



12:30 p.m. Item

TO: Board Operations Committee

FROM: Dan Sykes, Parkland Unit Manager

DATE: September 15, 2016

SUBJECT: **Update of Park Operations Parkland Unit:
Tilden Regional Park Botanic Garden**

Parkland Unit Manager Dan Sykes and Gardener Michael Uhler will present information to the Board Operations Committee on the Collaboration between the District and the National Park Service on the collection of rare plant species in the California mountains.

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1:00 p.m. Item

TO: Board Operations Committee

FROM: Renee Patterson, Administrative Analyst II

DATE: September 15, 2016

SUBJECT: **Review of the Results of the Concession RFP:
Shadow Cliffs Regional Recreation Area**

Shadow Cliffs Regional Recreation Area, formerly a gravel quarry, was donated to the District by Kaiser Industries. With the help of the U.S. Bureau of Outdoor Recreation, the District developed a 249 acre park including an 80 acre lake with ample parking and picnic areas. There is a food concession at the swim beach area and a boat concession at the marina, which includes rentals of row boats, electric motor boats, and paddle boats. Visitors may also launch their own electric motors only boats.

On June 21, 2016, the District announced a Request for Proposals (RFP) for the Shadow Cliffs Marina and Food Concession. The concession includes a snack bar and novelties concession, as well as the boat rental marina with a bait store.

To offer open competition to the public, the RFP was advertised in local newspapers, posted on the District's website, and a government agency RFP advertisement website resulting in two submittals from the following prospective operators: 1) Pyramid Enterprises, Inc. dba. Rocky Mountain Recreation Company (RMRC), the current concessionaire, and 2) Sycamore Concessions Corporation (SCC). After initial screening and review, it was determined that the SCC submittal was non-responsive to the conditions of the RFP. Staff interviewed RMRC as a prospective concessionaire to determine how they would best accomplish the defined expectations, details of proposed fees and expenses, and their proposed business plan if awarded the agreement.

After careful consideration and review of the proposal and response to panel interview questions, District staff recommends that the Board Operations Committee approve and recommend to the full Board the award of the Food and Marina Concession Agreement at Shadow Cliffs Regional Recreation Area to Rocky Mountain Recreation Company. The basis of the award is centered on the evaluation of RMRC's working relationship with District staff, proven ability to reach a standard level of revenue, previous and proposed quality and quantity of service, years in business, and capability to provide services throughout the term.

District staff recommends a concession agreement with Rocky Mountain Recreation Company for an initial three-year term and, at District's sole discretion, an extension of the term for an additional seven years. The District can expect annual concession fee revenue of \$4,500 (3% of gross sales) and an average of \$9,000 (6% of gross sales) will be set aside in a site-specific concession maintenance fund each year.

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1:15 p.m. Item

TO: Board Operations Committee
FROM: Mimi Waluch, Business Services Manager
DATE: September 15, 2016
SUBJECT: **Review of the Results of the Concession RFP:
Ardenwood Historic Farm**

The concession license is part of the Ardenwood Historic Farm operated by the District in partnership with the City of Fremont. The concession premises include the farmyard snack bar (the kitchen building with office space and storage containers) known as the Farmyard Café, the gazebo and surrounding lawn area by the Patterson House, the adjacent lawn and deck area (the “Pool site”) with restrooms and storage, as well as the beverage stand/snack bar and surrounding picnic and play area in the Deer Park Picnic area.

On June 21, 2016, staff issued a Request for Proposal (RFP) seeking a concessionaire for the snack bar and reservable picnic and wedding facility. The concessionaire will provide food service at the Farmyard Café, Deer Park Picnic area and the pool site for reserved groups for picnics, wedding parties and special events in keeping with the setting of the farm. To offer open competition to the public, the RFP was advertised in local newspapers, posted on the District’s website, and a government agency RFP advertisement website resulting in three submittals from the following prospective operators: 1) Sycamore Concessions Corporation (SCC), 2) Wedgewood Wedding and Banquet Center, and 3) Palmdale Estates Events. After initial screening and review, staff conducted interviews with all three agencies to determine how, if awarded the contract, they would best accomplish the defined expectations for revenue, customer service, and future improvements.

After careful consideration and review of the proposals and response to panel interview questions, District staff is recommending that the Board Operations Committee approve and recommend to the full Board the selection of Palmdale Estates Events as the concessionaire for the snack bar and reservable picnic and wedding facility at Ardenwood Historic Farm. The basis of the award is centered on the evaluation of Palmdale Estates Events ability to reach a standard level of revenue, proven quality and quantity of service, their numerous years in business, availability of funds for running the facility, the proposed enhancement plan for services, and evidence of ability to accomplish these objectives.

Staff further recommends an initial three-year term and, at the District’s sole discretion, an extension of the term for an additional three years. The District can expect annual average concession fee revenue of \$7,500 or 5% of gross sales and an annual average of \$15,000 or 10% of gross sales for the concession maintenance fund (CMF) to be set aside for site-specific maintenance projects.

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1:30 p.m. Item

TO: Board Operations Committee
FROM: Renee Patterson, Administrative Analyst II
DATE: September 15, 2016
SUBJECT: **Review of the Results of the Concession RFP:
Del Valle Regional Park**

Del Valle Regional Park is a lakeside resort 10 miles south of Livermore, California and operated by the District for the State of California. On June 21, 2016, the District announced a Request for Proposals (RFP) for the Del Valle Food and Marina Concession (Concession). The concession includes a snack bar and novelties concession at the east side swim beach area, a camp store in the campground, a bait store that includes snacks as well as contract processing for the boat rentals and the boat rental marina. The types of boats for rent are pontoon boats, electric motor boats, row boats, pedal boats, and canoes. Visitors may also launch their own boats at the public marina. The concession previously included a snack bar structure on the west side beach for seasonal use. As this structure is no longer available due to expansion of the Rocky Ridge Visitor Center, the proposal needed to include a plan for mobile seasonal food sales on the west side swim beach area.

To offer open competition to the public, the RFP was advertised in local newspapers as well as the Los Angeles Times, posted on the District’s website, and a government agency RFP advertisement website resulting in two submittals from the following prospective operators: 1) Pyramid Enterprises, Inc. dba. Rocky Mountain Recreation Company (RMRC), the current concessionaire, and 2) Urban Park Concessionaires (UPC). After initial screening and review, staff conducted interviews with both proposers to determine how they would best accomplish the defined expectations for revenue, customer service, and future improvements if awarded the agreement.

After careful consideration and review of the proposals and response to panel interview questions, District staff is recommending that the Board Operations Committee approve and recommend to the full Board the selection of RMRC as the concessionaire. The basis of the award is centered on the evaluation of RMRC’s working relationship with District staff, ability to reach a standard level of revenue, proven quality and quantity of service, their numerous years in business, availability of funds for running the facility, the proposed enhancement plan for services, and the evidence of ability to accomplish these objectives.

Staff further recommends an agreement with an initial three-year term and, at the District’s sole discretion, an extension of the term for an additional seven years. The District can expect a concession fee of 3% of gross sales (\$42,706) and 14% of gross sales for the concession maintenance fund (CMF) (\$85,760) to be set aside for site-specific maintenance, replenishment of equipment, and special projects.

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1:45 p.m. Item

TO: Board Operations Committee

FROM: Mimi Waluch, Business Services Manager

DATE: September 15, 2016

SUBJECT: **Update Audubon Certification and Driving Range Project:
Tilden Regional Park**

Tilden Golf Course staff, will make a presentation summarizing the Audubon Cooperative Sanctuary Program for golf courses and its implementation at the Tilden Golf Course. Audubon International awards certifications that recognize golf courses which protect the environment, conserve natural resources, and provide wildlife habitats. Achieving certification demonstrates leadership by golf course management and a strong commitment to high standards of environmental management.

Continued implementation of this program serves to enhance the valuable natural areas and wildlife habitats that golf courses provide, improve resource management efficiency, and minimize potentially harmful impacts of golf course operations. Components of the program include Wildlife and Habitat Management, Chemical Use Reduction and Safety, Water Conservation, Water Quality Management, and outreach and education.

Representatives of the Tilden Golf Course will also be on hand to discuss planned maintenance projects and answer questions.

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