

AGENDA ITEM NO. **32**

CITY OF SAN ANTONIO
INTERDEPARTMENTAL MEMORANDUM
PARKS AND RECREATION DEPARTMENT

TO: Mayor and City Council

FROM: Malcolm Matthews, Director, Parks and Recreation Department

THROUGH: Terry M. Brechtel, City Manager

COPIES: Melissa B. Vossmer; Finance; Department of Asset Management; Office of Management and Budget; Legal; File

SUBJECT: "A" Session Briefing - Staff Briefing on the Tower of the Americas Request for Proposals

DATE: October 16, 2003

SUMMARY AND RECOMMENDATIONS

"A" Session Briefing

Staff will provide a briefing on the Tower of the Americas Request for Proposals.

No action by City Council is required at this time.

BACKGROUND INFORMATION

The restaurant operation at the Tower of the Americas has been operated by Tower Foods, Inc. since the opening in 1968. The most recent contract with Tower Foods, Inc., approved in 1986, expires on January 1, 2004. In anticipation of the pending contract expiration, staff developed a process and timeline to select a Tower restaurant/visitor facilities operator and this was presented at a City Council B Session briefing on March 13, 2003.

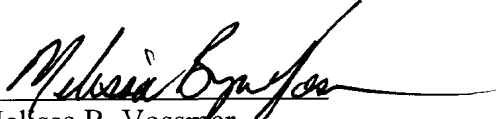
On June 26, 2003, City Council approved selection of a consultant, Fessel International Hospitality Consultants, to identify project opportunities, assist in preparation of a Request for Proposal (RFP) and evaluate potential contractors. City Council directed staff to find a Tower operator that will offer services of the highest quality. Fessel has been hired to evaluate current trends in the restaurant, visitor and entertainment industry and establish a best practices benchmark for these operations as they pertain to the Tower of the Americas hours of operation, menus, organizational structure, marketing materials, etc. An industry analysis and a customer intercept survey have identified strategic opportunities that can be included in the RFP to get the highest and best use of the Tower of the Americas. Finally, a financial forecast of potential revenues and expenditures has been developed. In addition to evaluation and research, the consultant has worked with staff to write the RFP and has held meetings and public forums to discuss the process. On October 16th, staff and the consultant will present findings from the

SUPPLEMENTARY COMMENTS

An Ethics Ordinance Disclosure Statement is not required for this presentation.



Malcolm Matthews,
Director of Parks and Recreation



Melissa B. Vossmer,
Assistant City Manager

Approved:



Terry M. Brechtel
City Manager