



REQUEST FOR APPLICATIONS - TEMPORARY CONCESSION

Food, Beverages, Snacks/Treats, and Recreation/Leisure Products and Services
Instruction Document

OVERVIEW

The City of Austin Parks and Recreation Department (PARC) is seeking applications from highly qualified and experienced concessionaires to provide food, beverages, snacks, treats, and/or Recreation and leisure products and services to park patrons. The vendors will be selected based on their compatibility to requirements described in the attached Scope of Work.

Availability may change based on State, Local, and Health Orders or City Department guidelines.

APPLICATION SUBMITTAL

The submission of an application shall be deemed a representation and certification that Applicant(s):

- Have carefully read and fully understand the information that was provided by the City to serve as the basis for submission of this application.
- Have the capability to successfully undertake and complete the responsibilities and obligations of the application being submitted.
- Represent that all information contained in the application is true and correct.
- Acknowledge that the City has the right to make any inquiry it deems appropriate to substantiate or supplement information supplied by Applicant, and Applicant hereby grants the City permission to make these inquiries, and to provide any and all related documentation in a timely manner.
- Application should be organized and detailed within the format of the Request for Application Response Document on Office of Special Events Website.
- This RFA does not commit the City to enter into a contract, and the City shall not pay for any costs incurred in preparation and submission of applications or in anticipation of a contract.

STEPS

- Thoroughly read and understand this RFA Instruction Document
- Examine the exhibits attached to this document
- Submit a completed RFA Response Document

DEADLINE FOR APPLICATION SUBMISSION

- Applications must be submitted on or before Monday, February 1, 2021
- Applications are due no later than 4:30 p.m.
- Submit applications in email to:
Attn: Gergo Perlaky
Gergo.Perlaky@austintexas.gov



QUESTIONS

If you have any questions regarding this opportunity, contact:

- Gergo Perlaky
- Phone: 512-974-6515
- Email: Gergo.perlaky@austintexas.gov

Questions or comments regarding this RFA must be put in writing. Responses from the City will be communicated in writing. The City shall not be responsible for, nor be bound, by any oral instructions, interpretations or explanations.

PERMITS AVAILABLE AND TIMELINE

PERMITS AVAILABLE:

One (1) Permit Vic Mathias Shores at Town Lake Metropolitan Park –

- Type: Food, Beverage, Snack/Treat, and/or Recreation and leisure products and services
- Location: Vendor Pad near park entry and parking lot
- The cost of the Temporary Permit is \$1,500.00

One (1) Permit Zilker Metropolitan Park – Parking Lot 2 –

- Type: Food, Beverage, Snack/Treat, and/or Recreation and leisure products and services
- Location: 2nd parking lot when driving Lou Neff Rd around Zilker Park
- The cost of the Temporary Permit is \$1,500.00

One (1) Permit Zilker Metropolitan Park – Volleyball Courts –

- Type: Food, Beverage, Snack/Treat, and/or Recreation and leisure products and services
- Location: Next to the parking lot at the Zilker Park volleyball court
- The cost of the Temporary Permit is \$1,500.00

One (1) Permit Zilker Metropolitan Park – Zilker Café Area – Cart Only – No Trucks/Trailers

- **When Zilker Café Concession is ready to operate the temporary concession must vacate the area**
- Type: Snack/Treat concession - No short order cooking allowed
- Cart only – no trucks, no trailers
- Location: Near Zilker Café area
- The cost of the Temporary Permit is \$1,500.00

TIMELINE:

Request For Applications – Released and Advertised	January 4, 2021
Request For Applications – Submittals Accepted	4 weeks – Applications Deadline Feb. 1, 2021
Evaluations – Selection by Evaluation Committee	2 weeks after RFA closing
Contract Preparation	14 days after award
Concession Start	March 1, 2021



SCOPE OF WORK:

PURPOSE:

The City of Austin (City) Parks and Recreation Department (PARD) seeks applications for a temporary concession permit in response to this Request for Application (RFA) from an individual or company qualified and experienced in service operations to provide: food, beverages, snacks, treats, and/or recreations and leisure products and services to park patrons. Emphasis on the availability of nutritious, affordable, snacks, hot and cold beverages, and recreation/leisure products and services.

BACKGROUND:

Zilker Metropolitan Park and Vic Mathias Shores at Town Lake Metropolitan Park are each desirable high traffic park locations. Each of the park locations within this RFA opportunity attract diverse visitors with varying backgrounds. Concessions are expected to offer healthy and affordable services appropriate for individuals and families with children.

Note:

- Concessions with service based on boating rentals on Lady Bird Lake will not be considered
- Prior to this RFA, food focused concessions have been at Vic Mathias Shores with little success.
- Applicants are expected to do their due diligence before submitting applications.

REQUIREMENTS:

Term:

- March 1, 2021 through August 31, 2021
- Vendors shall be prepared to begin operation no later than March 14, 2021
- An option, at the City's discretion, for one additional up to six (6) - month extension.
- Availability may change based on State, Local, and Health Orders or City Department guidelines.

Permit Fee:

- The cost of the temporary permit is \$1,500.00 for a Metropolitan or District Park
- Note: if Local Orders or City Closures affect operations a prorated refund may be available.

Days:

- Days/week: 3 minimum up to 7 days per week

Hours:

- Available to operate during all daylight hours
- Hours of operation may be negotiable by the successful applicant

Concession Services:

- Food - Short Order/Savory/Sweet/Snacks/Non-Alcoholic Beverages
- Recreation/Leisure - Equipment Rental/Services

Customer Payment Options:

- Vendor shall have options for contactless payment and have the ability to accept cash and credit



Site:

- Events may affect access to the concession site. Vendor's use of the site will be subservient to the needs of the City and Event Organizers. With reasonable notice, Vendor shall remove Concession, stop sales, or alter business operations at the request of the City or Event Organizers.
- Preference is for vendors to begin operation no later than 14 days after the notification of the award of permit.
- Vendor shall comply with all local, state, and federal orders and laws pertaining to business operation. All permits must be mounted in view of the public.
- Vendor shall be responsible for removing from park property all solid waste and recycling from the concession area at their own cost.
- Vendor shall operate the concession with a minimal impact to the environment by eliminating or reducing emissions, adhering to park rules and best practices for the use of chemicals for pest elimination, sanitation, and cleaning; water and energy conservation; and waste management and recycling in accordance with Park Rules as applicable. **(See Exhibit A)**

Utilities Access:

- Limited 110 volt Edison style electrical outlets may be available onsite. The city may elect to provide access to the outlets provided the demands and location do not create safety or similar issues.
 - Vic Mathias - Access to electrical and water – no generators
 - Zilker Park – Volleyball Courts – Access to electrical and water – no generators
 - Zilker Park – Parking Lot 2 – Access to electrical / No water– no generators
 - Zilker Park – Café area – No electrical / No water – no generators



DESIRED DEVICE/ SPECIFICATIONS:

- See Exhibit B for desired locations.
- The exact location will be determined at the time the permit is awarded relative to the device specification, size, weight and infrastructure needs of the park. The Vendor may be required to cordon the area for safety purposes.

	Vic Mathias Vendor Pad	Zilker Park Volleyball Courts	Zilker Park Parking Lot 2	Barton Springs Zilker Café Area
Device Allowed				
Truck	X	X	X	-
Trailer	X	X	X	-
Cart	X	X	X	X
Utilities				
Electric Available	X	X	X	-
Water Available	X	X	-	-
Generator Allowed	-	-	-	-
Menu				
Recreation/Leisure Products	X	X	X	-
Cooking Allowed	X	X	X	-
Focused on Full Meal	X	X	X	-
Healthy Beverages – Carbonated, flat, juice based	X	X	X	X
Cold or Frozen Drink	X	X	X	X
Frozen Snack	X	X	X	X
Snacks – Granola, popcorn, cheese/crackers, fresh fruit	X	X	X	X
Alcohol Sales	-	-	-	-

“X” – indicates an allowable use
 “-” – indicates a use not allowed

MENU:

If vending food/beverage/snack:

- Preference will be toward a menu of beverages, snacks/treats with focus on the following:
 - Diverse beverage service offering healthy, carbonated, flat, and/or juice-based offerings.
 - Cold or frozen snacks, slushes, smoothies, or similar – with a variety of base ingredients (juice, milk, cream, etc.).
 - Frozen novelties - popsicles, ice creams, gelatos, or similar
 - Snacks – examples include but are NOT limited to: granolas, popcorn, cheese/crackers, fresh fruit or similar.
 - Alcohol sales are not allowed. Glass and Styrofoam are not allowed.



- Menu must list nutritional information and price for each item. The menu should reflect any changes of offerings by time of day or other consideration.
- Menu items should be reasonably priced and affordable for all park patrons regardless of their income or financial circumstance.
- Menu should provide kid-friendly healthy options.
- Menu preferences are healthy and nutritious options that are:
 - Low in fat, salt, and sugar;
 - Low in saturated and trans fat;
 - Vegetarian and gluten-free;
 - Fruits or vegetables;
 - Whole grain;
 - Alternatives to soft drinks or other sugar-sweetened beverages;
 - Purchased from producers within the State of Texas and from a business within the City of Austin;
 - Certified Organic or Naturally Grown; and
 - Ingredients not treated with synthetic chemicals, hormones, or antibiotics.

If vending Recreation and Leisure services/products:

- Service or product must serve a clear park purpose.
- Prepared Food and Sport/Leisure products may not be offered from the same concession device.
- Examples of products meeting a park purpose:
 - Sunscreen – natural/biodegradable
 - Sunglasses
 - Picnic blankets
 - Lawn and leisure games/activity rental
 - Pet products
 - Recreation services

EVALUATION CRITERIA:

- **Start Up** - Confirm ability to set up at the vending site within fourteen (14) days after contract authorization.
- **Executive Summary** - Summarize how the concession will meet the Purpose, Background, Requirements, Device specifications, and Menu Preferences of this Request for Applications in three (3) pages or less.
 - May include:
 - Company history
 - Key strengths of company and how performance will exceed others
 - How the concession will meet the varied demands of all park users families – toddlers to adults
 - Affordability to Public – financially accessible for park goers of varied income levels
 - How the concession will meet City of Austin Standards of Operation
- **Summary of Business Experience**
 - Description of business experience
 - Operation in City of Austin Parks in the past



- Operation within the city limits of the City of Austin
- Demonstrated experience maintaining a concession area and serving on a day-to-day basis a diverse population within a high-use setting.
- Ability to accept pre-order meals in advance from park patrons
- **Sustainability** - Describe plans for minimizing and disposing waste to include:
 - Minimizing packaging
 - Disposal of waste, litter, and recycling
 - Mitigation of trash and removal of trash and recycling from concession area
 - If composting, describe plans for collection and daily removal
 - Plan to handle items such as oils, grease, and grey water
- **Concession Menu/Product Information** – Proposed menu options serving a park purpose
 - Listing of the proposed menu items showing nutritional value, if applicable, and cost
- **Aesthetics** – provision of photos ensuring standards and quality of concession set up
 - Concession devices should be free of damage
 - Clearly identify concession name and concession contact

Optional: Taste test, service evaluation, and/or concession visit conducted at discretion of the City.

CRIMINAL BACKGROUND INVESTIGATION PROCESS:

All vendors and concessionaires are required to show compliance to City of Austin Criminal Background Investigation policies. **(See Exhibit C).**

INSURANCE:

Insurance Requirements are attached for reference. An Insurance Certificate is not required to be purchased and/or submitted unless awarded a permit through RFA process **(See Exhibit D).**

STANDARDS OF OPERATION:

Must accept and adhere to Concession Business Operations and Public Interaction standards within RFA Response Document **(See Exhibit E).**

EXHIBITS:

Exhibit A: [Park Rules](#)

Exhibit B: [Map](#)

Exhibit C: [Criminal Background Investigation Process](#)

Exhibit D: [Insurance Requirements](#)

Exhibit E: [RFA Response Document](#)