



DISTRICT WIDE CONCESSIONS UPDATE BOARD OPERATIONS COMMITTEE

TIFFANY MARGULICI – BUSINESS SERVICES MANAGER

December 18, 2024



Concessions Update

- Concessions Overview
- Benefits
- Challenges
- 2025 Focus Areas



Concession Locations





21 Total

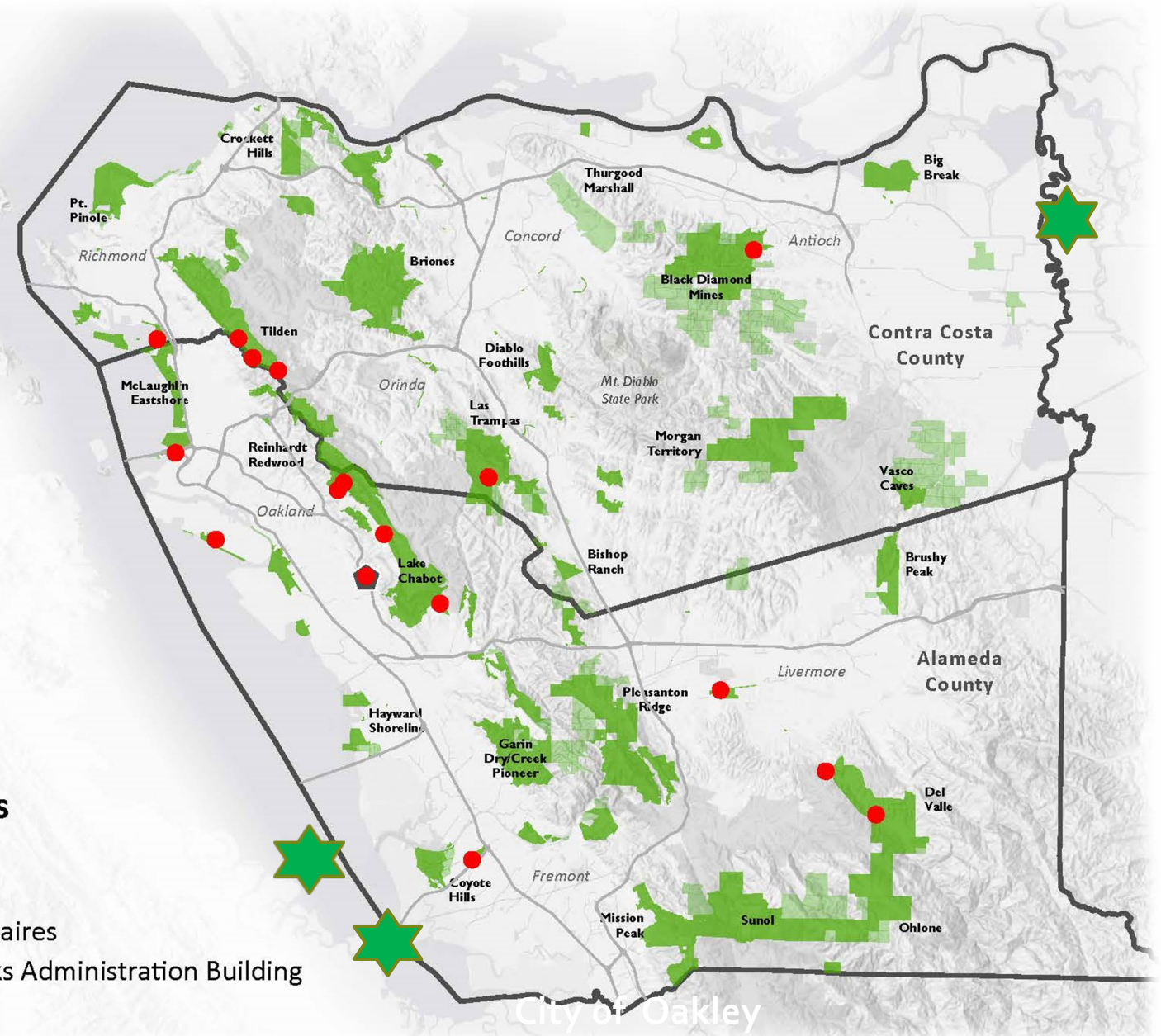
14 Parks

5 Seasonal

16 Year-round

EBRPD Lands

-  Parkland
-  Landbank
-  Concessionaires
-  Peralta Oaks Administration Building



Concessions by Type

Concession Primary Service	#	Notes
Attractions	2	Tilden (Train, Merry Go Round)
Boating/Marinas	5	Marinas (Del Valle*, Lake Chabot*, Shadow Cliffs*) & Paddle Sports (Del Valle, Crown Beach)
Camping Services	2	Camp Arroyo, Dumbarton Quarry*
Dog Services	1	Point Isabel*
Equestrian Boarding/Lessons	4	Anthony Chabot, Redwood, Las Trampas
Food Service/Snack	2	Contra Loma, Tilden Anza
Golf	2	Lake Chabot/Redwood Canyon*, Tilden*
Events	3	Ardenwood*, Bridge Yard, Little Hills
Total	21	

**Indicates other services (i.e. snacks) may be offered in addition to primary service.*

Concession Agreement Structure



- Selection by Request for Proposals (RFP)
- Concession agreements authorized by Board of Directors
- Payment based on % of gross revenue
 - Split - Revenue & Concession Maintenance Fund (“CMF”)
- Core assets generally owned by Park District





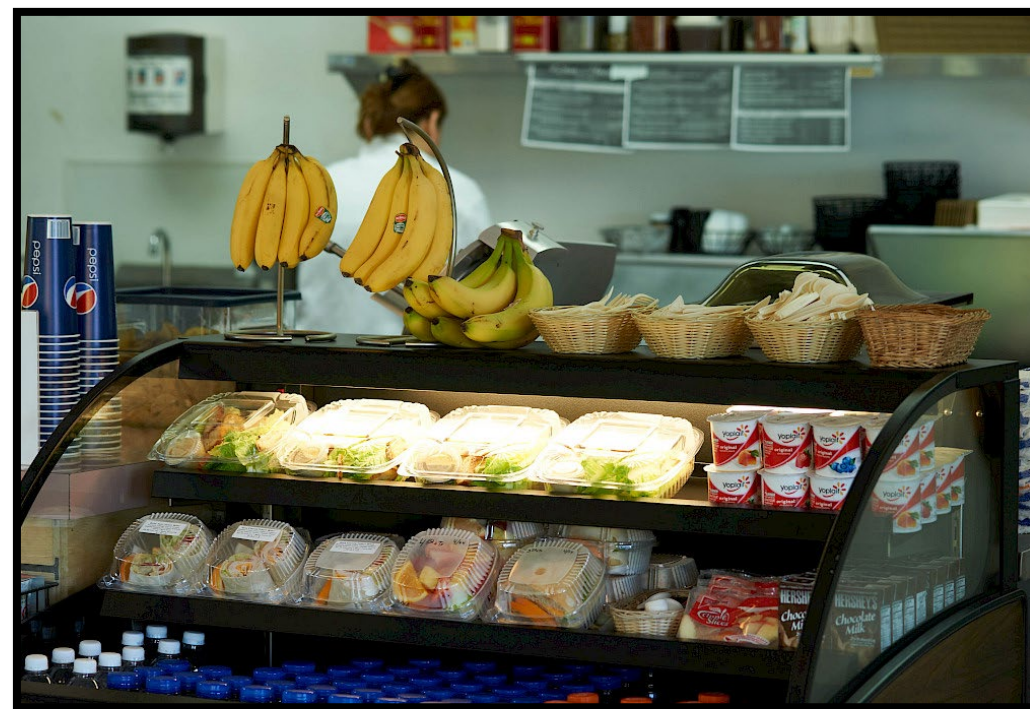
Concession Operational Roles

Concessionaire	Business Services	Park Operations
<ul style="list-style-type: none">• Marketing• Upkeep & Janitorial• Staffing• Pricing/Fee requests	<ul style="list-style-type: none">• Contract Oversight• Liaison with Legal and Risk• Concession Maintenance Fund• Inventory• Reviews fee changes• Requests for Proposals	<ul style="list-style-type: none">• Day to day operations• Park coordination• Communication for park closures, safety• Enter work requests for larger maintenance items

Benefits/Goals

Why have concessions?

- Service to the public
- Opportunity for specialized services
- Revenue generation



Challenges

- External factors
- Changing market conditions
- Food Service Codes
- Labor Costs
- Aging Infrastructure





2025 Concession Focus Areas

Review of Food Concessions:

- Contra Loma Snack
- Shadow Cliffs Snack
- Tilden Anza Snack

Operational Changes:

- Ardenwood Events
- Del Valle Marina (interim dock system)
- Camp Arroyo

Food Concessions

- Seasonal
- Low revenue
- Needs for staff space
- Swimming/lake health



Food Concessions



Ardenwood



- Nesting Eagle
- Downsize the event concession to café only
- Request for Proposal in 2025



Ardenwood



Del Valle Marina

- Eastside Food Concession (Insurance)
- Interim Dock
- Campstore Repairs



Camp Arroyo

- The Taylor Family Foundation has moved out
- Amending Contract with Concessionaire





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