

# Golden Gardens Park Food Concessions Long-Term Concession Agreement



**City Council Civic Development, Public Assets  
& Native Communities Committee**

Presenter: Terri Burns

April 18, 2018



# HISTORY OF GOLDEN GARDENS PARK

1907 – Private amusement park

1923 – City purchases park and builds wooden bathhouse

1926 – Concession service begins

1929 – Construction of original masonry bathhouse

2003 – Building designated as Seattle landmark

2004 – Renovation of bathhouse, reestablishing concession area

2005 – Renovated concession reopened for service



# GOLDEN GARDENS PARK & CONCESSIONS

Golden Gardens Park, north of Ballard, draws thousands of visitors each day in summer months.

Park features wetlands, trails, boat launch, off-leash area, beach (300 feet of shoreline).

Concessions are available for visitors all year long. Hours of operation are based on the season.



# MIRI'S SEATTLE, LLC

**Miri's was selected in highly competitive Request for Proposal (RFP) process in 2016.**

RFP began in August 2016.

Paid ads in 11 publications including Spanish, Chinese language newspapers.

Diverse, 5-member panel reviewed proposals: 3 women, 3 persons of color, 2 small business owners, SPR staff with broad experience, RSJI involvement.

Miri's rated best of 9 proposals. Miri's received best score on both proposal and interview.

Miri's is a woman-owned small business (WMBE).



# MIRI'S AT GOLDEN GARDENS PARK



**Local**  
**Fresh**  
**Seasonal**



- Healthy food options in Golden Gardens Park for user convenience
- Made to order food (poffertjes, gyros, sandwiches, soup & salad)
- Grab & Go (chips, nuts, energy bars, ice cream and candy)

# PROPOSED AGREEMENT



**Term:** 5-year lease with two 5-year extensions at mutual consent of City and Miri's

**Annual Use Fee:** 12.6% or \$7,500, whichever is greater.

**Permitted Space:** 480 sq. ft.

**Utilities:** Miri's will pay SPR for all separately metered utilities (propane, water, electricity) and create account for natural gas, telephone and security monitoring.

**Facility Maintenance:** Miri's is responsible for routine maintenance and minor repair of the concession area. City is responsible for major maintenance.

Reported Sales History	Fees Paid	Year
\$57,488	\$7,175	2016
\$60,270	\$7,640	2015
\$50,332	\$6,441	2014
\$49,852	\$6,421	2013
\$46,085	\$6,028	2012

# COMMUNITY CONTRIBUTIONS

**Miri's business plan includes the following contributions to the community:**

- Youth food service training program
- Support for community beach clean-up days (minimum \$800 annually)
- Facility improvements: \$23,000 invested to upgrade plumbing, electrical and painting for grand opening



# Questions?



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