

Fair Park Parking Concession Contract

Briefing to the Finance,
Audit and Accountability
Committee

November 20, 2007



Purpose of Briefing

- To inform the Finance, Audit and Accountability Committee about the existing parking program at Fair Park and the recent procurement process to recommend award of a new 36 month parking concession contract with two 12 month options

Background

- This parking concession contract will be used for an event or series of events consisting of 5,000 or more daily attendees in Fair Park
- This contract will provide services to include traffic directors, valets and cashiers

Existing Contract

- The current contract is a 36 month contract with two, 12 month option periods executed April 10, 2002 (Council Resolution 02-1224)
 - Second option expired August 31, 2007
 - Contract was extended to November 30, 2007 in order to complete the new bid process
- Venture Parking, dba ACE Parking is the current parking services contract provider at Fair Park
 - 78.5% of gross revenues, less sales tax to the City of Dallas

Procurement Activities

- A Request for Bid was advertised, in the Dallas Morning News, for parking services at Fair Park on August 2 & 9, 2007
- Seven parking service companies attended the pre-bid conference on August 14, 2007
- Three bids were received on August 22, 2007
 - Parking Company of America (82.25%) = \$277,666
 - Venture Parking dba ACE (79.5%) = \$268,382
 - LAZ Parking (40%) = \$135,035

Procurement Activities (cont'd)

- The bids were ranked according to the percentage of gross revenues to be paid to the City
- Parking Company of America offered the highest percentage of revenues to the City at 82.25%
 - Estimated annual revenue of \$277,666
 - Company Experience
 - 35 years of parking services experience which includes the Dallas Love Field parking, Pizza Hut Park, Alltel Arena, American Bank Center and Music Hall
 - Staff Experience
 - Terry Hundley, Vice-President, with PCA, has 8 years experience managing the Fair Park parking operations when he worked for Venture Parking dba ACE Parking

Good Faith Effort

- Minority subcontractor participation estimated at 31.5% of revenues (after sales tax and after payment to the City)
 - Office supplies
 - Rental of golf carts

Procurement & Park Board Activities

- Procurement Services provided the bidding process and recommendation of Parking Company of America (PCA) on August 24, 2007
- Park Board Administration and Finance Committee reviewed and approved the recommendation on September 13, 2007
- Full Park Board ratified the Park Board Administration & Finance Committee approval on September 20, 2007

Council Action

- On November 12, 2007, the parking concession contract was removed from the Council agenda and sent to the Finance, Audit and Accountability Committee of the Council

Next Steps

- Secure Finance, Audit and Accountability approval for the action item placed on the November 28, 2007 Council agenda