



**Agenda Item:** Presentation of Concessionaire Partner Program Process Timeline for the 2023 Season

**Background:** The Park Board of Trustees contracts with local and regional small business owners, entrepreneurs and minority owned businesses to provide goods and services to island residents and tourists who visit Galveston Island. There are currently 25 concessionaire partners with 49 active or pending agreements.

Oversight of the Concessionaire Partner program is lead by the Guest Experience Manager with staff support from the Parks Coordinator. The Parks and Amenities Committee provides program guidance and approves new types of concessionaire businesses.

In November 2021, the Board of Trustees approved several new financial and procedural policies for the concessionaire partner program, including a proposal process in lieu of a bid process. This season to date, current concessionaire partners have provided administrative fees of approximately \$127,000.00, and another \$105,000.00 in percentage of sales fees. This compares to approximately \$195,500.00 year to date in the 2021 Season.

To improve the quality of goods and services provided by these professional businesses, Standards of Operations and Standards of Excellence have been implemented for all new agreements in 2022. These Standards include key elements of world class deliverables such as safety, guest service excellence, litter control, communications and environmental stewardship. Concessionaire partners are monitored each week, and those not adhering to the Standards receive follow up communications requesting adjustments to their operations.

Some partners have committed to online marketing through a website and/or social media. Visit Galveston has developed digital presence showcasing concessionaire partners describing these offerings as “Top Galveston Services & Experiences to Ensure a Fun, Hassle-Free Beach Trip”. In addition, concessionaire partners receive free business listings on Visit Galveston’s website to support their marketing efforts.

To prepare for the 2023 Season, including the pending addition of more operators, the following timeline has been developed to administer the proposal and Right of First Refusal process for eligible expiring partner agreements:

Due Date

July 25 – Update Overview Packet

August 1 – Open Requests for Proposals

August 31 – Proposals due

September 15 – Staff Review Committee reviews complete

September 27 – Present recommendations to Board of Trustees for approval

October 6 – Present recommendations of any new operational concepts to Parks & Amenities Committee

October 25 – Present recommendations of any new operational concepts to Board of Trustees for approval

November 1 – Issue Right of First Refusal waivers for eligible current partners

November 15 – Signed Right of First Refusal waivers due

November 30 – Complete award letters and issue agreements

December 31 – Digitally signed agreements due  
February 1 – All required documents due  
February 28 – Onboarding Partners for 2023 Season  
March 1 – All Administrative Payments due

**Staff Recommendation:**

**Funding Source (if applicable):** N/A