

TO: James L. App, City Manager
FROM: Ann Robb, City Librarian
SUBJECT: **Barney Schwartz Park Concessions**
DATE: April 6, 2004

Needs: For the City Council to consider options for Barney Schwartz Park concession operations.

- Facts:**
1. Barney Schwartz Park is currently without a contact concessionaire. NCI Afilliates declined to enter into a contract with the City after being awarded concession operations.
 2. At their March 2, 2004 meeting, Council appointed an ad hoc committee (Council members Ficanco and Nemeth) for the purpose of exploring options for selecting/retaining a contact concessionaire at Barney Schwartz Park.
 3. The ad hoc committee has identified two options:
 - a. Solicit requests for proposals for concession operations at Barney Schwartz Park without the sale of alcoholic beverages; increase enforcement for alcohol use compliance.
 - b. Solicit requests for proposals for concession operations at Barney Schwartz Park including the sale of alcoholic beverages under strict guidelines, including: concessionaire liability insurance specific to alcohol sales; concessionaire provided security during all events when alcohol is sold; alcohol consumption in designated area(s) only; all alcohol consumed is by concession stand purchase only; no alcohol sales during youth events; concessionaire securing all necessary licenses/permits for the sale of alcohol; alcohol sales at Barney Schwartz Park will require prior endorsement by the Paso Robles Softball Association, Paso Robles Youth Sports Council and the Parks & Recreation Advisory Committee.
 4. For contract concession operations without alcohol sales, the City will receive a flat rate rental of \$250 per month per concession stand.
 5. For contract concession operations with the sale of alcohol, the City will receive a flat rate rental of \$250 per month per concession stand, plus a negotiable per cup fee (depending on size of pour) for all alcohol sales, which will increase revenues.

Analysis & Conclusion: The City is without a contract concessionaire at Barney Schwartz Park. Park users cannot benefit from convenient food & beverage service and revenues are being lost as a consequence. In order to secure a contract concessionaire, requests for proposals need to be solicited again from qualified parties. Recent solicitations produced only one response (NCI Afilliates), and they declined to enter into a contract with the City. It is not clear whether alcohol sales would increase the number of proposals or insure concessionaire retention. The ad hoc committee recommends review of concession options both including and excluding alcohol sales.

Policy Reference: None

Fiscal Impact: Depending on approved option and subsequent contract agreement, there may be an increase in revenues to the City.

- Options:**
- a.
 - (1) Direct staff to send out requests for proposals for the operation of concession stands at Barney Schwartz Park that would either include or exclude alcohol sales.
 - (2) As work of committee is not complete, extend duration of ad hoc committee to June 1, 2004.
 - b. Amend, modify or reject the above option.