



## **INSTRUCTION DOCUMENT REQUEST FOR APPLICATIONS - TEMPORARY CONCESSION**

Food, Beverages, Snacks, and Recreation/Leisure Products or Services

### **OVERVIEW**

The City of Austin Parks and Recreation Department (PARD) is seeking applications from highly qualified and experienced concessionaires to provide food, beverages, snacks, and/or Recreation and leisure products or services to park patrons. The vendors will be selected based on compatibility to requirements described in the below Request for Applications (RFA) and PARD site needs.

**PARD will not add or change parkland amenities / utilities access.**

### **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 January 31, 2024
- Applications are due no later than 4:30 p.m.
- Submit applications in email to:  
Gergo Perlaky  
[Gergo.Perlaky@austintexas.gov](mailto: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](mailto:Gergo.perlaky@austintexas.gov)

Questions, comments, and responses regarding this RFA must be put in writing. The City shall not be responsible for, nor be bound, by any oral instructions, interpretations, or explanations.

**PERMITS AVAILABLE AND TIMELINE**

**Maximum One (1) Permit Zilker Metropolitan Park – Parking Lot 1 –**

- Type: Food, Beverage, Snack, and/or Recreation and leisure products and services
- **Required to vacate or close during Special Events**
- The cost of the 6-month Temporary Concession Permit is \$1,500.00

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

- Type: Food, Beverage, Snack, and/or Recreation and leisure products and services
- **Required to vacate or close during Special Events**
- The cost of the 6-month Temporary Concession Permit is \$1,500.00

**Maximum Two (2) Permits Zilker Metropolitan Park – Volleyball Courts –**

- Type: Food, Beverage, Snack, and/or Recreation and leisure products and services
- **Required to vacate or close during Special Events**
- The cost of the 6-month Temporary Concession Permit is \$1,500.00

**Maximum One (1) Permit Zilker Metropolitan Park – Barton Springs Southside – Cart Only**

- Type: Snack/Beverage concession - No short order cooking allowed
- Cart only – no trucks, no trailers
- The cost of the 6-month Temporary Concession Permit is \$1,500.00

**Maximum One (1) Permit Michael Butler Park at Town Lake Metropolitan Park – Cart Only**

- Type: Snack/Beverage concession - No short order cooking allowed
- Cart only – no trucks, no trailers
- The cost of the 6-month Temporary Concession Permit is \$1,500.00

**TIMELINE:**

Request for Applications – Released and Advertised	January 1, 2024
Request for Applications – Submittals Accepted	Application Deadline Jan. 31, 2024
Evaluations – Selection by Evaluation Committee	2 weeks after RFA closing
Contract Preparation	2 weeks after award
Concession Start	March 1, 2024



## SCOPE OF WORK:

### **PURPOSE:**

The City of Austin (City) Parks and Recreation Department (PARC) 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, and/or recreation and leisure products or services to park patrons. Emphasis on the availability of nutritious, affordable, snacks, hot and cold beverages, and recreation/leisure products or services.

### **BACKGROUND:**

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

#### *Note:*

- Concessions with service based on boating rentals on Lady Bird Lake will not be considered
- Applicants are expected to do their due diligence before submitting applications.

### **REQUIREMENTS:**

#### Term:

- March 1, 2024 through August 31, 2024
- Vendors shall be prepared to begin operation no later than March 14, 2024
  - Permit may be revoked and offered to another business if awarded concessionaire is not available to start within 14 days of permit issue.
- An option, at the City's discretion, for one additional up to six (6) - month extension.
- Availability may change based on State and Local guidelines.

#### Permit Fee:

- The cost of the temporary permit is \$1,500.00 / 6 months for a Metropolitan or District Park

#### Days:

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

#### Hours:

- May operate between 5 am – 10 pm

#### 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 ability to accept cash and credit



Site:

- **Special 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.**
- 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 waste and recycling from the concession area at their own cost.
- Vendor shall operate the concession with 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:

- PARD will not be responsible for any loss due to an interruption of utility service
- The city may elect to provide access to the outlets provided the demands and location do not create safety or other issues.
- If electricity is available, applicant should check the existing electrical capacity of the site to make sure there is sufficient electrical capacity for equipment needs. Do not use multiple extension cords or multi-plug adapters.
- If not certain of the electrical capacity available at a park site, please seek the opinion of a qualified electrician.
- Electrical cords and cables must be covered with proper cable covering.
- Generators are not allowed at any park within this RFA
  - Butler Park – Alliance Children's Garden – No electrical / No water
  - Zilker Park – Parking Lot 1 – No electrical / No water
  - Zilker Park – Parking Lot 2 – Access to electrical / No water
  - Zilker Park – Volleyball Courts – Access to electrical and water
  - Zilker Park – Barton Springs Southside - No electrical / No water



**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.

	<b>Butler Park Children’s Garden</b>	<b>Zilker Park Parking Lot 1</b>	<b>Zilker Park Parking Lot 2</b>	<b>Zilker Park Volleyball Courts</b>	<b>Zilker Park Barton Springs Southside</b>
<b>Device Allowed</b>					
Truck	-	-	X	X	-
Trailer	-	-	X	X	-
Cart	X	X	X	X	X
<b>Utilities</b>					
Electric Available	-	-	X	X	-
Water Available	-	-	-	X	-
Generator Allowed	-	-	-	-	-
<b>Menu</b>					
Recreation/Leisure Products	-	X	X	X	-
Cooking Allowed	-	-	X	X	-
Focused on Full Meal	-	-	X	X	-
Healthy Beverages – Carbonated, flat, juice based	X	X	X	X	X
Cold or Frozen Drink	X	X	X	X	X
Frozen Snack	X	X	X	X	X
Snacks – Granola, popcorn, cheese/crackers, fresh fruit	X	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 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 shall 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/Raised; 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:**

**Answer all questions completely - Evaluation relies on written response within Response Document.**

### Background and Qualifications:

- Describe your background and qualifications in providing your service to the public.
- What is unique about your product?
- How will the concession meet the varied demands of park users with varied income levels?

### Summary of Business Experience:

- How long has the company been in business?
- List any previous operation in City of Austin Parks.
- List any previous operation within City of Austin Right of Way or other locations.
- Describe experience in daily high-volume locations serving a diverse population.

### Park Operation:

- Is there an ability to start business operations within fourteen (14) days after contract authorization?
- Identify the concession manager and amount of staff expected to work at the park. Describe their respective roles and responsibilities.
- What are the proposed hours and days of operation?
- Describe a typical day for the operation of the concession, recognizing that park users will arrive as early as sunrise and leave after sunset. Explain what daily tasks would be performed.
- Explain how you plan to assure the concession provides a safe and sanitary service. – If serving food products, specify quality control procedures for maintaining fresh food products and removing outdated products.
- Will there be a company uniform for staff?
- Describe the customer complaint process, include how complaints are handled and resolved.
- List the Social Media platforms used and company website

### Sustainability:

- Identify the type of packaging, disposable implements, and similar items that will be available to consumers. What practices will help assure that littering is prevented?
- Plan to remove waste, litter, and recycling from park
- If composting, describe plans for collection and removal
- List the contracted company that will collect and remove oils, grease, and grey water
- Describe any additional practices to mitigate environment impacts.

### Concession Menu/Product Information:

- Please explain the features of your menu and the products you are offering. If serving food products, identify what healthy/healthier menu options you intend to provide.
- Is there an ability to offer contactless payment options as well as accept payment in cash and credit card?
- Is there an ability to accept pre-orders in advance from park patrons?



Physical Description:

- Please describe your food truck, trailer, cart, awning and/or equipment.
- Provide no less than 4 photos:
- Concession devices shall clearly identify concession name and should be free of damage

Concession Information:

- Dimensions
- Utility Needs

*Optional: Presentation, 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 meeting City of Austin requirements is not required to be purchased or submitted during the application process however, must be in place before set up on parkland. **(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](#)