

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council

Item ID:

50857

Agenda Number

25.

Meeting Date:

October 15, 2015

Department:

Purchasing

Subject

Authorize execution of a 48-month contract with PLAYERS CONCESSIONS INC., or one of the other qualified offerors to Request for Proposal TVN0053, to provide café management services for Zilker Park Café for an estimated revenue amount of \$558,000, with two 36-month extension options in an estimated revenue amount of \$418,500 per option period, for a total estimated revenue amount of \$1,395,000.

Amount and Source of Funding

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing
Language:

Best evaluated response.

Prior Council
Action:

For More
Information:

Terry V. Nicholson, Sr. Buyer Specialist, 512-974-2995

Boards and
Commission
Action:

September 15, 2015 – Reviewed by the PARD Contracts and Concessions Committee.
September 29, 2015 – Approved by the Parks and Recreation Board on a 8-3 vote with Board Members Casias, Cofer and Vane voting against.

Related Items:

MBE / WBE:

This contract will be awarded in compliance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

Additional Backup Information

The contract is for the management and operation of a food and beverage concession within Zilker Park at Barton Springs Pool. The café was originally built during the 1960s and contributes to the historic character of Zilker Park, which is listed as a National Register Historic District.

In the spring of 2015, the City conducted a public survey to better understand and develop clear project goals for the solicitation. The survey results garnered priorities for the concession such as healthy menu options and affordable pricing that were integrated into the requirements of the solicitation.

Players Concessions Inc. (Players) currently operates the food concessions at Morris Williams, Jimmy Clay/Roy Kiser and Lions Municipal Golf Courses. They will provide all equipment, supplies and staffing, janitorial services and other functions necessary for the turnkey operation of the concession. The café will continue to operate from 10:00am to sunset seven days per week. The menu will include items historically associated with the concession, including burgers, snow cones, ice cream, juices, sodas, as well as other drinks and snacks. In addition, Players will provide a selection of healthy menu items as an alternative to standard concession fare at an affordable price.

This request allows for the development of a contract with a qualified offeror that Council selects. If the City is unsuccessful in negotiating a satisfactory contract with the selected offeror, negotiations will cease with that provider. Staff will return to Council so that Council may select another qualified offeror and authorize contract negotiations with this provider.

A team of Parks and Recreation Department (PARC) and Office of Sustainability personnel with expertise in concession management and sustainable practices evaluated and scored the proposals and recommended Players for award. Evaluation criteria included a proposed concept and solution, business experience and personnel qualifications, financial capability and business plan, total revenue and local business presence.

Executing this contract is a top priority for PARC. The contract executed in 2004 has expired and the café is currently running under an interim contract until the new contract can be executed.

MBE/WBE solicited: 6/2

MBE/WBE bid: 0/0

PRICE ANALYSIS

- a. Adequate competition.
- b. 289 notices were sent including six MBEs and two WBEs. Three proposals were received with no response from the MBEs/WBEs.
- c. This is a revenue contract and therefore no cost to the City is incurred.

APPROVAL JUSTIFICATION

- a. Best evaluated proposal.
- b. The Purchasing Office recommends contract award consistent with the evaluation committee.
- c. Advertised in the Austin American Statesman and on the Internet.