

AN ORDINANCE | 99974

SELECTING A FIRM TO OPERATE THE SAN ANTONIO RIVER BARGE
CONCESSION AND AUTHORIZING THE INTERIM CITY MANAGER TO
NEGOTIATE A TEN (10) YEAR LICENSE AGREEMENT WITH THIS FIRM.
(RIO SAN ANTONIO CRUISES)

* * * * *

WHEREAS, the current license agreement for operation of the San Antonio River barge concession will expire on August 31, 2005; and

WHEREAS, the concession agreement includes operation of general barge tours, dining and cocktail charters, taxi service, photography management and retail sales; and

WHEREAS, during a City Council B Session on April 8, 2004, staff provided a briefing to review the preliminary scope and schedule for the issuance of a Request for Proposals (RFP) to select an operator for a new contract; and

WHEREAS, a second B Session briefing was held on June 3, 2004 for the City Council to approve the final scope and schedule for the RFP; and

WHEREAS, on June 14, 2004 the RFP was released; and

WHEREAS, on September 20, 2004 the RFP closed and responses were received from the following five companies:

- Fiesta Del Rio (San Antonio, Texas)
- Yanaguana Cruises, Inc., dba Rio San Antonio Cruises (San Antonio, Texas)
- Ripley Entertainment (Orlando, Florida)
- River Walk Cruises (San Antonio, Texas)
- Selrico Services Inc. (San Antonio, Texas)

; and

WHEREAS, the City staff established an evaluation committee, which included representatives from the various City departments and outside organizations; and

WHEREAS, the evaluation committee met on October 18, 2004 to score the proposals; and

WHEREAS, staff reported the numerical scores derived for the proposals by the evaluation committee during a City Council B Session on November 4, 2004; and

WHEREAS, during the B Session, City staff recommended the selection of Rio San Antonio Cruises as the proposal to accept for contract negotiations and council directed staff to bring forward the proposals to City Council A Session for presentations by the proposers and selection by City Council of a firm with which to begin negotiations; **NOW THEREFORE:**

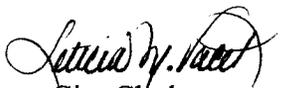
BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

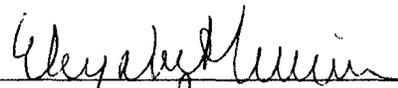
Section 1. Rio San Antonio Cruises is hereby selected to operate the San Antonio River Barge concession upon expiration of the current license agreement. The Interim City Manager or his designee is hereby authorized to enter into contract negotiations with Rio San Antonio Cruises for the operation of the River Barge Concession on the San Antonio River. The resulting negotiated contract shall be brought back to the City Council for final approval.

Section 2. This ordinance shall be effective on and after November 28, 2004.

PASSED AND APPROVED this 18th day of November 2004.


M A Y O R
EDWARD D. GARZA

ATTEST: 
City Clerk

APPROVED AS TO FORM: 
City Attorney

MEETING OF THE CITY COUNCIL

ALAMODOME
ASSET MANAGEMENT
AVIATION
CITY ATTORNEY
MUNICIPAL COURT
REAL ESTATE (FASSNIDGE)
REAL ESTATE (WOOD)
RISK MANAGEMENT
CITY MANAGER
SPECIAL PROJECTS
CITY PUBLIC SERVICE – GENERAL MANAGER
CITY PUBLIC SERVICE – MAPS AND RECORDS
CODE COMPLIANCE
COMMERCIAL RECORDER
COMMUNITY INITIATIVES
CONVENTION AND VISITORS BUREAU
CONVENTION CENTER EXPANSION OFFICE
CONVENTION FACILITIES
COUNCIL OFFICES
CULTURAL AFFAIRS
CUSTOMER SERVICE/311 SYSTEM
DEVELOPMENT SERVICES
HOUSE NUMBERING
LAND DEVELOPMENT SERVICES
TRAFFIC & DRAINAGE PLAN REVIEW
ECONOMIC DEVELOPMENT
ENVIRONMENTAL SERVICES
SOLID WASTE
EXTERNAL RELATIONS
PUBLIC INFORMATION OFFICE
FINANCE - DIRECTOR
FINANCE – ASSESSOR
FINANCE – CONTROLLER
FINANCE – GRANTS
FINANCE – PUBLIC UTILITIES SUPERVISOR
FINANCE- TREASURY
FIRE DEPARTMENT
HOUSING AND COMMUNITY DEVELOPMENT
HUMAN RESOURCES (PERSONNEL)
INFORMATION SERVICES
INTERNAL REVIEW
INTERNATIONAL AFFAIRS
LIBRARY
MANAGEMENT & BUDGET (OFFICE OF) OMB
MAYOR'S OFFICE
METROPOLITAN HEALTH DISTRICT
MUNICIPAL CODE CORPORATION
MUNICIPAL COURT
NEIGHBORHOOD ACTION
PARKS AND RECREATION
MARKET SQUARE
YOUTH INITIATIVES
PLANNING DEPARTMENT –NEIGHBORHOOD PLNG; URBAN DESIGN/HISTORIC PRESERVATION
DISABILITY ACCESS OFFICE
POLICE DEPARTMENT
GROUND TRANSPORTATION
PUBLIC WORKS DIRECTOR
CAPITAL PROJECTS
CENTRAL MAPPING
ENGINEERING
PARKING DIVISION
REAL ESTATE DIVISION
TRAFFIC ENGINEERING
PURCHASING AND GENERAL SERVICES
SAN ANTONIO WATER SYSTEMS (SAWS)
VIA

AGENDA ITEM NUMBER: 44

DATE: NOV 18 2004

MOTION: Perez/Haass

ORDINANCE NUMBER: 99974

RESOLUTION NUMBER: _____

ZONING CASE NUMBER: _____

TRAVEL AUTHORIZATION: _____

NAME	ROLL	AYE	NAY
ROGER O. FLORES JR. District 1			
JOEL WILLIAMS District 2			
RON SEGOVIA District 3			
RICHARD PEREZ District 4			
PATTI RADLE District 5			
ENRIQUE M. BARRERA District 6			
JULIAN CASTRO District 7			
ART A. HALL District 8			
CARROLL SCHUBERT District 9			
CHRISTOPHER "CHIP" HAASS District 10			
EDWARD D. GARZA Mayor			

Hall/Perez - To approve Rio San Antonio Cruises

Approved

Agenda Voting Results

Name: 44. Motion to award contract to Rio San Antonio Cruises

Date: 11/18/04

Time: 03:33:10 PM

Vote Type: Multiple selection

Description: An Ordinance selecting a firm to operate the San Antonio River Barge Concession and authorizing the Interim City Manager to negotiate a ten (10) year license agreement with this firm.
[Presented by Malcolm Matthews, Director, Parks and Recreation; Christopher J. Brady, Assistant City Manager]

Voter	Group	Status	Yes	No	Abstain
ROGER O. FLORES	DISTRICT 1		x		
JOEL WILLIAMS	DISTRICT 2		x		
RON H. SEGOVIA	DISTRICT 3		x		
RICHARD PEREZ	DISTRICT 4		x		
PATTI RADLE	DISTRICT 5		x		
ENRIQUE M. BARRERA	DISTRICT 6		x		
JULIAN CASTRO	DISTRICT 7		x		
ART A. HALL	DISTRICT 8		x		
CARROLL SCHUBERT	DISTRICT 9		x		
CHIP HAASS	DISTRICT_10		x		
MAYOR ED GARZA	MAYOR		x		

Exhibit 1
Proposals Rating Summary

	Fiesta del Rio	Rio San Antonio Cruises	Ripley Entertainment	River Walk Cruises	Selrico Services
Quality of Proposal - (35 Pts.)					
Operating Plan - 15 Pts.	5.94	13.06	10.13	11.88	8.19
Price Strategy - 5 Pts.	3.06	4.38	2.75	3.88	3.81
Affordability - 5 Pts.	4.67	4.96	4.65	5.00	4.88
Marketing Strategy & Outreach Plan - 5 Pts.	1.75	4.00	3.63	4.00	2.38
Marketing & Outreach Investment - 5 Pts.	1.86	2.54	5.00	3.61	1.06
Sub-Total	17.28	28.94	26.16	28.37	20.32
Background & Capability - (25 Pts.)					
Experience & Reputation - 15 Pts.	2.69	14.06	11.88	10.06	7.81
Financial Capability - 10 Pts.	1.00	5.00	7.00	3.00	3.00
Sub-Total	3.69	19.06	18.88	13.06	10.81
Economic Terms - (20 Pts.)					
Percentage Payment to City - 15 Pts.	8.16	14.49	15.00	13.34	13.52
Minimum Annual Guarantee - 5 Pts.	3.87	3.55	4.82	3.95	5.00
Sub-Total	12.03	18.04	19.82	17.29	18.52
Sub-Total	33.00	66.04	64.86	58.72	49.65
SBEDA - (20 Pts.)					
Local Business Enterprise - 10 Pts.	10.00	10.00	6.00	10.00	10.00
Historically Underutilized Enterprise - 5 Pts.	5.00	0.00	0.00	0.00	5.00
Compliance with SBEDA Policy - 5 Pts.	3.00	3.00	0.00	0.00	3.00
Sub-Total	18.00	13.00	6.00	10.00	18.00
Total Score	51.00	79.04	70.86	68.72	67.65

Exhibit 2

Service Categories and Percent to City

	Fiesta Del Rio	Rio S.A. Cruises	Ripley Entertainment	Riverwalk Cruises	Selrico Services
Barge Tours, Charters, Taxis	51%	**52%	*51%	51%	51%
Photography	20%	20%	25%	20%	20%
Retail	15%	15%	15%	20%	15%
Other:					
Advertising, Yr 1-5	10%	15%			
Advertising, Yr 6-10	15%	15%			
Paddle Boats				20%	
Signature Dining, Base Rate				51%	
Signature Dining, Catering Fee				20%	
Pedicab, Yr 1-5	10%				
Pedicab, Yr 6-10	15%				
Popsicles, Yr 1-5	10%				
Popsicles, Yr 6-10	15%				
Video Productions, Yr 1-5	10%				
Video Productions, Yr 6-10	15%				
Other Tours, Yr 2-5	10%				
Other Tours, Yr. 6-10	15%				

* Yr 1-3: 60% over \$3M; Yr 4-6: 60% over \$4M; Yr 7-10: 60% over \$5M

** 52.5% if Gross Revenue \$7M - \$8M; 55.0% if Gross Revenue \$8 - \$9M

Exhibit 3

Minimum Annual Guarantee to City

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Year 1	\$ 2,000,000	\$ 2,000,000	\$ 2,500,000	\$ 2,500,000	\$ 3,000,000
Year 2	\$ 2,000,000	\$ 2,000,000	\$ 2,500,000	\$ 2,500,000	\$ 3,000,000
Year 3	\$ 2,000,000	\$ 2,000,000	\$ 2,500,000	\$ 2,500,000	\$ 3,000,000
Year 4	\$ 2,000,000	\$ 2,000,000	\$ 3,000,000	\$ 2,500,000	\$ 3,150,000
Year 5	\$ 2,500,000	\$ 2,000,000	\$ 3,000,000	\$ 2,500,000	\$ 3,150,000
Year 6	\$ 2,500,000	\$ 2,500,000	\$ 3,000,000	\$ 2,500,000	\$ 3,150,000
Year 7	\$ 2,500,000	\$ 2,500,000	\$ 3,500,000	\$ 2,500,000	\$ 3,300,000
Year 8	\$ 3,000,000	\$ 2,500,000	\$ 3,500,000	\$ 2,500,000	\$ 3,300,000
Year 9	\$ 3,000,000	\$ 2,500,000	\$ 3,500,000	\$ 2,500,000	\$ 3,300,000
Year 10	\$ 3,000,000	\$ 2,500,000	\$ 3,500,000	\$ 2,500,000	\$ 3,300,000
Total	\$ 24,500,000	\$ 22,500,000	\$ 30,500,000	\$ 25,000,000	\$ 31,650,000

**San Antonio River
Barges Concession
Request for Proposals
Responses**

City Council Meeting
November 18, 2004
Item 44

Summary

- Review responses received from the Request for Proposals (RFP) for the exclusive development and operation of the City's San Antonio River barge concession
- 12 minute presentations from proposers
- Select proposal and authorize contract negotiation

Background

- April 8, 2004 - City Council B Session briefing to review preliminary scope and schedule for the issuance of a RFP
- June 3, 2004 - City Council B Session briefing to review final scope and schedule for the RFP process
- June 14, 2004 - RFP released
- September 20, 2004 - RFP closed

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RFP Key Clauses - Operational

- A single concessionaire will be authorized to provide:
 - a. General Tour Services at up to four approved ticket locations
 - b. Dining and Cocktail Charters
 - c. Taxi Service
 - d. Photography Management
 - e. Retail Sales
- Term: 10 years, no options to extend

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RFP Key Clauses - Operational

- Submit Operating Standards and Marketing Strategy to maintain, as a minimum, the current quality standards for general tours, charters and taxi service
 - Well maintained and conditioned barges
 - Well managed ticket and stop locations
 - Knowledgeable staff with clean and neat appearance
 - Minimal waiting time for the public

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RFP Key Clauses - Operational

- Number and placement of stops for barges shall be as follows:
 - General Tours Ticket Stations (up to 4)
 - Taxi Stops (to be proposed)
 - Dining Charters (minimum 10 barges)
 - North channel extension is projected for completion in 2010
 - Will negotiate an amendment at that time, with revenue to City to be not less than current percentage payment to City

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RFP Key Clauses - Operational

- Establish barge design and maintenance standards that:
 - Provide a high quality experience
 - Operate within the current River and City Marina capacity and infrastructure
 - Meet City guidelines that establish barge size and capacity for safe operation and that address future lock system
 - Utilize compressed natural gas (CNG) engines, or better, to minimize environmental impact and infrastructure investment

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RFP Key Clauses - Operational

- Provide a schedule for barge cycle times and an operational plan to address impact on queuing lines
- Number of taxi barges shall be a minimum of two with type to be determined
- City to have access to barges if contract is terminated
- Identify barge manufacturer and its capability in meeting time frames

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RFP Key Clauses - Operational

- Provide an Employee Management Plan that will define:
 - Ongoing employee training to assure marketing and historical information accuracy
 - Benefits to be provided to employees
 - Uniform policy for employees
 - Cash Management Practices all employees will follow

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RFP Key Clauses - Financial

- Financial consideration to City to be
 - Minimum of 51% of Adjusted Gross Sales for Barges
 - Minimum of 15% of Adjusted Gross Sales for Retail Sales
 - Minimum of 20% of Adjusted Gross Sales for Photography
 - Other revenue opportunities with financial percentage to be proposed
- Guaranteed minimum to be \$2.0 million or greater, annually
- Adhere to audit and record retention requirements

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RFP Key Clauses - Financial

- Assume all costs and responsibilities for the concession
- Offer a fee structure that is reasonable and provides value
- City to have right to revenue derived from concession business, regardless of location
- Concession Area defined as any area where respondent services or merchandise of any kind is sold

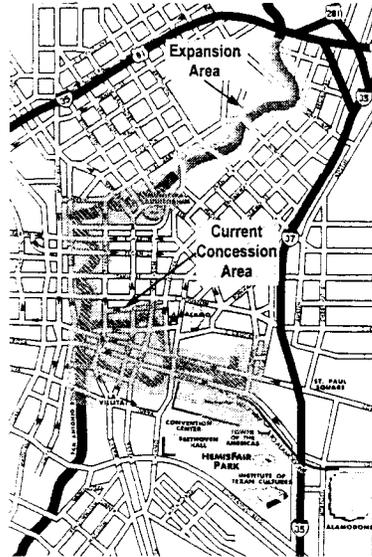
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RFP Key Clauses - Financial

- A Performance Bond, or equal instrument, must be maintained throughout contract term, to be initiated at time of City Council award
- Provide a ticketing system that integrates with point of sale accounting system and future SAP compatibility
- Establish joint ticketing program with VIA or other venues
- Coordinate efforts with CVB on use of image at no cost to City

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Concession Area Map



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RFP Evaluation Criteria

Quality of Proposal	35%
Operator's Background and Capability	25%
Proposed Economic Terms	20%
SBEDA	20%

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RFP Responses

- RFP responses were received from 5 companies:
 - Fiesta Del Rio (San Antonio, TX)
 - Rio San Antonio Cruises (San Antonio, TX)
 - Ripley Entertainment (Orlando, FL)
 - River Walk Cruises (San Antonio, TX)
 - Selrico Services Inc. (San Antonio, TX)

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Proposal Presentations

1. Fiesta Del Rio
2. Rio San Antonio Cruises
3. Ripley Entertainment
4. River Walk Cruises
5. Selrico Services Inc.

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Proposal Elements

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Barge Tours	X	X	X	X	X
Charter Barges	X	X	X	X	X
River Taxis	X	X	X	X	X
Photography	X	X	X	X	X
Retail – Drinks	X	X	X	X	
Retail – Snacks	X	X		X	
Retail - Souvenirs	X	X	X	X	
Paddle Boats				X	

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Proposal Elements (cont.)

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Signature Dining				X	
Pedi cab (Street Level)	X				
Popsicle Vendor	X				
Video/DVD Production	X	X			
Other Tours	X				

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Barge Size, Capacity, & Propulsion

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Size	26' x 9'	26' x 9'	26' x 9'	27' x 9' 18' x 8'	26' x 9'
Carrying Capacity	40	40	40	35	40
Propulsion	Electric	CNG	CNG	Electric	CNG

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Fleet Size

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Cruise Tour	7	28	30	30	38
Charter	30	10	10	10	10*
Taxi	3	2	2*	2	2*
Maintenance Boats	2	1	0	4	2
Paddle Boats				16	
Signature Dining				3	
Total Fleet	42	41	40	65	42
* Included in cruise #					

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Service Categories & Percent to City

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Barge tours, charters, taxis	51%	52%**	51%*	51%	51%
Photography	20%	20%	25%	20%	20%
Retail Sales	15%	15%	15%	20%	15%
*Yr 1-3, 60% over \$3M; Yr 4-6, 60% over \$4M; Yr 7-10, 60% over \$5M					
**52.5% if revenue \$7M - \$8M; 55% if revenue \$8M - \$9M					

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Service Categories & Percent to City (cont.)

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Advertising	10%*	15%			
Paddle Boats				20%	
Signature Dining: Base rate & Catering fee				51% 20%	
*Yr 1 - 5, 10%; Yr 6 - 10, 15%					

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Service Categories & Percent to City (cont.)

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Pedicab	10%*				
Popsicles	10%*				
Video Production	10%*				
Other Tours	10%*				
*Yr 1 – 5, 10%; Yr 6 – 10, 15%					

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Minimum Annual Guarantee to City

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Year 1	2,000,000	2,000,000	2,500,000	2,500,000	3,000,000
Year 2	2,000,000	2,000,000	2,500,000	2,500,000	3,000,000
Year 3	2,000,000	2,000,000	2,500,000	2,500,000	3,000,000
Year 4	2,000,000	2,000,000	3,000,000	2,500,000	3,150,000
Year 5	2,500,000	2,000,000	3,000,000	2,500,000	3,150,000
Year 6	2,500,000	2,500,000	3,000,000	2,500,000	3,150,000
Year 7	2,500,000	2,500,000	3,500,000	2,500,000	3,300,000
Year 8	3,000,000	2,500,000	3,500,000	2,500,000	3,300,000
Year 9	3,000,000	2,500,000	3,500,000	2,500,000	3,300,000
Year 10	3,000,000	2,500,000	3,500,000	2,500,000	3,300,000
Total	24,500,000	22,500,000	30,500,000	25,000,000	31,650,000

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Barge Tour Ticket Prices

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises*	Selrico
Adult	\$7.00	\$6.50	\$10.95	\$6.75	\$6.50
Local Adult	\$7.00	\$4.50	\$4.50	\$5.00	\$4.50
Child	\$2.50 (0-14)	Free/\$1.50 (0<1/1-5)	\$1.50/\$5.95/ \$4.50 (0-4/5-12/Local)	Free (0-5)	Free/\$1.50 (0-1/2-5)
Military	\$5.00	\$4.50	\$4.50	\$5.00	\$4.50
Senior Citizen	\$5.00	\$4.50	\$5.95	\$5.00	\$4.50
Adult Matinee	\$7.00	\$4.50	\$5.95	\$5.00	\$4.00
* Propose set increases					

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Prices for River Taxi

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
One Way	\$3.00	\$4.00	\$4.00	\$4.00	\$3.50
1 Day Pass	\$6.00	\$10.00	\$11.95	\$10.00	\$10.00
3 Day Pass	\$12.00	\$25.00	\$24.95	\$25.00	\$25.00

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Prices for Barge Charters

(Weekdays prior to 5:30 pm)

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
1- 2 barges, first hour	\$110.00	\$100.00	\$100.00	\$100.00	\$100.00
1- 2 barges, subsequent half hours	\$55.00	\$50.00	\$50.00	\$45.00	\$50.00
3+ barges, first hour	\$110.00	\$200.00	\$75.00	\$90.00	\$100.00
3+ barges, subsequent half hours	\$55.00	\$100.00	\$37.50	\$45.00	\$50.00

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Prices for Barge Charters

(Weekdays after 5:30 pm & all weekend)

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
1- 2 barges, first hour	\$135.00	\$125.00	\$125.00	\$125.00	\$125.00
1- 2 barges, subsequent half hours	\$67.50	\$65.00	\$65.00	\$62.50	\$75.00
3+ barges, first hour	\$135.00	\$250.00	\$100.00	\$125.00	\$125.00
3+ barges, subsequent half hours	\$67.50	\$125.00	\$50.00	\$62.50	\$75.00

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Employee Benefits

	Fiesta Del Rio	Rio SA Cruises*	Ripley*	River Walk Cruises*	Selrico
Medical	X	X	X	X	X
Dental		X	X		
Optical		X			
Life insurance		X			
401K		X	X		X
Pension plan			X		
Tuition aid		X		X	
Profit sharing	X			X	
Paid vacation	X		X		X
* Full Time Employees only (other proposers did not define)					

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Minimum Annual Marketing Expenditures

Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
\$100,000	\$199,000	\$300,000	\$325,000	\$20,000

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Minimum Annual Donations to City for Community Benefit

Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
\$67,000*	\$35,000	\$150,000	\$0**	\$75,000

*Plus 5% of February sales from daytime tours to charity.

**During school yr, free tours to elementary kids on M-Th, 9 – 12
(restrictions apply)

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Evaluation Committee Representation

- Evaluation Committee
 - City Manager’s Office
 - Parks and Recreation
 - Finance Department
 - Convention and Visitors Bureau
 - Convention Facilities
 - Economic Development
 - Public Works
 - Downtown Alliance
 - San Antonio Conservation Society

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RFP Evaluation Criteria

Quality of Proposal	35%
Operator's Background and Capability	25%
Proposed Economic Terms	20%
SBEDA	20%

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RFP Evaluation Criteria

- **Quality of Proposal** 35%
 - Operating Plan (15 pts)
 - Quality standards on ticketing, barges, accuracy
 - Employee Management Plan
 - Price Strategy (5 pts)
 - Affordability (5 pts)
 - Reasonable and provides value
 - Marketing Strategy and Outreach Plan (5 pts)
 - Joint ticketing program
 - Coordination with CVB, VIA, etc.
 - Marketing and Community Investment (5 pts)

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Rating – Quality of Proposal

35 Pts.	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Operating Plan (15)	5.94	13.06	10.13	11.88	8.19
Price Strategy (5)	3.06	4.38	2.75	3.88	3.81
Affordability (5) *	4.67	4.96	4.65	5.00	4.88
Marketing Strategy & Outreach Plan (5)	1.75	4.00	3.63	4.00	2.38
Marketing & Community Investment (5) *	1.86	2.54	5.00	3.61	1.06
Subtotal	17.28	28.94	26.16	28.37	20.32
* Calculated by formula					

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RFP Evaluation Criteria

- **Operator's Background and Capability 25%**
 - Experience and Reputation (15 pts)
 - Key personnel experience and qualifications
 - Operator experience with similar business
 - Financial Capability (10 pts)
 - Capacity to implement the proposal
 - Goals are realistic
 - City access to barges

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Rating - Operator's Background & Capability

25 Pts.	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Experience and Reputation (15)	2.69	14.06	11.88	10.06	7.81
Financial Capability (10)	1.00	5.00	7.00	3.00	3.00
Subtotal	3.69	19.06	18.88	13.06	10.81

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RFP Evaluation Criteria

- **Proposed Economic Terms 20%**
 - Percentage Payment to City (15 pts)
 - Revenue % Barges
 - Revenue % Retail/Photography/Other
 - Minimum annual guarantee (5 pts)

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Rating – Proposed Economic Terms

20 Pts.	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Percentage Payment to City (15) *	8.16	14.49	15.00	13.34	13.52
Minimum Annual Guarantee (5) *	3.87	3.55	4.82	3.95	5.00
Subtotal	12.03	18.04	19.82	17.29	18.52
* Calculated by formula					

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RFP Evaluation Criteria

- **SBEDA 20%**
 - Local Business Enterprise (10)
 - Historically Underutilized Enterprise (5)
 - Compliance with SBEDA Policy (5)

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Rating – SBEDA

20 Pts.	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Local Business Enterprise (10) *	10.00	10.00	6.00	10.00	10.00
Historically Underutilized Enterprise (5) *	5.00	0.00	0.00	0.00	5.00
Compliance with SBEDA Policy (5) *	3.00	3.00	0.00	0.00	3.00
Subtotal	18.00	13.00	6.00	10.00	18.00
* Calculated by formula as per City ordinance					

41

Overall Rating

	Fiesta Del Rio	Rio SA Cruises	Ripley	River Walk Cruises	Selrico
Quality of Proposal (35)	17.28	28.94	26.16	28.37	20.32
Background & Capability (25)	3.69	19.06	18.88	13.06	10.81
Economic Terms (20)	12.03	18.04	19.82	17.29	18.52
Subtotal	33.00	66.04	64.86	58.72	49.65
SBEDA (20)	18.00	13.00	6.00	10.00	18.00
TOTAL	51.00	79.04	70.86	68.72	67.65

42

Proposed Timeline

Oct 2004	RFP Evaluation and Interviews
Nov 2004	City Council selects operator for negotiations
Nov 2004/Feb 2005	Contract negotiation period
February 2005	City Council approves contract
Mar/Aug 2005	Six month transition period
September 1, 2005	New contract period begins

43

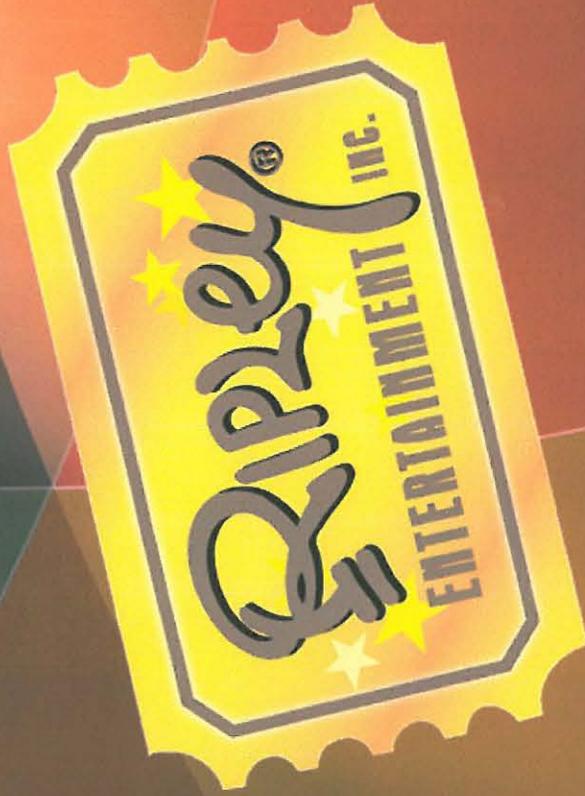
Recommendation

- Staff recommends selection of the San Antonio River Barges Concession proposal from Rio San Antonio Cruises, Inc. and authorization to negotiate a contract

44

CITY OF SAN ANTONIO
RIVER BARGE CONCESSION PRESENTATION

November 18, 2004



CITY OF SAN ANTONIO
RIVER BARGE CONSESSION PRESENTATION

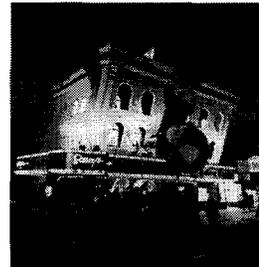
November 18, 2004

**WHICH PROPOSAL WILL PROVIDE THE
BEST PRODUCT FOR THE CITY?**

**WHICH PROPOSAL WILL PROVIDE THE
MOST FINANCIAL BENEFIT TO THE CITY?**

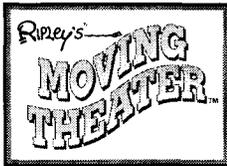
SERVICE OFFERINGS

- Tours
- Charters
- Restaurant catered charters
- River shuttle taxi service
- Photography
- Retail Sales

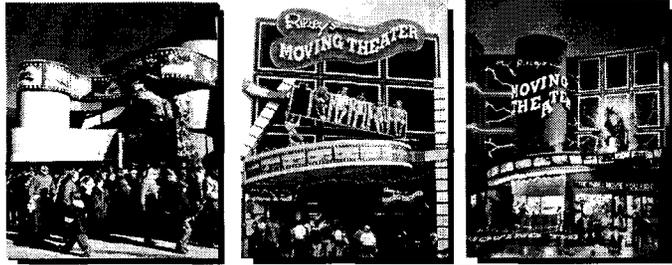


**Ripley's
Believe It
or Not!**

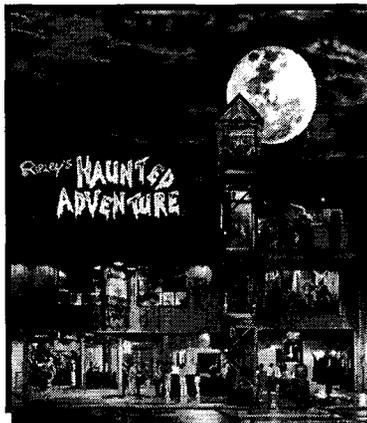
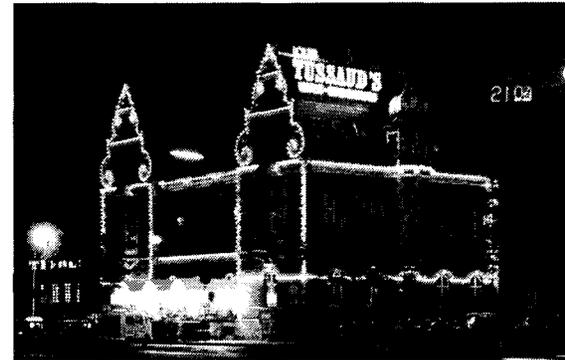
48 attractions in 10 countries



**Moving Theater
Simulators**



**LOUIS TUSSAUD'S WAX MUSEUM
COPENHAGEN, DENMARK**



**HAUNTED
ADVENTURE**

**Ripley's Haunted
Adventure
Attractions**

RIPLEY'S AQUARIUM OF THE SMOKIES

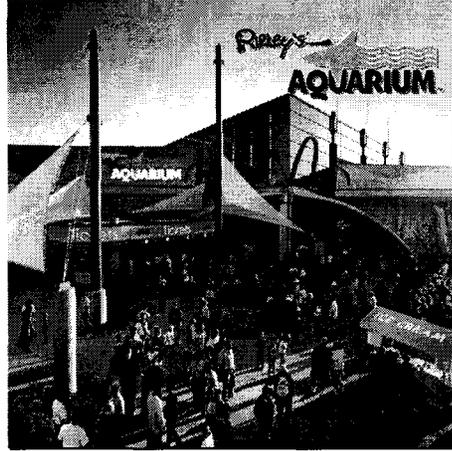


The most visited aquarium in the US
in 1998. 2,000,000 in attendance.

RIPLEY'S AQUARIUM

Myrtle Beach,
South Carolina

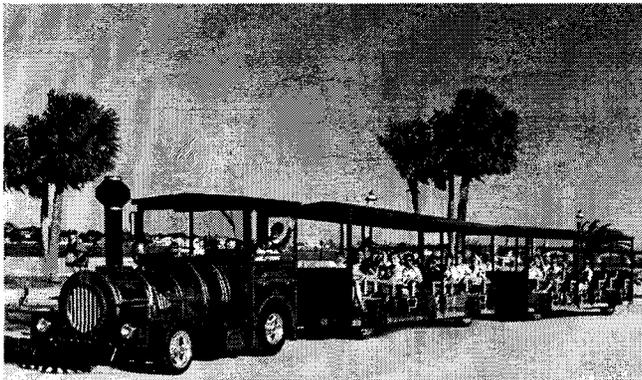
South Carolina's
most visited
attraction.



GREAT WOLF LODGE AND AQUARIUM 25 ACRE \$180 MILLION DEVELOPMENT



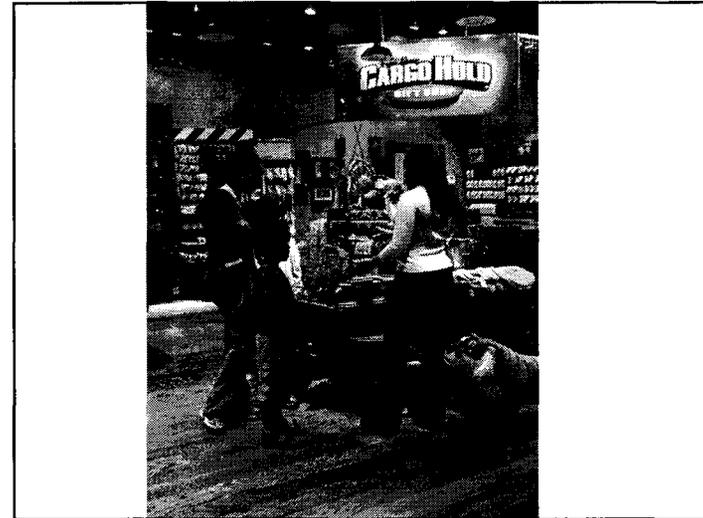
RIPLEY'S SIGHTSEEING TRAINS



PHOTOGRAPHY MANAGEMENT

- Digital pictures taken prior to boarding
- Instant display on monitors
- Electronic transfer to processing lab





OPERATING STRENGTH

- Large Group of Companies
- Depth of staff both local and corporate
 - Operational Review Team
 - Design staff in house
 - Data Processing
 - POS Systems
 - Retail Experience

OPPORTUNITY – PEAK DEMAND TIMES

- Time specific ticketing
- POS operating systems, ticket scanning
- Internet ticket sales
- Ripley's larger staffing pools
- Benefits & compensation = reduced turnover
- Staff rotation = reduced turnover
- Concession and off-site sales
- Concession commission structure
- Third ticket station

WHICH PROPOSAL WILL PROVIDE THE BEST PRODUCT FOR THE CITY?

WHICH PROPOSAL WILL PROVIDE THE MOST FINANCIAL BENEFIT TO THE CITY?

	RSCA	RIPLEY
RIVER BARGE	52%	51% less than \$3,000,000 60% greater than \$3,000,000
PHOTOGRAPHY	20%	25%
RETAIL	15%	15%

	RSAC	RIPLEY	DIFFERENCE
RIVER BARGE \$6,155,000	\$3,200,600	\$3,423,000	\$222,400
PHOTOGRAPHY \$1,283,000	\$ 256,600	\$ 320,750	\$ 64,150
TOTAL	\$3,457,200	\$3,734,750	\$286,550

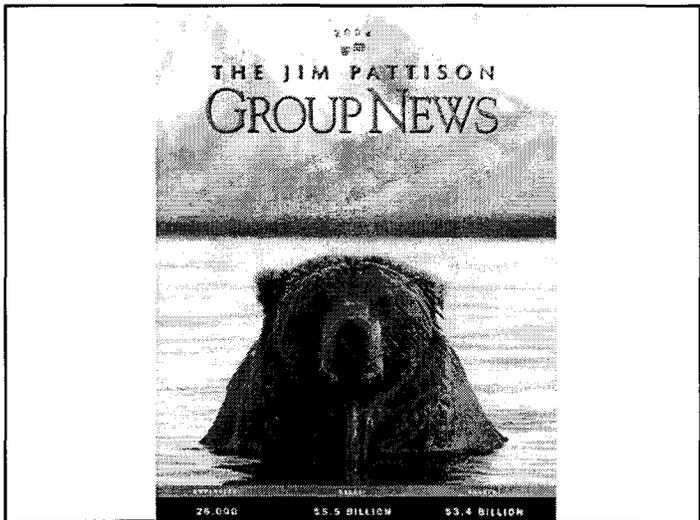
BASED ON ACTUAL 2002-2003 REVENUE.

TOUR PRICE COMPARISON			TICKET PRICE		
TOUR OPERATOR	TYPE OF TOUR	LOCATION	ADULT	CHILD	SENIOR
Rio San Antonio Cruises	San Antonio narrated River Walk Cruise	San Antonio, TX	\$6.50	\$1.50	\$4.50
Padelford Packet Boat Co.	Paddle Boat Historic Site-seeing Tours (1.5 hr)	St. Paul, MN	\$12.00	\$6.00 (5-12)	\$10.00
Old Town Trolley Tours	Trolley Tour of Key West	Key West, FL	\$19.80	\$9.00	
Conch Tour Train	Trolley Train Tours of Key West	Key West, FL	\$19.00	\$10.00	
Charleston Classic Carriage Tours	Guided tours by horse drawn carriage	Charleston, SC	\$16.00	\$10.00	
Charleston Classic Carriage Tours	Tours booked in advanced are discounted	Charleston, SC	\$16.00	\$9.00	
Springbrook Farms Inc.	Horse Drawn Trolley Tours	Wilmington, NC	\$8.00	\$4.00 (under 12)	
The Sedona Trolley	Sedona scenic tour (55 minutes)	Sedona, AZ	\$8.00	\$5.00 (under 12)	
Lolly The Trolley	Cleveland N. Coast Harbor sight-seeing tour (1 hr)	Cleveland, OH	\$10.00	\$7.00 (17 & under)	\$9.00
Lolly The Trolley	Cleveland N. Coast Harbor sight-seeing tour (2 hr)	Cleveland, OH	\$15.00	\$10.00 (17 & under)	\$14.00
Atlantic City Trolley Tours	Explore Atlantic City on a Trolley	Atlantic City, NJ	\$18.00	\$9.00 (5-10)	
Angel Island Tram Tours	Explore Angel Island by Tram	San Francisco, CA	\$12.50	\$7.50 (6-12)	\$10.50
Angel Island Tiburon Ferry	Round-Trip Ferry and Angel Island Park Admission	San Francisco, CA	\$10.00	\$7.50 (5-11)	\$10.00
San Francisco Trolley Hop	One-Hour Cable Car Tour	San Francisco, CA	\$17.00	\$9.00 (5-12)	
San Francisco Cable Car	One-Day Pass	San Francisco, CA	\$8.00	\$9.00 (5 and up)	
St. Augustine Red Train	Narrated Train Tour only (other combo packs offered)	St. Augustin, FL	\$18.00	\$5.00 (6-12)	
St. Augustine Green Train	Narrated Train Tour	St. Augustin, FL	\$18.00	\$6.00 (6-12)	
Chicago Trolley & Double Decker	Trolley & Double Decker Bus (1.45 hr) all-day pass	Chicago, IL	\$20.00	\$10.00 (3-11)	\$17.00
Circle Line Sightseeing	75 minute Liberty Cruise around Manhattan	New York, NY	\$18.00	\$9.00	\$14.00
Circle Line Sightseeing	2 hour Cruise around Manhattan and Boroughs	New York, NY	\$22.00	\$11.00	\$18.00
Metro Ducks	Land-Water Craft Tours in and out of Lake Michigan	Chicago, IL	\$20.00	\$10.00 (4-12)	\$18.00
Splashdown Amphibious Tours	Land-Water Craft Tours weather permitting	Plymouth, MA	\$18.00	\$12.00 (3-12)	
Ride The Ducks of Seattle	Land-Water Craft Tours start at Space Needle	Seattle, WA	\$22.00	\$12.00	
Moby Duck	"Amphibious Sightseeing" Gloucester Tour	Gloucester, MA	\$16.00	\$10.00 (under 12)	\$14.00
Boston Duck Tours	Land-Water Craft tour of Boston	Boston, MA	\$24.00	\$15.00 (3-11)	\$21.00
Amsterdam Canal Tour	Canal Bus hop on- hop off service 1-day pass	Amsterdam	\$18.28	\$12.70	
London Double Decker Bus	Tour of London the "essential intro to London"	London, England	\$29.66	\$20.39	
			ADULT	CHILD	SENIOR
			AVERAGE	\$10.46	\$11.58
			MEDIAN	\$10.00	\$14.00

<u>RIPLEY ENTERTAINMENT</u>	
RIVER BARGE \$9,000,000	\$5,133,000
PHOTOGRAPHY \$1,283,000	\$ 320,750
TOTAL	<u>\$5,450,750</u>
RSAC	<u>\$3,457,200</u>
	<u>\$1,993,550</u> 57.7%

PRICING	OPERATOR	DIFFERENCE
No	RSAC	\$ 286,550
Yes	RIPLEY	\$1,993,550

MINIMUM GUARANTEE	
RIO S.A. CRUISES	\$ 2,000,000 increasing to \$2,500,000 after 5 years \$22,500,000 over the 10 year term
RIPLEY ENTERTAINMENT	\$2,500,000 increasing every 3 years to \$3,500,000 \$30,500,000 over the 10 year term



MARKETING AND COMMUNITY BENEFIT

	MARKETING	COMMUNITY	TOTAL
Rio S.A. Cruises	\$199,000	\$35,000	\$234,000
Ripley Entertainment	\$300,000	\$150,000	\$450,000

***WHICH PROPOSAL WILL PROVIDE THE
BEST PRODUCT FOR THE CITY?***

***WHICH PROPOSAL WILL PROVIDE THE
MOST FINANCIAL BENEFIT TO THE CITY?***

Thank You