


COUNCIL COMMUNICATION

	Number:	19-102	Meeting:	March 11, 2019
	Agenda Item:	36	Roll Call:	19-377
	Submitted by:	Benjamin R. Page, Park and Recreation Director		

AGENDA HEADING:

Accepting proposal from Less Than Trinity, LLC to manage the concession and rental operations at Gray's Lake Park and authorizing City Manager to negotiate a contract for the provision of same.

SYNOPSIS:

This action accepts the proposal from Less Than Trinity, LLC (1706 Pennsylvania Avenue, Des Moines, Iowa 50316, Wade Thompson, President) for concession operation and management at Gray's Lake. The proposal includes food and beverage service (including alcohol) at the Christine Hensley Overlook Terrace and concession stand, the beach concession building, and for rental service, administration and scheduling of recreation equipment. This action authorizes the City Manager to negotiate a contract for the provision of the same. Staff recommends approval.

FISCAL IMPACT:

Amount: Currently the concession operations bring approximately \$40,000 in revenue to the City each year after all expenses. It is estimated that the annual revenue under this proposal will be approximately \$88,000 per year without any increases in annual sales.

Funding Source: FY 2019, Parks and Recreation Department – Gray's Lake, G001 PK201262, Page 163

ADDITIONAL INFORMATION:

- Gray's Lake Park is one (1) Des Moines' signature parks, boasting features including the Raccoon River, lake with swimming beach, playground, and 1.9-mile trail loop with direct connections to the area's major multi-use trails, ¼-mile pedestrian bridge, picnic areas, restrooms, watercraft (canoes, pedal boats, paddle boards, sail boats) and bike rentals. Gray's Lake Park also serves at the venue for several organized runs, walks, family gatherings and programs.
- The Parks and Recreation Department currently offers rentals of the Christine Hensley Overlook Terrace and a concession stand that provides food and beverages for sale as well as watercraft and bikes for rent seasonally.
- There is also a building at the Gray's Lake Park beach located on the north side of Gray's Lake that has served concessions in the past, but currently has no set offerings or hours.

- On January 10, 2019 the City of Des Moines sent out a Request for Proposal (RFP) to numerous local restaurants and food vendors who are able to provide food items and beverage services to the Christine Hensley Overlook Terrace and concession stand and the beach concession building as well as provide rental service of recreation equipment including watercraft, bikes and related equipment at the Overlook Terrace and provide for the administration of the scheduling services for rental of the Christine Hensley Overlook Terrace.
- The goals of the Gray's Lake Park concession operations are to:
 - (1) Provide a high level of customer services possible to individuals visiting the park to include presentation, product quality, customer satisfaction, safety and operating efficiency
 - (2) Maximize gross revenue and the corresponding financial return to the City
 - (3) To provide additional options and services that are not currently provided by the City
- The RFP process produced two (2) proposals from Less Than Trinity, LLC and Port of Des Moines, LLC. After review of each proposal by a team consisting of staff members from Parks and Recreation Department, City Manager, Finance Department, and the Engineering Department that scored the proposals, Less Than Trinity, LCC is being recommend as the proposal to be selected.
- The proposal from Less Than Trinity, LLC has estimated revenue to the City of \$88,000 each year with an enhanced level of service over what the Parks and Recreation Department is able to provide today. In addition, they have proposed over \$230,000 in capital enhancements to the concession operation over the first five (5) years of operation.
- Staff recommends selection of the proposal from Less Than Trinity, LLC and that City Council direct the City Manger to negotiate a contract with Less Than Trinity, LLC to provide concession and rental operations at Gray's Lake Park subject to the City's acceptance of the proposed improvements, programs and time frames.
- If their proposal is accepted and a contract is successfully negotiated, Less Than Trinity, LLC has indicated that they would hope to begin operations in late April of 2019 and would take approximately two (2) years to become fully operational at the park.

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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