



REQUEST FOR APPLICATIONS - TEMPORARY CONCESSION

Food, Beverages, Snacks/Treats, and Sport/Leisure Products
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 sport/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.

APPLICATIONS SUBMITTALS

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

Interested participants, must submit all the items listed in the Scope of Work.

- Applications must be submitted on or before Friday, January 31, 2019
- Applications are due no later than 4:30 p.m.
- Late submissions will not be accepted

SUBMIT APPLICATIONS IN PERSON, BY MAIL, OR EMAIL TO

City of Austin - Parks and Recreation Department
200 South Lamar Blvd.
Austin, Texas 78704-1046
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 to all recipients of this RFA. The City shall not be responsible for nor be bound by any oral instructions, interpretations or explanations.

TIMELINE, EVALUATION, AND SELECTION COMMITTEE

Timeline:

Request for Applications – Released and Advertised	January 13, 2020
Request For Applications – Submittals Accepted	3 weeks – Applications Deadline Jan. 31, 2020
Evaluations – Selection by Evaluation Committee	2 weeks after RFA closing
Contract Preparation	14 days after award
Concession Start	March 1, 2020

EVALUATION CRITERIA:

- **Start Up** - Time Confirm ability to set up at the vending site within fourteen (14) days after contract authorization.
- **Executive Summary** - Summarize how the event will meet the Purpose, Background, Requirements, Objectives and Preferences of this Request For Applications.
- **Summary of Business Experience** - Experience in City parks and with the City limits of Austin
- **Sustainability** - Describe plans for minimizing and disposing waste
- **Menu/Product Information** - selection and cost of food, beverages, snacks, and services offered
- **Aesthetics** - provide evidence the concession will meet the exterior standards
- **Local Business Presence** – Headquarters and economic development opportunities

- *Optional: Taste test or service evaluation and concession visit may be conducted at discretion of the City. (If required by the City, up to 15 additional points may be awarded)*



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:

BACKGROUND:

Zilker Metropolitan Park, Deep Eddy Municipal Pool, and Vic Mathias Shores at Town Lake Metropolitan Park are each desirable high traffic park locations. PARD is seeking applications from highly qualified and experienced concessionaires to provide food, beverage, snack, and/or recreation and leisure services. 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:

- Prior to this RFA, food focused concessions have been at Vic Mathias Shores with little success.
- Temporary Concession(s) must vacate the Zilker Café area location when construction is complete at the Zilker Café building and the Permanent Concession begins operation.
- Applicants are expected to do their due diligence before submitting applications.

OBJECTIVE:

The City of Austin Parks and Recreation Department is soliciting temporary permit applications from qualified and experienced mobile, kiosk or pushcart operators with an emphasis on the availability of nutritious, affordable, snacks, hot and cold beverages, and sport/leisure products.



MAXIMUM NUMBER OF PERMITS ISSUED UNDER THIS RFA:

The City seeks to award temporary permit(s) to concession operations at the sites as listed below.

One (1) Permit - Deep Eddy Municipal Pool –

- Type: Beverages and/or Snacks/Treats – No short order cooling allowed
- Location: Concession building with pool boundary of Deep Eddy Municipal Pool.

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

- Type: Food, Beverage, Snack/Treat, and/or sport/leisure products concession
- Location: Vendor Pad near park entry and parking lot

Two (2) Permit Zilker Metropolitan Park – Zilker Café Food Court Area –

- Type: Food and Beverage concession
- Location: Near the Zilker Café building at the entry of Barton Springs Pool
 - Temporary Concession must vacate when Zilker Café construction is complete

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

- Type: Food, Beverage, Snack/Treat, and/or sport/leisure products concession
- Location: 2nd parking lot when driving Lou Neff Rd around Zilker Park counter clockwise

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

- Type: Food, Beverage, Snack/Treat, and/or sport/leisure products concession
- Location: Next to the parking lot at the Zilker Park volleyball court

One (1) Permit Zilker Metropolitan Park – Southside Barton Springs Pool –

- Type: Snack/Treat concession - No short order cooking allowed
- Location: Between the entry to Barton Springs Pool and parking lot

REQUIREMENTS:

General

Vendor must have a minimum of three (3) years experience in mobile concession operations.

Term, Hours and Days

The permit term for this concession will be one six-month period with an option, at the City’s discretion, for one additional up to six (6) - month extension.

First Permit Term expected to begin March through August

Days/week 5 (Fri. Sat. Sun. required) Min. 7 Max.

Hours 6 hours/day Min. 5 am – 10 pm Max.

Hours of operation may be negotiable by the successful applicant



REQUIREMENTS CONTINUED:

- The cost of the six-month permit is \$1,500.00 (Zilker Park, Vic Mathias) \$500.00 (Deep Eddy)
- Preference is for vendors to begin operation no later than 14 days after the notification of the award of permit.
- 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 will be required to remove food truck, stop sales, or alter business operations at the request of the City or event organizers.
- Vendor shall accept cash and credit payment options.
- Vendor must comply with all local, state, and federal laws pertaining to the operation of a mobile vendor. All permits must be mounted in a conspicuous location.
- Vendor shall be responsible for removing from park property all solid waste and recycling from the concession area at their own cost.
- Vendor should operate the concession with a minimal impact to the environment by eliminating or reducing emissions, 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)**
- 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.
 - Deep Eddy - Access to electrical and water utilities
 - Vic Mathias - Access to electrical utilities
 - Zilker Food Court Area – Access to electrical and water utilities
 - Temporary Concession must vacate when Zilker Café construction is complete
 - Zilker Southside Barton Springs Pool – No electrical or water utilities – no generators
 - Zilker Volleyball Courts – Access to electrical utilities – no generators
 - Zilker Parking Lot 2 - No electrical or water utilities – no generators

DESIRED DEVICE/ FOOD TRUCK 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.



Preferences	Zilker Café Food Court area	Volleyball Courts	Southside Barton Springs Pool	Parking Lot 2	Deep Eddy	Vic Mathias
Device Allowed						
Mobile Truck	X	X	-	X	-	X
Kiosk	X	X	X	X	-	X
Push Cart	X	X	X	X	-	X
Utilities						
Electric Available	X	X	-	-	X	X
Water Available	X	X	-	-	X	-
Generator Allowed	-	-	-	-	-	-
Menu						
Cooking Allowed	X	X	-	X	-	X
Focused on Full Meal	X	X	-	X	-	X
Focused on Beverages, Snacks/Treats		X	X	X	X	X
Healthy Beverages – Carbonated, flat, juice based	X	X	X	X	X	X
Cold or Frozen Drink	X	X	X	X	X	X
Frozen Snack	X	X	X	X	X	X
Snacks – Granola, popcorn, cheese/crackers, fresh fruit	X	X	X	X	X	X
Alcohol Sales	-	-	-	-	-	-
Sport/Leisure Products	-	X	-	X	-	X

“X” – indicates an allowable use

MENU:

- If primarily vending food, preference will be toward a menu with focus on the following:
- 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.
- Sport and Leisure products should serve a clear park purpose examples:
 - Sunscreen – natural/biodegradable
 - Sunglasses
 - Picnic blankets
 - Lawn and leisure games/activity rental
 - Pet products

EVALUATION CRITERIA AND PREFERENCES:

- **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, Objective, and Preferences of this Request for Applications in three (3) pages or less to include:
 - Description of business experience
 - Sustainability practices
 - 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**
 - 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
- 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 vehicle or canopy
 - Concession devices should be free of damage
 - Clearly identify concession name and concession contact

- **Local Business Presence** - The City seeks opportunities for businesses in the Austin Corporate City Limits to participate on City Contracts. A business is considered to have a Local Business Presence if the business is headquartered in the Austin Corporate City Limits or has a branch office located in the Austin Corporate City Limits in operation for, at least, the last five years.
 - The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located.
 - The City defines branch office as a smaller, remotely located office that is separate from a firm’s headquarters that offers the services requested and required under this RFA.

STANDARDS OF OPERATION:

Vehicle Exterior expectations and public interaction standards **(See Exhibit C)**

CRIMINAL BACKGROUND INVESTIGATION PROCESS:

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

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 E)**

EXHIBITS:

Exhibit A: [Park Rules](#)

Exhibit B: [Map](#)

Exhibit C: [Standards of Operation](#)

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

Exhibit E: [Insurance Requirements](#)

Exhibit F: [RFA Response Document](#)