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# CITY OF SACRAMENTO

DEPARTMENT OF PARKS AND COMMUNITY SERVICES

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Director

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CROCKER ART MUSEUM DIVISION  
GOLF DIVISION  
METROPOLITAN ARTS DIVISION  
MUSEUM AND HISTORY DIVISION  
RECREATION DIVISION  
PARKS DIVISION  
ZOO DIVISION

October 3, 1986

Budget and Finance Committee  
Sacramento, California

Honorable Members in Session:

SUBJECT: Riverfront Commercial Tour Vessel Lease

## SUMMARY

This report provides information relating to the provision of commercial riverfront tours in Old Sacramento. This report: (1) requests authorization to call for proposals relating to the riverfront commercial tour vessel lease; and (2) requests approval of the selection criteria to determine the best responsible proposer.

## BACKGROUND INFORMATION

The Department of Parks and Community Services is responsible for administering the Old Sacramento Riverfront project. Developed and funded by the Sacramento Housing and Redevelopment Agency, the Old Sacramento Riverfront Master Plan area includes the reconstruction and revitalization of approximately 4.5 acres of riverfront area. Designed to interpret the 1849 to 1870 period, principal elements of the plan include historic riverfront buildings, floating hulks, and historic ships. Proposed uses for the riverfront area are commercial, tour boats, public open space, and riverfront access. The Specific Use and Leasing Plan approved January 1985 includes historic ships to be moored on the reconstructed riverfront which will contribute to the historic ambience of the area. The Plan includes docking facilities at several locations along the riverfront.

The Department of Parks and Community Services, in cooperation with SHRA, has developed a request for proposal for a lease for a Riverfront Commercial Tour Vessel in Old Sacramento. The tour vessel, which will dock between the Delta King and the L Street Landing Barge, will be a "western style riverboat" depicting the interpretive period of 1849 to 1870.

Proposal specifications for a riverfront commercial tour vessel lease have been prepared and a copy is on file in the City Clerk's office.

Terms of the proposed lease include a ten year term with the Department of Parks and Community Services' authorization to extend the term on a year-by-year basis up to an additional ten years and a minimum annual guarantee of \$10,000. The successful proposer shall be required to furnish a western style riverboat tour vessel depicting the interpretive period of 1849 to 1870. Design and construction of this vessel shall be in accordance with specifications approved by both the City and SHRA.

In order to reach as many potential proposers as possible, an advertising campaign designed to encourage proposals has been planned and will be implemented following City Council authorization to call for proposals. Staff is contacting both coastal and inland waterfront cities including Seattle, Washington and San Diego, California who have existing successful waterfront tour boat operations.

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.

#### FINANCIAL DATA

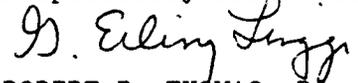
The amount of revenue to the City is dependent upon the terms of the new lease. Terms of the proposed lease include an annual minimum guarantee paid to the City of \$10,000. Revenue realized under the riverfront commercial tour vessel lease will be deposited in the General Fund in order to offset City costs of operating Old Sacramento.

#### RECOMMENDATION

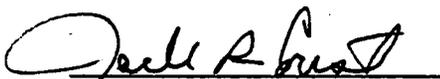
It is recommended that the Budget and Finance Committee approve this report and refer it to the full Council for action. Further, it is recommended that the Council, by resolution:

1. Approve the proposal specifications for the riverfront tour vessel lease; and
2. Approve the standards for selection of the best responsible proposer as presented in Attachment I.

Respectfully submitted,

*for -*   
ROBERT P. THOMAS, Director  
Parks and Community Services

Recommendation Approved:

  
JACK R. CRIST  
Deputy City Manager

RPT:ja

October 14, 1986  
District 1

# RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

## RESOLUTION CALLING FOR SEALED OFFERS OR PROPOSALS RELATING TO THE RIVERFRONT COMMERCIAL TOUR VESSEL LEASE IN OLD SACRAMENTO

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 a riverfront commercial tour vessel lease in accordance with the specifications entitled "Invitation to Propose for Riverfront Commercial Tour Vessel Lease in Old Sacramento." 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., November 11, 1986.
2. The offers or proposals will be opened on November 11, 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.
3. The City Clerk shall publish this resolution in the official newspaper of the City once a week for two consecutive weeks.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

SELECTION CRITERIA

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

## I. Proposer's Experience

- A. Proven experience maintaining and operating similar or related tour boat operations or business activities as verified and supported by references, letters, and other supporting evidence. (Minimum of three years' experience.)
- B. Minimum of four business or professional references.
- C. Possession of valid license as required by U.S. Coast Guard.
- D. Proven ability to maintain compatible relations with both public agencies and the general public.
- E. Demonstrated ability to operate a business on government waters for the safety and convenience of the general public and operated in the best interests of the government and the public.
- F. Proven ability to maintain necessary records for the operation of a lease.

## 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 and design of proposed tour vessel.
- D. Quality and safety of proposed equipment, inventory, and services.
- E. Plans for advertising and promoting tour vessel services both independently and in conjunction with other area attractions.

## 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 rent.

V. Financial Responsibility

- A. Demonstrated line of credit necessary to construct, equip, and operate the tour vessel and related facility.
- B. Proposed method of financing.
- C. Reasonableness of estimates of gross receipts and cash flow analysis.