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DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES

CITY OF SACRAMENTO  
CALIFORNIA

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DIRECTOR

October 31, 1986

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DIVISIONS:

CROCKER ART MUSEUM  
GOLF  
METROPOLITAN ARTS  
MUSEUM & HISTORY  
PARKS  
RECREATION  
ZOO

Budget and Finance Committee  
Sacramento, California

Honorable Members in Session:

SUBJECT: Land Park Amusement Rides Concession

SUMMARY

This report provides information regarding the William Land Park amusement rides concession and requests authorization to call for proposals relating to the amusement rides at William Land Park.

BACKGROUND INFORMATION

On January 21, 1986 the City Council approved the extension of the William Land Park amusement rides concession as provided for in the terms of the contract with Midway of Fun, Inc. This one-year extension will expire January 24, 1987. Proposal specifications for a new amusement rides concession contract have been prepared and a copy is on file in the City Clerk's office.

The amusement rides have been a family tradition in William Land Park for over 40 years. According to a visitor survey conducted by staff, families overwhelmingly continue to constitute the largest visitor population. Approximately 150 people, representing over 600 visitors, were surveyed. Ninety-five percent of the groups were comprised of at least one adult accompanying a child or children. Families represented over 85% of the groups with clubs, organizations and youth groups comprising the balance. Unaccompanied teens represented a mere 2% of the visitors. Approximately 70% of the visitors resided within Sacramento County and 55% of them had also visited or planned to visit the Zoo, Fairytale Town and/or the pony rides on the day surveyed. A similar visitor survey conducted by the concessionaire revealed that of the nearly 1,800 visitors profiled, 99% represented adults accompanying children aged 12 and under.

The master plan of the Zoo and surrounding area includes the amusement rides concession area. Insofar as this planning process is tentatively scheduled for completion in the summer of 1987, it is not possible to speculate on the eventual recommended use of the area and subsequent operational plans. Consequently, the amusement rides concession contract will be limited to a two-year term with the City having the option to renew on a year-to-year basis for up to, but not exceeding, an additional two years.

The current concessionaire has worked closely with staff to address the concerns raised during the zoo master planning process. In accordance with the unanimous master plan recommendation of the Zoological Society, Fairytale Town Board and Association to Preserve Land Park, the amusement rides concession was scaled down and geared towards young children. Presently, there are 11 amusement rides at the concession site and the focus is on families with young children. Six of the rides were purchased from the previous concessionaire and have been at the site for 40 years. Specifications for the proposed concession contract require the successful proposer to continue the tradition of providing amusement ride entertainment for children and limits the size, scale and number of rides to the type and number currently available at the concession site.

The amusement rides concession is operated seven days a week during the summer months and weekends only during the school year. The concession operates during daylight hours only and is not open past 6:00 p.m. This schedule, which is the same schedule which has been followed at this concession site for the last 20 years, will not be changed. In all other aspects, the provisions of the proposed Land Park amusement rides concession contract are similar to the current contract.

Selection criteria have been identified and included as Attachment I in order to assist the selection advisory committee in determining "the best responsible proposer" pursuant to the provisions of Chapter 12, Article III of the Sacramento City Code. The Director of Parks and Community Services has met with the Association to Preserve Land Park regarding the scope of the proposed contract and has agreed to appoint a member from APLP and the Sacramento Zoological Society as members of the selection advisory committee.

#### FINANCIAL DATA

The amount of revenue to the Fairytale Town Special Revenue Fund from the Land Park amusement rides concession is dependent upon the terms of the new contract. The existing contract fee requires 17% of the first \$100,000 of gross receipts per year from any amusement ride activities under the contract, 26% of the gross receipts above \$100,000, and 26.5% of the gross receipts from all food service and group events.

Revenue realized by the City over the past five years at the Land Park amusement rides concession is as follows:

	1982	1983	1984	1985*	1986 Jan.-Sept.
Land Park Amusement Rides	\$11,993	\$10,915	\$11,826	\$108,667	\$92,720

\*Current concession contract

The proposed contract requires the same minimum percentage to be paid to the City Fairytale Town Special Revenue Account as required under the existing contract. In addition, a minimum annual guarantee of \$60,000 is required.

This department proposes to charge a \$15 non-refundable fee for the proposal specification packet, with monies being deposited in the General Fund.

RECOMMENDATION

It is recommended that the City Council, by resolution:

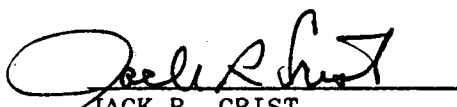
1. Approve the proposal specifications for the Land Park amusement rides concession;
2. Authorize the City Clerk to advertise for proposals for the Land Park amusement rides concession, pursuant to the provisions of Chapter 12, Article III, of the Sacramento City Code;
3. Approve a non-refundable fee of \$15 for the proposal specifications packet.

Respectfully submitted,



ROBERT P. THOMAS, Director  
Parks and Community Services

Recommendation Approved:



JACK R. CRIST  
Deputy City Manager

RPT:ja

November 12, 1986  
District No. 4

# RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

## RESOLUTION CALLING FOR SEALED OFFERS OR PROPOSALS RELATING TO THE AMUSEMENT RIDES CONCESSION AT WILLIAM LAND PARK

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. The Sacramento City Council hereby invites and calls for sealed offers or proposals for the Land Park amusement rides concession in accordance with the specifications entitled "Request for Proposal for Amusement Rides Concession in William Land Park." Copies of the specifications are available in the office of the City Clerk, Room 203, 915 I Street, Sacramento, California 95814. Sealed offers or proposals shall be submitted to the City Clerk no later than 10:30 a.m., December 9, 1986.
2. That the non-refundable fee of \$15 for the proposal specification packet is hereby approved.
3. The offers or proposals will be opened on December 9, 1986 by the City Clerk in the Council Chambers, 915 I Street, Sacramento, California at 10:30 a.m. or as soon thereafter as practicable.
4. The City Clerk shall publish this resolution in the official newspaper of the City once a week for two consecutive weeks.

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MAYOR

ATTEST:

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CITY CLERK

SELECTION CRITERIA

Standards to determine "Best Responsible Proposer" as established by the City Council.

**I. Proposer's Experience**

- A. Proven experience as an amusement ride concessionaire or manager as verified and supported by references, letters, and other supporting evidence. (Minimum of five years' experience.)
- B. Minimum of four business or professional references.
- C. Proven ability to maintain compatible relations with both public agencies and the general public.
- D. Experience working with park user groups, particularly youth groups and neighborhood organizations.
- E. Demonstrated ability to operate a business on government property for the safety and convenience of the general public in the use and enjoyment of the general property, and operated in the best interests of the government and the public.
- F. Proven ability to maintain necessary records for the operation of a concession.

**II. Method of Operations**

- A. Ability to make an effort to constantly enhance services to the public.
- B. Feasibility of new and compatible services proposed.
- C. Quality of proposed equipment, inventory, and services.
- D. Quantity of proposed equipment, inventory, and services.
- E. Plans for advertising and promoting concession services.

**III. Organization and Management Approach**

- A. Clear lines of responsibility so that City can rely on proposer to be responsive.
- B. Adequacy of proposed staffing plan to provide quality services.
- C. Qualifications and experience of key personnel assigned to sites.

IV. Proposed Contract Fee to City

- A. Percentage return to City.
- B. Dollar return to City.
- C. Reasonableness of proposed fee.

V. Financial Responsibility

- A. Demonstrated line of credit necessary to equip and operate the concession facilities.
- B. Proposed method of financing.
- C. Reasonableness of estimates of gross receipts and cash flow analysis.