

MEMORANDUM

TO: Claire Powell, City Manager

FROM: Stacie Anaya, Director of Parks and Recreation

DATE: April 7, 2025

SUBJECT: **Approval of a Concessionaire Agreement with JSRDALLAS dba Jet Ski Rental Dallas; and Authorization for the City Manager, or Her Designee, to Execute the Agreement.**

BACKGROUND

The City of Lewisville leases Lake Park from the US Army Corps of Engineers (USACE). As part of this agreement, the City is permitted to enter into concessionaire agreements with third parties. Each agreement requires the City Council and USACE approval. In May 2021, the City received approval from USACE to operate a watercraft rental program during the summer season at Lake Park via a concessionaire agreement.

In early 2022, the City solicited proposals for watercraft concessionaires through the RFQ process. JSRDALLAS was selected as the top candidate to operate as the concessionaire. The agreement was approved by the City Council on April 18, 2022 and sent to USACE for review and approval. In July 2022 the USACE's Real Estate Division provided final approval of the agreement and JSRDALLAS began operations at Lake Park on July 15, 2022, running through October 31, 2022. This agreement gives the City the capacity to enhance the visitor experience at Lake Park, as well as provide a mechanism for the City to ensure the watercraft concessionaire provides quality customer service and keeps the renters safe while on the lake.

The agreement was renewed in 2023 and 2024 due to the success of JSRDALLAS with the program. For the 2024 season (May through October), JSRDALLAS was greatly impacted by the period of flooding at Lake Park that led to extended closures. They also experienced some staff turnover that led to limitations on their ability to run full operations. Even so, they were able to book 269 watercraft rentals, and the City received a revenue share of \$2,699.43 from those rentals. Concessionaire inspections were completed each month of operation where some watercraft issues were noted, but they were addressed by JSRDALLAS and met compliance at follow up reviews. JSRDALLAS passed all inspections at the end of the season. JSRDALLAS demonstrated an ability to operate safely and to follow all City rules and regulations while providing a valuable service to park visitors.

ANALYSIS

JSRDALLAS has requested the agreement be renewed for the 2025 season. Based on the success

of the service provided during the previous seasons, the Parks and Recreation Department (PARD) supports the renewal of the agreement. Included in the proposed agreement is:

- Information to complete a background check (a requirement of the USACE; must pass to be considered).
- Proof of marine general liability, auto insurance and worker's comp.
- A written operational and safety plan.
- A list and photos of all vessels (including proof of registration and license).

This will be the 4th contract renewal for JSRDALLAS. At any point, should JSRDALLAS not comply with the requirements, the City can dissolve the agreement. Once the agreement is approved by the City Council, PARD will forward for the USACE for final approval before operations begin.

CITY STAFF'S RECOMMENDATION

That the City Council approve the agreement and authorize the City Manager, or her designee, to execute the agreement as set forth in the caption above.