Vendor Pad Graphic



This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. This product has been produced by the Parks and Recreation Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding speed, accuracy or completeness.

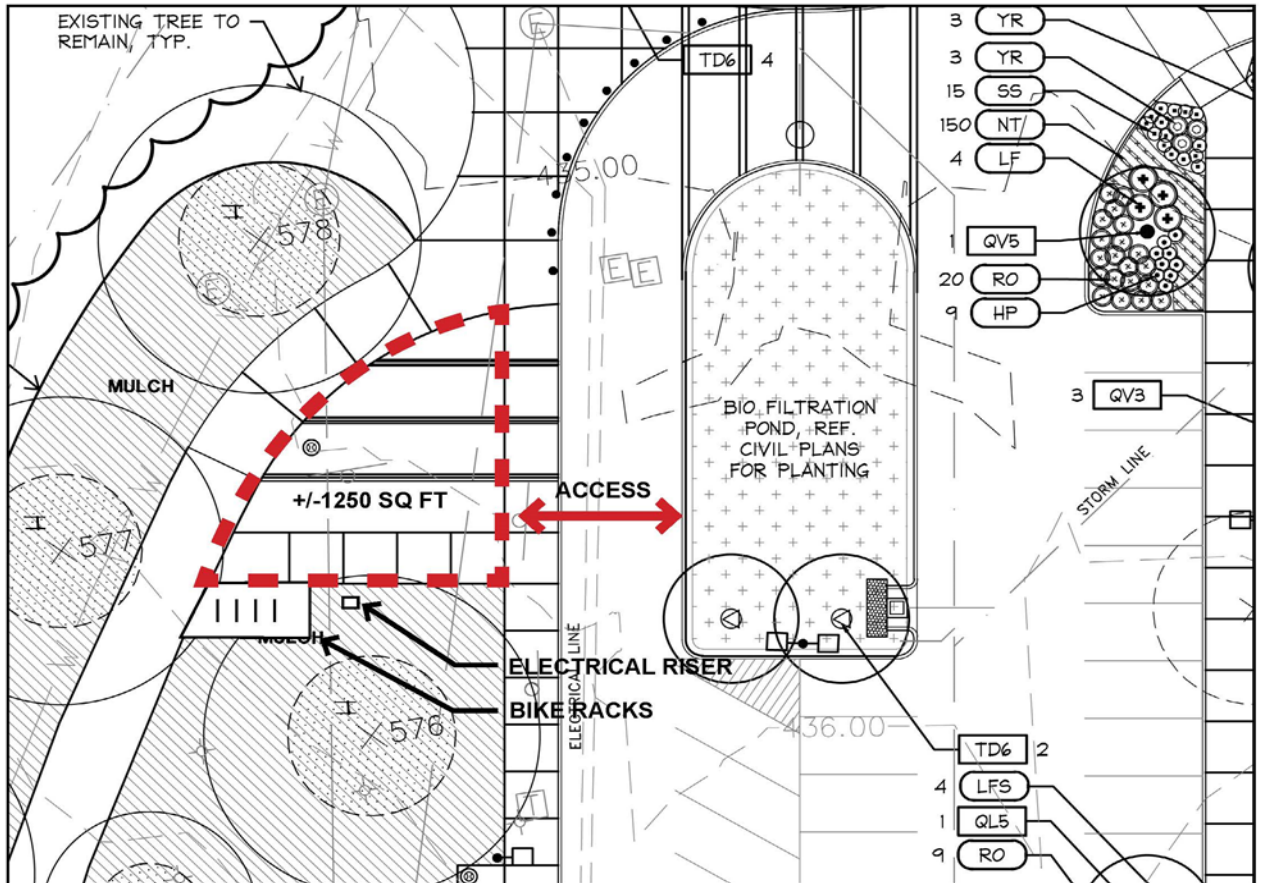


**Title:** Vendor Site Location

6/9/2014 Kirk Scanlon

# Auditorium Shores Trailhead

## Vendor Pad Location



### Trailhead Vendor Pad:

- Square Footage: +/- 1250 Sq Ft
- Vertical Height Limitation (12')

### Supplied by the City:


- Lay Down Curb Access
- Bike Racks (4)
- Electrical connection with submeter paid by vendor

### Supplied by Vendor:

- Cafe Tables and chairs
- Trash Receptacles including recycling
- Water shall be brought on site as needed



## PARKS AND RECREATION DEPARTMENT POLICY AND PROCEDURE

<b>Subject</b>	Healthy Vending Machine Policy	<b>Reference Number</b> PR-P-002
<b>Section</b>	Purchasing	<b>Effective Date</b> September 5, 2013
<b>Applicability</b>	All Parks and Recreation office and facility vending machines	<b>Supersedes Policy Dated</b>
<b>Director Approval</b>		<b>Signature Date</b> August 30, 2013

**Purpose:** The purpose of this policy is to establish nutritional standards for the food and drinks served in vending machines at PARD facilities in order to provide city employees and visitors with nutritious food and beverage options and to promote a healthy work environment.

**Authority:** As per the City of Austin Personnel Policies, the Parks and Recreation Department Director has the authority and responsibility of maintaining efficiency within the operation and determining the methods of operation to accomplish the department mission and objectives.

**Policy:** It is the policy of the Parks and Recreation Department (PARD) to establish nutritional standards for vending machines located in Department facilities and ensure vendor compliance with established standards.

**Definitions:**

**Snack:** a type of food meant to provide a brief supply of energy to the body.

**Entrée:** a food generally prepared as the primary food in a meal and may include - but is not limited to - sandwiches, burritos, pasta, and pizza.

**Food:** anything that has calories and is prepared for and is suitable for consumption as nourishment.

Effective Date September 5, 2013	Supersedes Policy Date N/A	Reference Number PR-P-002	Page 1 of 3
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**Beverage:** any liquid suitable for consumption.

**Water:** defined as 100% pure natural water containing no additives.

**Procedures:**

The Contract Compliance Administrator shall act as the contact person for product selection under this policy and work with staff and to ensure the vendor stocks policy compliant products in PARD vending machines. The Contract Compliance Administrator will also work with the Purchasing Department in the event that the vendor is not compliant with nutritional standards for vending machines.

Each PARD facility will name a single point of contact to monitor compliance. In the event that a site single point of contact notes that a vending machine is non-compliant, that staff member will contact the Contract Compliance Administrator.

The nutritional standards for vending machines are as follows:

- a. **Food standards:** At least fifty percent (50%) of food items offered in the vending machines shall meet all of the following food item standards:
  - i. Not more than thirty-five percent (35%) of calories from fat (with the exception of nuts and seeds, nut butters, eggs, non-fried vegetables, and cheese packaged for individual sale. Snack mixes must meet 35% rule)
  - ii. Not more than ten percent (10%) of calories from saturated fat (excluding eggs and cheese packaged for individual sale)
  - iii. Not more than thirty-five percent (35%) total weight from sugar and caloric sweeteners (with the exception of fruits and vegetables that have not been processed with added sweeteners)
  - iv. Items shall not contain more than 360 mg of sodium per serving
  - v. Not more than 250 calories per individual package for snack items
  - vi. Not more than 400 calories per individual package for entrée items
  
- b. Food items consideration may also include the following two (2) standards:
  - i. Items shall not contain trans fats that are added during processing
  - ii. At least one (1) item must meet the FDA definition of low sodium (less than 140 mg/serving)
  
- c. **Beverage standards:** At least fifty percent (50%) of beverages offered in each vending machine shall be one or a combination of the following:
  - i. Fruit-based drinks that are composed of no less than 50% fruit juice and that have no added sweeteners
  - ii. 100% fruit/vegetable juice (Maximum 12 oz; smaller serving sizes are preferred)
  - iii. Water

Effective Date September 5, 2013	Supersedes Policy Date N/A	Reference Number PR-P-002	Page 2 of 3
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- iv. Nonfat or 1% milk (including soy milk, rice milk, and other similar dairy or nondairy milk. No flavored milks)
- v. Unsweetened coffee or tea
- vi. All other non-caloric beverages, including diet soda

2. Pricing

- a. Items meeting the food or beverage nutrition standards must be sold at a price that is equivalent to or lower than the price of similar foods or beverages that do not meet the nutrition standards

3. Labeling

- a. Vendors shall utilize a labeling system to identify items meeting the nutritional standards

**Attachments:**

FAQ for Facility Managers: Healthy Vending / Attachment A- 1 of 1  
 PARD Vending Locations / Attachment B- 1 of 4

**Supersession History**

- 1.
- 2.
- 3.

Effective Date September 5, 2013	Supersedes Policy Date N/A	Reference Number PR-P-002	Page 3 of 3
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## **FAQ for Facility SPOC: Healthy Vending Policy**

### **How do I know what products meet the 50% healthy vending requirements?**

Obtain the list of proposed products from the vendor and compare the list to the following standards:

<b>Snacks</b>
Calories: Food must not exceed 250 Calories (400 for entrée)
Fat: Total fat may be no more than 35% of Calories, with the exception of nuts and seeds, nut butters, eggs, non-friend vegetables and cheese.
Saturated Fat: Must be no more than 10% of Calories, with the exception of eggs and cheese.
Sugar: Not more than 35% total weight from sugar and caloric sweeteners, with the exceptions of fruits and vegetables that do not have added sweeteners.
Sodium: Must not exceed 360 mg sodium.
<b>Beverages</b>
100% fruit/vegetable juice (Maximum 12 oz.)
Fruit-based drinks that are composed of no less than 50% fruit juice and that have no added sweeteners (Maximum 12 oz.)
Water
Nonfat or 1% milk (including soy milk, rice milk; no flavored milks)
Unsweetened coffee or tea
All other non-caloric beverages, including diet soda

### **How do I select products for my facility?**

Get feedback from employees on desired products using the healthier products list. While the requirement is that 50% of the products in your facility's machine come from the list of healthier products, you may choose to include more than 50% of the healthier options.

The total number of products will be based on your machine, but in general, select the most popular items from each of these categories:

- Healthier Chips/ Crackers (Pick 5)
- Granola bars/ Cereal bars (Pick 5)
- Dried fruits/nuts/trail mix (Pick 3)
- Healthier cookies (Pick 3)
- Healthier beverages (pick 4)

### **What if my facility's machines don't meet the standard?**

First, talk to the vendor to request compliance. If the vendor does not comply, contact your Contract Compliance Administrator with questions or concerns about product compliance.

Vending Locations

Locations/Site(s)	Number of Employees	Beverages			Snack Machines		
		Canned	Bottled	*Sports	*Room Temp.	*Hot/Cold	*Requirements
<b>Parks and Recreation Department</b>							
PARD Annex, 919 W. 28 1/2 St. Austin, TX 78705 <b>Contact:</b>	100	1	0	0	0	0	
Austin Nature and Science Center      301 Nature Center Drive      Austin, Texas 78746 <b>Contact:</b> Margaret Russell 974-3867	40-60	1	0	0	1	0	
Central Maintenance Complex, 2525 South Lakeshore Blvd. Austin, Texas 78741 <b>Contact: Anthony Cardenas 512-974-9503</b>	100	1	0	0	1	0	
Dougherty Arts Center (DAC) 1110 Barton Springs Rd., Austin, Texas 78704 <b>Contact: Russell Wiseman 512-974-4004</b>	100	1	0	0	1	0	
PARD Main Office, 200 South Lamar Blvd. Austin, Texas 78704 <b>Contact:</b> Ann Arellano 512-974-6701	50	1	0	1	1	0	
Northeast Service Center, 6614 Blue Bluff Austin, Texas 78724 <b>Contact:</b> Jeff Larson 974-9593	25	1	0	0	1	0	
Northwest District Service Center, 1401 North Cedar Bend Austin, Texas 78741 <b>Contact: Jeff Larson 974-9593</b>	25	1	0	0	1	0	
Zilker Maintenance Barn, 2201 Barton Spings Road, Austin, Texas 78704 <b>Contact: Charles Vaclavik 974-9471</b>	20	1	0	0	0	0	
<b>Municipal Pool Sites</b>							

Vending Locations

Deep Eddy Pool, 401 Deep Eddy Austin, Texas 78703 Contact: Tom Nelson 974-9335	open to public	1	0	0	0	1	0
Garrison Pool, 6000 Manchaca Road Austin, Texas 78745 Contact: Tom Nelson 974-9335	open to public	1	0	0	0	1	0
Mabel Davis Pool, 3427 Parker Lane Austin, Texas 78741 Contact: Tom Nelson 974-9335	open to public	1	0	0	0	1	0
Northwest Pool, 7000 Ardath Austin, Texas 78757 Contact: Tom Nelson 974-9335	open to public	1	0	0	0	1	0
Walnut Creek Pool, 12138 North Lamar Austin, Texas 78758 Contact: Tom Nelson 974-9335	open to public	1	0	0	0	1	0
<b>Neighborhood Pool Sites</b>							
Balcones Pool, 12017 Amhurst Drive, Austin, Texas Contact: Tom Nelson	open to public	1	0	0	0	0	0
Dick Nichols Pool, 5011 Beckett Road, Austin, Texas Contact: Tom Nelson	open to public	1	0	0	0	0	0
<b>Recreation Centers</b>							
Dottie Jordan Recreation Center, 2803 Loyola Lane Austin, Texas 78723 Contact: Oralia ybarbo 926-3491	open to public	1	0	0	0	0	0
Cantu-Pan American Recreation Center, 2100 E. 3rd St. Austin, Texas 78702 Contact: Maria Leatherwood 512-476-9193	open to public	2	0	0	0	1	0



Vending Locations

Parque Zaragoza Recreation Center, 2608 Gonzales St. Austin, Texas 78702 <b>Contact: Claudia Rocha 512-472-7142</b>	open to public	1	0	0	1	0	0	0	0
Austin Recreation Center, 1301 Shoal Creek Austin, Texas 78701 <b>Contact: David Crabb 512-476-5662</b>	open to public	1	0	0	1	0	0	0	0
Dittmar Recreation Center, 1009 West Dittmar Road, Austin, Texas 78745 <b>Contact: Clay Shelton 512-974-6091</b>	open to public	1	0	0	1	0	0	0	0
Givens Recreation Center, 3811 E. 12th Austin, Texas 78721 <b>Contact: Lucas Massie 512-928-1982</b>	open to public	1	0	0	1	0	0	0	0
South Austin Recreation Center, 1100 Cumberland Austin, Texas 78704 <b>Contact: Devon Farber 512-444-6601</b>	open to public	None	None	None	None	None	None	None	Requesting 1 soda machine
Dove Springs Recreation Center, 5801 Ainez Dr., Austin, Texas 78744 <b>Contact: Richard Fibish 512-447-5875</b>	open to public	1	0	0	1	0	0	0	
Virginia L Brown Recreation Center, 7500 Blessing Avenue, Austin, Texas 78752 <b>Contact: Merv Griffin 512-974-7865</b>	open to public	1	0	0	1	0	0	0	
Turner Roberts Recreation Center, 7201 Colony Loop Drive Austin, Texas 78724 <b>Contact: Janet Moore 512-962-6013</b>	open to public	1	0	0	1	0	0	0	

Key	
* Sports	Beverages such as Gatorade, Propel, etc. generally packaged in plastic
*Room Temp.	items served at room temperature ie, chips, candy

Vending Locations

* Hot/Cold	Items requiring heating or cooling such as sandwiches, tunafish kits, etc.
* Requirements	Special requirements necessary for purpose of solicitation