State of California – The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

Request for Proposals

Camp Store, Gift Shop, and Tent Cabins

Big Basin Redwoods State Park
Santa Cruz County, California

REQUEST FOR PROPOSALS

FOR

Camp Store, Gift Shop, and Tent Cabins

AT

Big Basin Redwoods State Park

Opening Date
March 4, 2005

Closing Date
June 1, 2005

STATE OF CALIFORNIA – RESOURCES AGENCY
DEPARTMENT OF PARKS AND RECREATION
CONCESSIONS DIVISION
1416 NINTH STREET, 14TH FLOOR
SACRAMENTO, CA 95814

NOTICE OF REQUEST FOR PROPOSALS

Notice is hereby given that the California Department of Parks and Recreation is now accepting proposals for the concession to develop, operate, and maintain the camp store, gift shop, and tent cabin concession at Big Basin Redwoods State Park for a period of ten (10) years.

Concession Name:	Camp Store, Gift Shop, and Tent Cabins
Park Unit:	Big Basin Redwoods State Park
Proposal Closing Time & Date:	2 p.m. on June 1, 2005
Proposal Submission Location:	Concessions and Reservations Division 1416 Ninth Street, #1041 Sacramento, CA 95814
Concession Type:	Grocery Store, Gift Shop, and Tent Cabins
Contract Term:	Ten (10) years
Monthly Rent Minimum Bid:	One thousand dollars ($1,000) or sixteen and one-half percent (16.5%) of Gross Sales, whichever is greater
Concessionaire Capital Outlay:	Two hundred ten thousand dollars ($210,000)
Proposal Bond (due at time of proposal submission):	Seven thousand five hundred dollars ($7,500)
Performance Bond (due at time of Contract execution):	One year's minimum rent as bid
Proposer’s Minimum Years of Relevant Experience:	Five (5) years
Optional Pre-Proposal Meeting:	March 16, 2005 at 1 pm

For more information or to purchase a copy of the complete RFP, contact Callie Hurd at the Concessions and Reservations Division, 916-653-7733.

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Ruth Coleman, Director

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SECTION 1 - PROJECT SUMMARY

1.1 GOAL & OBJECTIVES

Department Mission
The mission of the California Department of Parks and Recreation is to provide for the health, inspiration, and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation.

Park Mission
The purpose of Big Basin Redwoods State Park is to make available to the people forever, for their inspiration, enlightenment, and enjoyment, in an essentially natural condition, a coast redwood forest in the Santa Cruz Mountains, including the entire watersheds of Waddell and Ano Nuevo Creeks, and embracing coastal chaparral, evergreen woodland, and ocean shore; together with the outstanding recreational resources of this area and all related scenic, historic and scientific values.

Goal of this Request for Proposals (RFP)
The goal of this RFP is to award a **ten (10) year** contract to a business entity that will operate the camp store, gift shop, and tent cabins at Big Basin Redwoods State Park, create and foster an ambiance that compliments and enhances the natural and cultural experiences of the park, and provide for the repair and upgrade of facilities.

Objectives of this Concession:
The objectives of this concession opportunity are:

- Create an historically accurate, rustic, park ambiance through the use of quality furnishings, fixtures, display techniques, and other methods;
- Provide quality products and services at reasonable prices to park visitors;
- Promote and compliment safe, enjoyable, and high-quality recreational experiences for all park users;
- Upgrade the food handling facilities in the camp store to comply with County Health Code requirements;
- Upgrade the accessibility of concession facilities to comply with the Americans with Disabilities Act; and
- Fund and manage as necessary the repair of camp store and gift shop building complex.

1.2 GENERAL INFORMATION

Site Description
Big Basin Redwoods State Park is the oldest state park in California. It was established in 1902 with an initial acquisition of approximately 3,800 acres. The 18,000 acre park now preserves the largest continuous stand of ancient Coast Redwoods south of San Francisco, as well as Douglas fir, closed-cone pine/cypress, and montane riparian

habitats. Included in the park are the West Waddell Creek Wilderness Area and the Theodore J. Hoover Natural Preserve.

Elevations in the park vary from sea level to over 2,000 feet. The climate ranges from foggy and damp near the ocean to sunny and warm on the ridge tops. The wide range of climates results in a wide variety of environments including lush canyon bottoms and sparse chaparral-covered slopes, as well as diverse wildlife. The park also has a surprising number of waterfalls

The park offers a wide variety of recreational and cultural opportunities including 13 campgrounds offering traditional family, group, and horse camping, tent cabins, and hike-in camp sites. There are over 80 miles of trails, some of which lead to other neighboring state parks. Cultural resources include historic structures built by the Civilian Conservation Corps, a visitor's lodge, and a small natural history museum. There are several interpretive facilities including the museum, lodge, and campfire center.

The park is located 25 miles northwest of Santa Cruz via Highways 9 and 236 and about 65 miles south of San Francisco.

Camp Store and Patio

Historical Significance
Big Basin Redwoods State Park is listed as California State Historic Landmark #872. It contains one of the largest and best collections of relatively un-altered Civilian Conservation Corps (CCC) resources along California's central coast. The majority of the CCC structures were built between 1902, when the park was founded, and 1939, when the last CCC camp at Big Basin was disbanded. Thus the period of significance for the all of the historic resources in the park is 1902-1939.

The center of day-use visitation is the CCC-era visitor facilities that make up the historic Governor's Camp or "park village" administration complex. The area was dubbed "Governor's Camp" after three governors who visited the site just prior to and directly after the park was established in 1902. The buildings and structures that make up the complex include: (1) the Administration/Headquarters building, first known as the Warden's Office; (2) the Lodge, or the Inn, originally constructed in 1907-08 and extensively remodeled by the CCC's in the late 1930s; and (3) and the Campfire Center/Ampitheater built in 1911 and later reconstructed by the CCC in 1936. Together, although somewhat modified throughout the years, these buildings present a holistic picture of CCC design and construction techniques as practiced during the late 1930s.

Concession Facilities
<u>Camp Store and Gift Shop</u>
The Big Basin store and gift shop building is a significant cultural resource in Big Basin Redwoods State Park. The building was completed in 1938 and is situated in the historic Governor's Camp. It was rebuilt almost directly on the site of Andrew P. Hill's

Camp Store and Gift Shop Complex.
The camp store is located in the foreground. The gift shop is located on the left.

original photography studio and post office, and expanded to include a studio, lunch room, store, and post office. In the late 1940s another re-configuration of the store building took place and the lunch room, which had only been in operation temporarily for several years, was used to house the park's museum (also called the Nature Lodge). Other alterations, both interior and exterior continued to take place in the 1960s and 1970s under the direction of California State Parks and park concessionaires.

Despite alterations to its exterior, the building retains a high level of integrity and exemplifies the building legacy of the CCC and the park rustic style, recognized as a hallmark of National Park Service design. The building contributes to the character of the historic Governor's Camp complex, and is therefore potentially eligible on its own, and as a potential contributor to an historic district for both the National Register of Historic Places and the California Register of Historical Resources.

Tent Cabins

Located in the Huckleberry campground are thirty five (35) tent cabins, each consisting of a wood-framed building capped with a canvas roof. Inside are two double beds and a wood burning stove. Each tent cabin site has a parking spur, fire ring, and picnic table. Three (3) of the cabins are partially accessible according to Americans with Disabilities Act guidelines. Also within the loop are two (2) bathrooms offering eight (8) toilets and four (4) showers. Hook-ups for one (1) washer and one (1) dryer are available for use by the concessionaire to provide public laundry facilities. Please note: operation of the coin-showers will **NOT** be a responsibility of the concessionaire. However, the concessionaire is responsible for maintenance of the showers, as part of the overall restroom maintenance in the tent cabin loop.

Tent Cabin

Future Plans
The park's General Plan is expected to be complete by December, 2006. To date, the planning team has completed the resource inventory, analysis, and sensitivity mapping for planning possibilities of Big Basin. This general plan process also includes the nearby units of Ano Nuevo State Park and State Reserve, and Butano State Park, which will result in three general plans that address the long-range management, development, and use for the Santa Cruz Mountain Sector parks.

Overall, the Department intends to create a long-range plan that optimizes and harmonizes natural and cultural resource protection and recreational and educational opportunities, activities, and facilities. This plan may result in recommended changes to access and circulation, visitor activities, and/or expansion, relocation, or removal of existing facilities. More information is available on line through the "General Plans - In Process" link from the Department's home page (www.parks.ca.gov).

Current Concession Operation
The gross receipts and rent to State for the last seven years as reported by the current concessionaire are as follows:

Fiscal Year	Visitation	Gross Receipts[1]	Rent to State
1997/98	818,412	$ 558,255	$ 130,093
1998/99	880,258	$ 587,464	$ 134,991
1999/00	965,356	$ 584,532	$ 140,851
2000/01	1,137,024	$ 636,464	$ 144,968
2001/02	1,095,384	$ 613,785	$ 143,590
2002/03	845,806	$ 626,377	$ 144,746
2003/04	903,345	$ 618,109	$ 141,813

The number of tent cabin nights rented and the gross receipts by sales category for the last five calendar years is as follows:

Calendar Year	# of Tent Nights Rented	Tent Cabin Gross Sales	Gift Shop Gross Sales	Grocery Store Gross Sales	Total Gross Sales[2]
1999	4,682	$ 176,460	$ 162,762	$ 245,667	$ 584,889
2000	4,491	$ 187,703	$ 162,509	$ 261,251	$ 611,463
2001	4,298	$ 176,421	$ 152,737	$ 257,333	$ 586,490
2002	4,406	$ 192,903	$ 197,468	$ 268,001	$ 658,372
2003	4,114	$ 183,073	$ 174,926	$ 248,061	$ 606,060
2004	3,953	$ 176,752	$ 134,448	$ 248,758	$ 559,958

NOTE: The proceeding is for general information only; the State does not guarantee its accuracy. It is recommended that proposers personally investigate the premises and park environs.

[1] Gross Receipts as calculated for the Fiscal Year (July - June)
[2] Gross Receipts as calculated for the Calendar Year (January - December)

Facility Repair

The campground store and gift shop are located in a designated Historic Structure. This building is currently undergoing repairs including installation of a new roof and floor. The winning proposer will be required to contribute two hundred ten thousand dollars ($210,000) to this work, either by conducting additional repair work under the direction of the State, reimbursing the State for expenses already incurred, or some combination thereof, depending on the timing of contract execution.

In addition to the facility repairs, bidders will be asked to propose facility upgrades to provide access for the disabled, comply with County Health Codes, and enhance the interpretive (educational) and historic character of the facilities.

1.3 CONTRACT SUMMARY

It is critical that proposers be familiar with and fully understand all the terms and conditions of the Sample Concession Contract (included herein). Your proposal should be based on the requirements of this contract in its entirety. If a proposer is awarded the contract, the successful proposer has 30 days to review and sign the awarded contract. The successful proposer shall be expected to accept the provisions of the Sample Concession Contract as written. If necessary, minor clarifications, approved by staff counsel, the Department of General Services, and the Attorney General, may be made prior to contract execution. The intent of the contract is to provide the public with high-quality, reasonably priced goods and services in an authentic manner and atmosphere that enhances the visitor's experience and the educational, natural, and cultural resources of the park. The term of the contract is for a period of ten (10) years.

Summary descriptions of some of the important contract provisions are described below.

At a minimum, the successful proposer will be required to:

1. Equip, furnish, operate, and maintain the concession premises as a campground grocery store (camp store) and gift shop with an historically relevant ambiance. At a minimum, the camp store shall be operated daily March-September in accordance with the "hours of operation" requirements set forth in the contract.

2. Operate and maintain thirty-five (35) tent cabins including restrooms and a laundry facility for year-round use by the public. Provide a Tent Cabin Camp Overseer during March - September annually. Maintain the tent cabins as set forth in the contract.

3. At proposer's sole cost and expense, spend **two hundred ten thousand dollars ($210,000.00)** on the replacement and repair of concession facilities including the roof and floor of the camp store and gift shop. The concessionaire will be required to either conduct the repair work under the direction of the State or reimburse the State for incurred costs, depending on the timing of contract execution.

4. Pay as monthly rent the amount presented in the proposal, which, at a minimum, shall be the greater of one thousand dollars ($1,000) or sixteen and one-half percent (16.5%) of Gross Sales.

5. Provide an Operation Plan, Facility Plan, and Interpretive Plan as specified in Proposal Instructions that clearly demonstrates the proposer's plan to provide fully accessible services and facilities that comply with ADA guidelines and U.S. Secretary of the Interior Standards for Historic Preservation. The plans will become part of the contract subject to State review and approval.

6. Maintain the premises, facilities, furnishings, and equipment in good condition in accordance with Department standards and contract provisions. At its sole cost and

expense, proposer will maintain the concession facilities including the tent cabins as specified in the contract.

7. Provide a continuing Performance Bond in the amount of one year's minimum rent as bid.

8. Pay for all taxes applicable to the operation of the concession, including possessory interest taxes, and all utility services as required by the contract.

9. Provide liability and fire insurance as required by the contract.

10. Obtain all necessary licenses, permits, and approvals as set forth in the contract and abide by all applicable health, safety, and environmental codes and regulations.

11. Comply with the letter and spirit of current and subsequent guidelines or plans, including the General Plan, management and interpretive plans, historic structure reports, and others.

12. Demonstrate compliance with labor laws as specified in the RFP.

The successful proposer will not:

1. Provide or sell items or services considered inappropriate, deemed objectionable, or denied by the State.

2. Charge prices in excess of those approved by the State.

3. Promote or participate in activities that are incompatible with the rules, regulations, guidelines, or the mission of the Department.

Note: This contract summary is for general information only. Terms and conditions are set forth in detail in the Sample Concession Contract.

SECTION 2 - THE RFP PROCESS

2.1 PROPOSAL PROCESS

Tentative Proposal Dates

March 4, 2005 .....Opening Date - Publication of the RFP

March 16, 2005 .....Optional Pre-Proposal Meeting

April 1, 2005 .....Last date for proposers to submit written questions

April 22, 2005 .....DPR written responses to questions

June 1, 2005 .....Closing Date - Deadline for proposal submission

June-July 2005.....Investigation and evaluation of Proposals

August 1, 2005 .....Notification of "Intent to Award Contract"

September 2005.....Award, preparation, and execution of contract

October 1, 2005 .....Ten (10) year contract begins

Note: This schedule does not consider unforeseen factors that impact the timing of the project. It is the intent of the State to keep proposers apprised of changes in the schedule as they occur. Should the award of the contract be protested, additional time will be required to resolve the matter.

Optional Pre-Proposal Meeting

You or your designated representative may attend the optional pre-proposal meeting at 1 pm on March 16, 2005 at Big Basin Redwoods State Park, 21600 Big Basin Way, Boulder Creek, CA 95006. The meeting provides an equitable forum for all proposers to:

- Meet local Department staff;
- Learn about the RFP process, including procedures for questions and answers, proposal submission, and contract award;
- Inspect the concession site and receive information on the park and facility history and Department plans for the park and the concession;
- Review the RFP document.

RFP Content Questions

Questions regarding this RFP must be submitted in writing and received no later than 5 p.m. on April 1, 2005**.** To ensure fair competition in which all proposers receive the same information and materials, no telephone or personal inquiries about this RFP will be answered. Questions should be submitted in writing to the Department by mail or fax at the address and phone numbers listed below. A written compilation of all questions and answers, and any RFP addenda, will be sent by first-class mail to all identified potential proposers. Questions will be answered as clearly and completely as possible without jeopardizing the competitiveness of the proposals.

Proposers should send their questions addressed to:

California Department of Parks and Recreation
Concessions and Reservations Division
1416 Ninth Street, #1041
Sacramento, CA 95814
Attn: Callie Hurd
Fax: 916-657-1856

Proposal Bond

Proposals must be accompanied by a proposal bond or cashier's check payable to the State of California, Department of Parks and Recreation, in the amount of seven thousand five hundred dollars ($7,500). By submitting a proposal bond the proposer agrees that the bond or cashier's check may be cashed and retained by the State upon proposer's failure to execute the contract once awarded and/or proposer's failure to comply with the start-up terms of the contract once awarded. Further, by submitting a proposal, proposer agrees that the State will suffer costs and damages not contemplated otherwise should proposer be awarded the contract but fail to execute and proceed with the contract, the exact amount of which will be difficult to ascertain. Accordingly, it is agreed that such retained sums shall not be deemed a penalty, but, in lieu of actual damages, shall represent a fair and reasonable estimate of damages to the State for failure of the proposer to execute and proceed with the contract upon notification of award by the State. Bonds will be returned to all proposers once a contract is fully executed.

Proposal Submission

Your proposal, including the proposal bond, must be received by 2 p.m. on June 1, 2005 at:

Concessions and Reservations Division
1416 Ninth Street, #1041
Sacramento, CA 95814

Proposal Format & Content

The proposal package must be sealed and clearly marked on the outside with "Proposal for Camp Store, Gift Shop, and Tent Cabins at Big Basin Redwoods State Park". Please submit an original plus **seven (7)** copies of your proposal in 8.5" x 11" three-ring binders. All material should be presented in an 8.5" x 11" portrait format with tabs for each section. Larger formatted graphic exhibits are acceptable if folded to fit within the 8.5" x 11" three-ring binder.

Confidentiality of Proposals

All proposals submitted in response to an RFP become the property of the State <u>and are subject to the requirements of the Public Records Act</u>. The proposer must identify in writing all copyrighted material, trade secrets, or other proprietary information the proposer claims are exempt from disclosure under the Public Records Act (California Government Code Section 6250 et seq.). Proposers claiming exemption must include the following statement in their proposal:

The proposer agrees to indemnify and hold harmless the State, its officers, employees, and agents from any claims, liability, or damages against the State, and to defend any action brought against the State for its refusal to disclose such material, trade secrets, or other proprietary information to any party.

Failure of a proposer to include this statement shall be deemed a waiver of any exemption from disclosure under the Public Records Act. Requests to review proposal submissions will not be allowed until after an "Intent to Award Contract" notice is published by the State.

Withdrawal of Proposals
Proposals may be withdrawn at any time prior to the proposal closing date and time provided that a written request executed by the proposer or his/her duly authorized representative for the withdrawal of such proposal is filed with the Department. The withdrawal of a proposal shall not prejudice the right of a proposer to file a new proposal prior to the proposal closing date and time. However, once the proposal closing date and time has past, proposals shall be irrevocable.

2.2 EVALUATION PROCESS

Verification of Proposal Information
The State may obtain credit reports and verify tax form information to further establish the qualifications of any proposer. All proposers may be subject to a personal interview and inspection of his/her business premises prior to award. Proposers should notify bank and business references in writing that a representative from the State will be contacting them concerning the financial and credit information furnished to the Department with the proposal.

State's Right to Reject Proposals, Waive Defects and Requirements
The State reserves the right to accept or reject any or all proposals, and waive any or all immaterial defects, irregularities, or requirements in the RFP for the benefit of the State, so long as such waiver does not give any proposer a material advantage over other proposers. A proposer shall not be relieved of his/her proposal nor shall any change be made in his/her proposal due to a proposer error.

Supplemental Information
At its sole discretion, the State reserves the right, but does not have the obligation, to seek supplementary information or clarification from any proposer at any time between the dates of proposal submission/acceptance and the contract award. The State may obtain credit reports and/or make background inquiries to further establish the qualifications of any proposer. Any proposer may be subject to personal interview and inspection of his/her business premises prior to award. Any proposer may be required to appear before the Concession Contract Award Board.

Proposal Evaluation
All proposals received shall be evaluated for form and content in accordance with the requirements of this RFP. The Contract Award Board will evaluate and score each eligible proposal pursuant to the point system and selection criteria as described in the Proposal Instructions and Proposal Evaluation Form. **Proposals not containing all of the items in the Concession Proposal form (DPR 398) may be rejected.**

Contract Award Board
Concession Contract Award Boards are appointed by the Director of the Department, or his or her representative, and convened to review, evaluate, and rate each proposal received and make a recommendation to the Director regarding the selection of the "Best Responsible Person or Entity". The Award Board for this contract may include park staff with related expertise, such as Field Division Chief, Deputy Director, Acquisition and Development staff, or District Superintendent, and representatives from other public agencies and the private sector.

Contract Award
If an award is made, the award for a concession contract will be to the "Best Responsible Person or Entity" in accordance with Section 5080.23 of the Public Resources Code. The "Best Responsible Person or Entity" will be the bidder whose proposal passes each of the required elements and receives the highest total score as determined by the Contract Award Board and approved by the Director. Execution of the awarded concession contract is subject to approval by controlling agencies of the State, which include the Department of General Services and the Attorney General, and will not be binding on the State or the successful proposer until such approval is obtained.

Protest of Award
Based on Title 14, California Code of Regulations, Chapter 3, Section 4400 and Department policy, other than a contract negotiated under Section 5080.16 of the Public Resources Code, when a concession in excess of two years is proposed to be let at public bid (or RFP), any proposer protesting or objecting to the same, or desiring to protest or object, may file within ten days of the awarding of the contract (publication of the "Notice of Intent to Award") with the Director of the Department his/her verified petition, setting forth his/her objections, the reasons therefor, and points and authorities in support thereof. Failure to file a verified petition within the ten-day period shall constitute a waiver of the right to protest. Protests should be sent to:

Director
California Department of Parks and Recreation
P O Box 942896
Sacramento, California 94296-0001
Fax: 916-657-3903

A copy of such petition also must be served upon the Attorney General within such ten-day period by the protesting entity. Serve the Attorney General at:

California Department of Justice
Office of the Attorney General
Natural Resources Law Section
1300 I Street, 11th Floor
Sacramento, California 95814
Fax: 916-327-2319

At the time of filing said petition, the protestor may demand in writing a hearing thereon. If a hearing is so demanded, or if the Director on his/her own motion orders a hearing, proceedings shall be taken under the Administrative Procedure Act, and the said petition shall be treated as a statement of issues. Any recommendation or proposed decision of the hearing officer shall be submitted to the Director for approval, adoption, modification, disapproval, or other interlocutory or final action thereon by the Director. If a hearing is not so demanded or ordered, the action of the Director on said petition shall be final.

2.3 CONTRACT EXECUTION

Preparation of Contract
Subsequent to the award of a contract, if an award is made, the State will prepare a final contract for execution. The contract will contain "exhibits" developed from the selected proposal including the proposal's Operation, Facility, and Interpretation Plans, as required. Minor changes or modifications to the contract, proposal plans, and contract exhibits may be made prior to execution based on agreement between the State and concessionaire. However, no material change to the contract or its exhibits as presented in the RFP and in the selected proposal may be made.

Performance Bond and Insurance
The successful proposer will be required to submit a Performance Bond and evidence of insurance required under the contract. Failure to submit the bond and/or insurance verification within the time limit presented may be treated as a refusal to execute, if the State so elects. The State may take the Proposer Bond and select the next Best Responsible Proposal.

Failure to Sign/Deliver Contract
A failure of the successful proposer to sign and deliver the contract within thirty (30) days of receipt may be treated as a refusal to execute, if the State so elects. The State may retain the Proposer Bond and select the next Best Responsible Proposal.

SECTION 3 - THE PROPOSAL

3.1 INSTRUCTIONS FOR THE CONCESSION PROPOSAL

A completed Concession Proposal form (also known as DPR 398) and a Proposal Bond will constitute your proposal. You must complete all sections, respond to all questions, and fill in all blanks of the form. Inapplicable questions or blanks must be marked "N/A" or "Not Applicable". Failure to properly complete the form may disqualify your proposal.

The proposal must be clear, unambiguous, and unconditional. It should clearly commit you to entering into a contract with the State to provide the services and other concession improvements as required by this RFP and offered in the proposal.

The submission of a proposal shall be deemed evidence that you are fully aware of the responsibilities of being a concessionaire and have carefully examined State laws relating to California State Park concessions; possessory interest tax as related to concessions; the site(s) selected for said concession; obligations and responsibilities related to local control agencies and permitting requirements; and the proposal instructions, proposal form, and the sample concession contract included herein.

I. PROPOSER INFORMATION

A. Proposer Identification

Incumbent Factor

The incumbent concessionaire is defined as the individual, partnership, or corporation that currently operates the concession advertised in this RFP. Such concession operation must be at the same site, comprise the same type of operation(s), and provide substantially the same types of products and services as those specified in the RFP. Incumbent proposals are awarded points based on annual Performance Evaluations (DPR 531) performed by the State. Poor Performance Evaluations may result in negative point scores.

Small Business Status

Preference will be granted to proposers properly certified as Small Businesses as defined in Title 2, Section 1896, et seq., California Code of Regulations. If you want to claim this preference, include a copy of the Small Business Certification with your proposal. Omission of the Certificate or Office of Small Business (OSB) identification number may delay awarding of preference points. A complete and certifiable application must be on file with the OSB by 5:00 p.m. on the proposal closing day. To ensure a certifiable document, applications should be submitted well before the proposal closing day. It is the proposer's responsibility to contact OSB to verify the completeness of the application. Incomplete documents are not certifiable. You may obtain an application for Small Business Certification from:

Office of Small Business and DVBE Certification
707 Third Street, 1st Floor, Room 400
West Sacramento, CA 95605
(800) 559-5529 or (916) 375-4940
FAX (916) 374-4950

Certification will verify that the business is independently owned and operated; not dominant in its field of operation; has its principal office located in California; has officers domiciled in California; and together with affiliates is either a service, construction, or non-manufacturer with 100 or fewer employees and average annual gross receipts of ten million dollars ($10,000,000) or less over the previous three (3) years, or a manufacturer with 100 or fewer employees.

B. Business Information

Select the type of business that describes the proposing entity (Sole Proprietorship, Partnership, Joint Venture, or Corporation) and provide the requested information. The type of business must be established prior to submitting a proposal and must not be a condition of receiving the contract.

Business Experience

Provide a narrative describing in detail the duration, extent, and quality of the business's previous work related to the subject concession. More points will be awarded to business entities that have experience owning, operating, and managing similar concession contracts and/or contracting for services with public agencies. Attach additional information as needed.

C. Individual Information

Each individual, partner, member of joint ventures, officer of corporations, concession manager, and holders of 25% or more of the company's shares (as applicable) must complete a copy of the Individual Information form AND complete and sign the Authorization to Release Information in Section IV.

Individual Experience

Provide a narrative describing in detail the duration, extent, and quality of your education and business experience with special emphasis on your experience related to the subject concession. Be specific with respect to the type and dates of experience, your role in the management and specific duties, type and size of operation, quality of operation, public agency involvement, contractual relationships, and other factors that demonstrate your ability to successfully operate the proposed concession. Be sure to demonstrate how you meet the required proposer qualifications, if applicable. Attach additional information as needed.

For the purposes of this RFP, proposers must have a minimum of five (5) years experience owning, managing, or operating a business of similar size, type, and scope as the concession operations set forth and envisioned by this RFP. The proposer will be rated according to the years of relevant experience as verified by references. In addition, points are awarded for experience contracting with public agencies.

D. Statement of Financial Capability

Proposers must present evidence satisfactory to the State demonstrating their ability to finance, construct, operate, and maintain the concession facilities as proposed. For the purposes of this RFP, proposers must have the ability to unconditionally access a minimum of two hundred ten thousand dollars ($210,000) in addition to other concession start-up capital. Your statement of financial capability must include the source of funding and detailed information including:

Source of funding and cost of concession development: Identify and describe the specific source of funding that your business will use to undertake the project as you have proposed. If funds are to be used from outside sources (i.e., parent company, third party, LLC partners, etc.), provide documentation, such as a recent bank statement, balance sheet, income statement, and/or other supporting documents, to demonstrate these funds are available and unconditionally committed to this concession project. In addition, if funds are to be borrowed to finance any portion of the total investment, you must provide loan commitment documentation such as a letter-of-intent from the individual, bank, or other lending entity indicating the minimum amount to be loaned and any applicable percentage rate. The loan commitment may contain the qualification that the loan will be consummated only upon award of an agreement with the State, otherwise the commitment must be irrevocable and unconditional.

Business Financial Statement: Use the Business Financial Statement to describe the current and true condition of your business' assets, liabilities, and net worth. Round figures to the nearest dollar. If your business is a partnership or joint venture, each general partner or joint venturer must individually submit a Business Financial Statement. You may provide copies of forms filed with the Internal Revenue Service, where applicable.

E. Credit Worthiness

Proposers must present evidence of credit worthiness. At a minimum, evidence shall include a credit report issued by a nationally recognized credit bureau within 60 days of the proposal due date. Any derogatory information listed on said reports must be explained.

F. References

Financial, client, and vendor references are used to confirm information provided by proposers and to evaluate the proposer's quality of experience and past performance. Please submit one reference for each reference type required below. However, to adequately substantiate the claims you have made in your proposal, you are encouraged to provide three references that are familiar with you and your business for each reference type listed below . Proposers should notify their references in writing that a representative from the State will be contacting them.

For the purposes of this RFP, please provide the references from the following sources:

- Financial References: Include your bank or savings and loan institution.
- Client or Business References: Name clients or other persons familiar with your business knowledge and experience.
- Vendor References: Please provide vendor references if you are a pre-existing business currently utilizing vendors.

II. PROPOSAL INFORMATION

Provide an Operation, Facility, and Interpretive Plan (as required) that addresses each of the checked elements in the Concession Proposal form (DPR 398). For your information, each element of the Concession Proposal is described below. You may submit additional information to fully describe and enhance your proposal.

A. Operation Plan

As a condition of the contract award, the successful proposer may be required to revise or further develop the Operation Plan to the satisfaction of the State and prior to the execution of the contract. If and when it is accepted, the final plan will be incorporated as an exhibit to the contract and become an obligation of the concessionaire thereunder. In addition to the Operation Plan, the successful proposer also must adhere to the operational requirements as described in the contract.

Please note: Tent cabin reservations will be handled by the State's camping reservation concessionaire. Any changes to reservation policies will be dictated by State.

Vision/Mission Statement

Your Vision/Mission Statement should capture both the State's and your own goals and objectives for the concession business and provide a clear philosophy to guide you.

Organizational Structure

Provide an organization chart and staffing plan that can guide the operation and ongoing management of your concession business. Your plan should identify and define all job classifications to be used and the required job skills and qualifications. Describe the assignments, duties, and schedules for each staffing level considering contract requirements, the proposed hours of operation (see Sample Concession Contract), and any unique seasonal and peak-use circumstances.

Transition/Business Start-Up Plan

Describe your plan and timeline for starting concession operation and providing a seamless transition in customer service.

Customer Service Plan

Demonstrate your ability and clear commitment to successfully implement an effective customer service program. Your plan should include, but is not limited to, previously established and effective customer service program models, adequate employee staffing and management oversight, hours of operation equal to or greater than required by this RFP, and a customer satisfaction feedback survey program.

Employee Staffing and Training Plan

Your employee policies and training program should include, but are not limited to, personnel policies; hiring practices; health, safety, and grievance policies and procedures; uniform policies and requirements; business orientation; job training; and park orientation training. Such programs must provide sufficient staffing with the skills, capabilities, and training to ensure the provision of uninterrupted, high-quality services to all park visitors. Describe your plan to train and orient staff to the significant natural and cultural resources of the park and how best to communicate these subjects to the public. Describe how you will evaluate staffs' ability to respond to public inquiries.

Marketing and Advertising Plan

Your marketing plan should include, but is not limited to, proposed approaches, methodologies, media, advertising materials, schedules, and budget allocations.

Community Involvement Plan
Provide a plan for and commitment to creating added value and benefits to the surrounding community and park visitors. This plan may include special events, educational programs, and community service activities. In addition, you should identify the special skills, knowledge, and resources needed and available to implement your plan.

Products, Merchandise, and Services Plan
Provide a detailed description of the products, merchandise, and services to be provided by the concession operation. Food and other sales items must be high-quality and the selection varied. The products and services offered should meet or exceed the needs of the park users, and be compatible with and complimentary to the mission of the park.

Prices and Pricing Policies
Provide a price schedule for a representative sample of the products and services proposed. Your plan must include a definitive description and explanation of the policies to be used to establish prices for food, beverages, products, and services. The policies shall clearly demonstrate the relationship of pricing to product quality and portions. Implementation of these policies must provide park visitors with quality products at reasonable prices considering the competition of comparable markets for similar products and services.

Conservation and Recycling Plan
Outline your approach to solid waste management, including reduction, re-use, and recycling, use of post-consumer recycled products, water and energy conservation, pest management, hazardous materials handling, air quality, and other facets of resource conservation and environmental protection that are applicable to the concession operation. Your plan should clearly commit you to a program that will minimize negative impacts on the environment and encourage park visitors to do the same.

Accessibility Plan
Provide a plan for and commitment to ensuring disabled visitors will have access to all of the services provided through the concession operation in accordance with the American's with Disabilities Act of 1990, the Rehabilitation Act of 1973, and California Government Code Sections 4450 et. seq. and 7250. The Accessibility Plan should address all disabilities and should not be limited to those affecting mobility. Please propose any improvements to facility accessibility below under the Facility Plan's Facility Access Plan.

B. Facility Plan

The Facility Plan from the successful proposal, after the State's review and approval, shall be included as an exhibit to the contract. In addition to the Facility Plan, the successful proposer also must adhere to the facility requirements as described in the contract and the U.S. Secretary of the Interior Standards for Historic Preservation. More points will be awarded to proposals that provide high-quality and fully accessible facilities.

Furnishings Plan
Describe the intended physical facilities of the concession including furnishings, equipment, décor, and layout. Implementation of proposer's plan should provide first-class concession facilities that are consistent with and will enhance park values, visitor services, and visitor experiences at the park. More points will be awarded to proposals that commit to upgrading lighting and shelving fixtures in the camp store and gift shop.

Maintenance and Housekeeping Plan
Provide a comprehensive plan to maintain the concession facilities in a first-class condition and in accordance with the contract requirements. The maintenance plan criteria include budget allocations, staff skills and qualifications, staffing patterns, and housekeeping and maintenance schedules.

Capital Improvement Plan
Describe your plans for capital improvements. Your plan must include those upgrades and improvements necessary to bring the camp store facility up to County Health Code requirements while preserving its historical integrity. Additional improvements, repairs, or restorations may be proposed. Include the resumes of the proposed architects and contractors to be used and descriptions and/or schematic drawings of the work to be accomplished and items to be installed. You may submit lists, drawings, pictures, and diagrams to illustrate and clarify your plans.

More points will be awarded for each of the following items to which proposals commit:
- Maintain the historic integrity of the building while improving safety and service;
- Perform those upgrades and improvements necessary to comply with County Health Code requirements;
- Vent the exhaust generated by the beverage coolers;
- Add moisture-resistant wall paneling in the storage and food preparation area;
- Re-work the condensation drain lines from the refrigeration cooler;
- Upgrade the lighting in the food preparation and storage area.

Facility Access Plan
Provide a plan for removing barriers and deficiencies to facility accessibility. The plan should include consideration of arrival points (parking or drop-off areas), routes to facilities, and the destination facility including all facilities for which the concessionaire will be responsible. Please refer to the Department's Access to Parks Guidelines, available on line at www.parks.ca.gov/concessions, for more information about providing accessible park facilities.

The following improvements are critical for ensuring immediate access for the disabled to primary areas of the concession operation. More points will be awarded to the proposal that offers the most accessibility improvements in the shortest time period with the least disruption to visitor services.

Tent Cabins (The three designated ADA cabins must be made fully accessible)
- Accessible parking improvements
- Fully accessible route to cabin from parking
- Fully accessible cabin doors
- Sleeping platform 17-19 inches high
- 36 inches clear along one side of bed

- 60 inches clear turning diameter
- Roll under counter (34 inches maximum height)
- Hearth access (half inch beveled maximum height)
- Outside table accessible design

Restrooms

- Accessible parking
- Route to restroom from parking
- Accessible restroom entrance
- Minimum of one male and female accessible toilet stall per restroom
- Accessible toilets stall with toilets 17-19 inches high
- Accessible toilet stall with 60 inches clear turning diameter
- All fixtures of compliant design and mounting height

Showers

- Accessible parking
- Route to shower from parking
- Accessible shower entrance
- One each accessible male and female shower stalls
- All fixtures of compliant design and mounting height

Camp Store & Gift Shop

- Accessible parking (should include both a van and standard space)
- Route to store including curb ramp or ramps
- Accessible doorway and threshold
- Sales counter height of 34 inches
- Sales aisle width a minimum of 36 inches
- Provision of accessible benches and picnic tables

Implementation Plan

Describe your plan, method, and commitment to meeting the Facility Plan. Specify the timeline for completion of any capital improvements and installation of décor and equipment prior to the commencement of operations. Note: Because the store building is located in the known nesting habitat of the Marbled Murlette (*Brachyramphus marmoratus*), a federally listed Threatened species, seasonal constraints may be imposed in regards to construction-related noise.

Cost Estimates

Provide a cost breakdown for the Furnishings Plan and Capital Improvement Plan.

C. Interpretive Plan

The Interpretive Plan is an important element of a concession and, consequently, can be very influential in the selection of the successful proposal. The Interpretive Plan from the successful proposal, after the State's review and approval, shall be included as an exhibit to the contract. The State reserves the right to include or exclude any item or items in the Interpretive Plan that the State determines do not meet the intent of the RFP or the mission of the Department.

Business' Interpretive Theme

Describe the interpretive theme of your business, including the specific years to be interpreted ("interpretive period"). More points will be awarded to proposals that integrate the park's interpretive theme into the daily operation of the concession.

Business' Ambiance Plan
Describe your plan to develop and implement historical ambiance including such things as historic characterizations, environment, costumes, furnishings, signs, wall treatment, advertising, window coverings, equipment, tools, display shelves, counters, tables, chairs, lighting, and cooking equipment. More points will be awarded to the proposal that provides the highest quality and most historically accurate ambiance.

D. Rental Offer

The concessionaire will be required to pay as monthly rent a guaranteed amount (Rental Guarantee) or a Percentage of Gross Sales, whichever is greater. Proposers should bid one or both the Rental Guarantee and/or the Percentage of Gross Sales as specified in the Concession Proposal form (DPR 398). For the purposes of this RFP, the Rental Guarantee must be at least one thousand dollars ($1,000) and the Percentage of Gross Sales must be at least sixteen and one-half percent (16.5%).

For the purpose of assigning points in the Proposal Evaluation, the highest acceptable* rental offer for each category of rent required (Rental Guaranteed or Percentage of Gross Sales) will be assigned the maximum points available for that category. Each lower rental offer will be assigned points in relationship to the highest rental offer.

*Note: the highest bids received may not be considered acceptable. Proposers may be required to prove to the satisfaction of the State their ability to operate a successful business under their rental offer. Failure to prove this ability will be cause to disqualify the proposal. In this case, the second highest acceptable bid would be used to calculate points awarded.

E. Concession Feasibility

Document your ability to successfully initiate the proposed concession in a financially responsible manner, in accordance with the terms and conditions of the sample contract and your Operation, Facility, and Interpretive Plans (as applicable). This information must substantiate your ability to: develop, furnish, equip, operate, and maintain the concession in a high-quality manner; provide the public with quality products and services at reasonable and competitive prices; pay the State the rental offered; and provide a reasonable return on your investment. Fiscal documentation that will be considered in awarding points includes a financial pro forma; statement of assets and liabilities; business, vendor, bank, and/or financial references; and similar documents. You may provide information in addition to that required in the Concession Proposal form (DPR 398), but do not alter the format in any way. You must respond to each item in the order listed with the information requested or N/A.

III. PROPOSAL SUMMARY

The Proposal Summary should summarize your relevant experience, knowledge, and expertise, and your Operation, Facility, and Interpretive Plans (as applicable) in 250 words or less.

IV. CERTIFICATION OF PROPOSER INFORMATION

F. Labor Law Compliance Certification

A request may be made to the National Labor Relations Board for information regarding Administrating Hearing decisions against each proposer. You must have no more than one final, unappealable finding of contempt of court by a federal court issued for violation of the National Labor Relations Act within the two-year period immediately preceding the closing date of this RFP or your proposal will be disqualified.

G. Proposer Certification

A completed certification is required with your proposal or it may be disqualified.

H. Authorization to Release Information

A signed authorization for each individual, partner, member of joint ventures, officer of corporations, Concession Manager, and holders of 25% or more of the company's shares (as applicable) must be included or the proposal may be disqualified.

V. PRIVACY NOTICE

This section provides notice to proposers. No action by proposers is necessary.

3.2 PROPOSAL EVALUATION CRITERIA

Incumbent Preference **5 Points**

Incumbent proposals are awarded points based on annual Performance Evaluations (See DPR 531 in the Sample Concession Contract) performed by the State as follows:

Overall Rating of Evaluation	Number of Years Rating Was Received	Points Awarded
"Excellent"	3 out of last 3 years	5 points
"Excellent" with no "needs improvement" or "unsatisfactory"	2 out of last 3 years	3 points
"Excellent" with no "needs improvement" or "unsatisfactory"	1 out of last 3 years	2 points
Satisfactory	3 out of last 3 years	1 point
"needs improvement" or "unsatisfactory"	1 out of last 3 years	- 1 point
"needs improvement" or "unsatisfactory"	2 out of last 3 years	- 3 points
"needs improvement" or "unsatisfactory"	3 out of last 3 years	- 5 points

Small Business Preference **5 Points**

Five points will be awarded to those proposers who have a complete and certifiable application on file with the Office of Small Business Certification.

Experience **15 Points**

For the purposes of this RFP, proposers must have a minimum of five (5) years experience owning, managing, or operating a business of similar size, type, and scope as the concession operations set forth and envisioned by this RFP. The proposer will be rated according to the years of relevant experience as verified by references and the quality of experience as it relates to the business described in this RFP. In addition, points are awarded for experience contracting with public agencies.

Operation Plan **20 Points**

Points will be awarded based upon the degree to which the proposal addresses each of the required elements of the Operations Plan (as identified in the DPR 398, Concession Proposal) and demonstrates an understanding of and commitment to achieving the objectives of this RFP. In addition, points will be awarded based upon the proposer's demonstrated ability to implement the components of the plan. More points will be awarded to proposals that provide high-quality goods and services that are consistent with the intent of the RFP and the mission of the park.

Facility Plan **20 Points**

Points will be awarded based upon the degree to which the proposal addresses each of the required elements of the Facility Plan (as identified in the DPR 398, Concession Proposal) and meets and exceeds the objectives of this RFP. More points will be

awarded to proposals that provide high-quality and fully accessible facilities. More points will be awarded to the proposal that offers the most accessibility improvements in the shortest time period with the least disruption to visitor services.
More points will be awarded to proposals that commit to upgrading lighting and shelving fixtures in the camp store and gift shop. More points will be awarded to those proposals that commit to performing those upgrades and improvements that comply with County Health Code requirements. More points will be awarded to proposals that maintain the historic integrity of the building while improving safety and service.

Interpretive Plan **10 Points**

Points will be awarded based upon the degree to which the proposal demonstrates an understanding of the park's interpretive programs and contributes to the overall interpretive messages of the park. More points will be awarded to proposals that integrate the park's interpretive theme into the daily operation of the concession. More points will be awarded to the proposal that provides the highest quality and most historically accurate ambiance.

Rental Offer **25 Points**

For the purpose of assigning points in the Proposal Evaluation, the highest acceptable* rental offer for each category of rent required (Rental Guarantee and Percentages of Gross Sales) will be assigned the maximum points available for that category. Each lower rental offer will be assigned points in relation to the highest rental offer as follows:

Rental Guarantee (Minimum bid is $1,000)

$$\frac{\text{(Bid Amount) minus ($1,000)}}{\text{(Highest Bid Amount) minus ($1,000)}} \times 10 \text{ points} = _____ \text{ points}$$

Percentage of Gross Sales (Minimum bid is 16.5%)

$$\frac{\text{(Bid Amount)}}{\text{(Highest Bid Amount)}} \times 15 \text{ points} = _____ \text{ points}$$

*Note: the highest bids received may not be considered acceptable. Proposers may be required to prove to the satisfaction of the State their ability to operate a successful business under their rental offer. Failure to prove this ability will be cause to disqualify the proposal. In this case, the second highest acceptable bid would be used to calculate points awarded.

3.3 PROPOSAL EVALUATION SHEET

LEVEL I COMPLIANCE WITH RFP REQUIREMENTS

PROPOSER QUESTIONNAIRE

I. PROPOSER INFORMATION

- A. Proposer Identification _____ (pass/disqualify)
- B. Business Information _____ (pass/disqualify)
- C. Individual Information _____ (pass/disqualify)
- D. Statement of Financial Capability _____ (pass/disqualify)
- E. Credit Worthiness _____ (pass/disqualify)
- F. Financial/Business/Vendor References _____ (pass/disqualify)

II. PROPOSAL INFORMATION

- A. Operation Plan _____ (pass/disqualify)
- B. Facility Plan _____ (pass/disqualify)
- C. Interpretive Plan _____ (pass/disqualify)
- D. Rental Offer _____ (pass/disqualify)
- E. Concession Feasibility _____ (pass/disqualify)

III. PROPOSAL SUMMARY _____ (pass/disqualify)

IV. CERTIFICATION AND AUTHORIZATION

- A. Labor Law Compliance Certification _____ (pass/disqualify)
- B. Proposer Certification _____ (pass/disqualify)
- C. Authorization to Release Information _____ (pass/disqualify)

PROPOSER BOND _____ (pass/disqualify)

Proposer must pass LEVEL I to qualify for further consideration.

LEVEL II RENT PROPOSED/CREDIT WORTHINESS & ABILITY TO FINANCE

A. Rent Proposed Met/Exceeded Minimum Requirement _____ (pass/disqualified)

B. Ability to Finance _____ (pass/disqualified)

C. Credit Worthiness _____ (pass/disqualified)

D. Compliance with National Labor Relations Act _____ (pass/disqualified)

Proposer must pass LEVEL II to qualify for further consideration.

LEVEL III PROPOSAL EVALUATION

A. Proposer Information

Incumbent Preference	_____	/ 5 Points
Small Business Preference	_____	/ 5 Points
Experience	_____	/ 15 Points

B. Proposal Information

Operation Plan	_____	/ 20 Points
Facility Plan	_____	/ 20 Points
Interpretive Plan	_____	/ 10 Points
Rental Offer	_____	/ 25 Points

GRAND TOTAL _____ / **100 Points**

Comments:

Board Member:_____ Date: _____

3.4 CONCESSION PROPOSAL, DPR 398

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

CONCESSION PROPOSAL

Big Basin Grocery Store, Gift Shop, and Tent Cabins

An electronic version of this questionnaire may be requested from the state park office issuing this Request for Proposal.

The Proposer Questionnaire consists of the following sections:

I. PROPOSER INFORMATION
   A. Proposer Identification
   B. Business Information
   C. Individual Information
   D. Statement Of Financial Capability
   E. Credit Worthiness
   F. Financial/Business/Vendor References

II. PROPOSAL INFORMATION
   A. Operation Plan
   B. Facility Plan
   C. Interpretive Plan
   D. Rental Offer
   E. Concession Feasibility

III. PROPOSAL SUMMARY

IV. CERTIFICATION AND AUTHORIZATION
   A. Labor Law Compliance Certification
   B. Proposer Certification
   C. Authorization to Release Information

V. PRIVACY NOTICE

I. PROPOSER INFORMATION

A. PROPOSER IDENTIFICATION

GENERAL INFORMATION

BUSINESS NAME _____
(Exactly as it is to appear on the Concession Contract)

ADDRESS _____

CITY/STATE/ZIP CODE _____

PHONE NUMBER _____ FAX NUMBER _____

EMAIL ADDRESS _____

CONCESSION MANAGER NAME _____ _____

SMALL BUSINESS: ☐ No ☐ Yes S/B #: _____

FEDERAL ID NUMBER: _____

CONTACT PERSON

NAME _____

ADDRESS _____

CITY/STATE/ZIP CODE _____

PHONE NUMBER _____ FAX NUMBER _____

EMAIL ADDRESS _____

B. BUSINESS INFORMATION

Check the one box below that describes your type of business and complete/attach the associated information requested. Also attach an organization chart if appropriate.

☐ **SOLE PROPRIETORSHIP**

☐ **PARTNERSHIP:** Attach a complete copy of the Partnership Agreement. To qualify as a responsive proposer, the Partnership Agreement shall be executed and binding upon each of the parties.

1. Date partnership established _____
2. Is the Partnership Agreement recorded? ☐ Yes. Date _____ Where_____ ☐ No
3. Has the partnership done business in California? ☐ Yes. Dates_____ ☐ No
4.

PARTNER NAMES	ADDRESSES	NO. OF SHARES	GENERAL (G) or LIMITED (L)
			☐ G ☐ L
			☐ G ☐ L
			☐ G ☐ L

☐ **JOINT VENTURE:** Attach a complete copy of the Joint Venture Statement/Agreement. To qualify as a responsive proposal, the Joint Venture Statement/Agreement shall be executed and binding upon each of the parties.

1. Date joint venture established _____
2. Is the Joint Venture Statement/Agreement recorded? ☐ Yes. Date _____ Where _____ ☐ No
3. Has the joint venture done business in California? ☐ Yes. Dates_____ ☐ No
4. JOINT VENTURER NAMES AND SHARE ALLOCATIONS ADDRESSES

☐ **CORPORATION:** Attach a Corporate Resolution indicating the officers authorized to contract on behalf of corporation. The Corporate Resolution shall contain the corporate seal and be certified by the Secretary of the corporation. To qualify as a responsive proposer, the corporation shall be in good standing and qualified to do business in the State of California.

1. Date incorporated _____
2. Place incorporated _____
3. Is the corporation authorized to do business in California? ☐ Yes ☐ No
5. How is the corporation held? ☐ Publicly. Below, explain how and where stock is traded. ☐ Privately
6. For publicly held corporations, attach a copy of the most current Annual Report.

B. PROPOSER BACKGROUND, continued

(CORPORATION - Continued)

7. Complete the information below:

	AUTHORIZED	ISSUED	OUTSTANDING
Number of voting shares			
Number of non-voting shares			
Number of shareholders			

Value per share of common stock: Date_____ Par_____ Book_____ Authorized_____

8. Complete the information below for each officer and director of the corporation, the shareholder who is not a corporation officer or director but owns the largest number of voting shares of corporation stock, and the shareholder who is not a corporation officer or director but owns the largest number of non-voting shares of corporation stock.

NAME	TITLE	ADDRESS	VOTING SHARES	NON-VOTING SHARES

9. Has a surety or bonding company ever been required to perform on the default of the corporation within the last ten (10) years?
☐ Yes. Provide the information below for each default. ☐ No *(proceed to item 10)*

Surety/Bonding Company Name _____

Bond Date _____ Bond Amount _____

Explain the circumstances surrounding each default and actions taken by the surety or bonding company.

10. Has the corporation ever been adjudicated bankrupt or involved in pending bankruptcy matters?
☐ Yes. Below, enter dates, court jurisdiction and amounts of liabilities and assets. ☐ No

11. Is the corporation presently a party to any pending litigation, liens or claims?
☐ Yes. Below, enter detailed information for each legal action. ☐ No

12. Is the corporation subject to any outstanding claims, liens, or judgments?
☐ Yes. Below, enter detailed information for each claim, lien or judgment. ☐ No

13. Has the corporation defaulted on, been terminated for non-performance or breach of contract, or voluntarily abandoned or forfeited rights under a contract for services or concessions contract?
☐ Yes. Below, enter an explanation of the circumstances and outcomes of each event. ☐ No

C. INDIVIDUAL INFORMATION

Legal Name _____ Social Security No. _____
Residence Address _____ Phone No. _____
Business Address _____ Phone No. _____

PERSONAL HISTORY

1. Have you, individually, as a partner, joint venturer or as officer of a corporation had a bond or surety canceled or forfeited within the last ten (10) years?
   ☐ Yes. Provide information below. ☐ No *(proceed to item 2)*

   Bond Company Name_____

   Bond Date_____ Bond Amount_____

   Explain the reason for each cancellation or forfeiture.

2. Have you individually, as a partner, joint venturer, or officer of a corporation been convicted of a felony crime in the last 10 years?
   ☐ Yes. Please explain ☐ No

3. Have you or your spouse or any business that you owned or in which you were an officer or had an interest ever declared bankruptcy, been declared insolvent or bankrupt, filed for bankruptcy, or reorganization under Federal or State laws?
   ☐ Yes. Below, enter dates, court jurisdictions, and amounts of liabilities and assets. ☐ No

4. Are you individually or any partnership or joint venture in which you have been party currently involved in any pending litigation? ☐ Yes. Below, enter dates, violations and locations. ☐ No

WORK EXPERIENCE:
Attach a resume and narrative as necessary.

CERTIFICATION: I hereby certify under penalty of perjury that all responses stated above regarding my personal history and work experience are true to the best of my knowledge and belief, and I understand and agree that any misstatement or omission of any material fact may cause forfeiture on my part of all rights to the proposed contract to be awarded by the State of California.

SIGNATURE DATE

▲ _____ _____

D. STATEMENT OF FINANCIAL CAPABILITY

SOURCE OF FUNDING AND COST OF CONCESSION DEVELOPMENT

(Attach additional pages as necessary.)

BUSINESS FINANCIAL STATEMENT

For: _____ As of: _____
(Business Name) *(Date)*

ASSETS

Current Assets

CASH ON HAND IN BANK	_____	
ACCOUNTS RECEIVABLE:		
Current	_____	
Over 30 Days	_____	
Over 60 Days	_____	
NOTES RECEIVABLE DUE WITHIN 1 YEAR	_____	
MERCHANDISE INVENTORY: Cost/Market	_____	
OTHER CURRENT ASSETS:		
_____	_____	
_____	_____	
Total Current Assets		_____

Long Term Assets

NOTES RECEIVABLE DUE AFTER 1 YEAR	_____	
LAND AND BUILDINGS (at cost)	_____	
<Less> Reserve For Depreciation	_____	
FIXTURES AND EQUIPMENT (at cost)	_____	
<Less> Reserve For Depreciation	_____	
PREPAID EXPENSES/DEFERRED CHANGES	_____	
OTHER LONG TERM ASSETS:		
_____	_____	
_____	_____	
Total Long Term Assets		_____

*** TOTAL ASSETS *** _____

(BUSINESS FINANCIAL STATEMENT- Continued)

LIABILITIES

Current Liabilities

ACCOUNTS PAYABLE (past due) _____

ACCOUNTS PAYABLE (current) _____

NOTES PAYABLE DUE WITHIN 1 YEAR:

To Whom	Secured by	

NOTES & ACCOUNTS PAYABLE TO PARTNERS, DIRECTORS, OFFICERS, OR STOCKHOLDERS _____

ACCRUED LIABILITIES (interest, rental, payroll, etc.) _____

ACCRUED FEDERAL & STATE TAXES _____

OTHER CURRENT LIABILITIES:

Total Current Liabilities _____

Long Term Liabilities

NOTES PAYABLE DUE AFTER 1 YEAR:

OTHER LIABILITIES:

Total Long Term Liabilities _____

TOTAL LIABILITIES _____

NET WORTH

CAPITAL STOCK (if corporation) _____

OWNER CAPITAL _____

TOTAL NET WORTH _____

*** TOTAL LIABILITIES & NET WORTH *** _____

E. CREDIT WORTHINESS

(Attach additional pages as necessary.)

E. REFERENCES

Reference Type: Financial

Duplicate this page and submit one reference page for each reference type (financial, vendor, or client) required in the instructions.

REFERENCE NO. 1

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

REFERENCE NO. 2

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

REFERENCE NO. 3

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

REFERENCE NO. 4

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

E. REFERENCES

Reference Type: Vendor

Duplicate this page and submit one reference page for each reference type (financial, vendor, or client) required in the instructions.

REFERENCE NO. 1

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

REFERENCE NO. 2

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

REFERENCE NO. 3

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

REFERENCE NO. 4

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

E. REFERENCES

Reference Type: Client

Duplicate this page and submit one reference page for each reference type (financial, vendor, or client) required in the instructions.

REFERENCE NO. 1

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

REFERENCE NO. 2

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

REFERENCE NO. 3

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

REFERENCE NO. 4

Name/Firm _____

Address _____

Contact Person _____ Phone Number _____

Acct. Type(s) & Number(s) _____

Type of Business Relationship _____

Length of Association _____

II. PROPOSAL INFORMATION

(Attach seperate pages as necessary)

A. OPERATION PLAN

☐ No Operation Plan Required

- [x] Vision/Mission Statement
- [x] Organizational Structure
- [x] Transition/Business Start-up plan
- [x] Customer Service Plan
- [x] Employee Staffing & Training Plan
- [x] Marketing and Advertising Plan
- [x] Community Involvement Plan
- [x] Products, Merchandise, and Services Plan
- [x] Prices and Pricing Policies
- [x] Conservation and Recycling Plan
- [x] Accessiblity Plan
- [ ] Other: _____
- [ ] Other: _____
- [ ] Other: _____

B. FACILITY PLAN

☐ No Facility Plan Required

- [x] Furnishings Plan
- [x] Capital Improvement Plan
- [x] Maintenance and Housekeeping Plan
- [ ] Other: _____
- [x] Implementation Plan
- [x] Cost(s) estimates.
- [x] Other: Facility Access Plan

C. INTERPRETIVE PLAN

☐ No Interpretive Plan Required

- [ ] Proposer's Relevant Experience
- [x] Business' Interpretive Theme
- [ ] Interpretive Programs and Activies
- [ ] Diversity Outreach Plan
- [x] Business' Ambiance Plan
- [ ] Primary Education Plan
- [ ] Food Service Plan
- [ ] Other: _____
- [ ] Other: _____
- [ ] Other: _____

D. RENTAL OFFER

- [x] Minimum Rental Guarantee: _____ (minimum bid is $1,000 per month)
- [x] Percentage of Gross Receipts as follows:
  (minimum bid is 16.5%)

E. CONCESSION FEASIBILITY

You may provide additional information, but do not alter the formats below in any way. You must respond to each item in the order listed with the information requested or N/A.

CONCESSION DEVELOPMENT COST ESTIMATE

PRELIMINARY PLANNING AND DESIGN	_____	
CONSTRUCTION OF INTERIOR IMPROVEMENTS/FIXTURES	_____	
EQUIPMENT/FURNISHINGS	_____	
AUTOS/TRUCKS	_____	
STOCK/INVENTORY	_____	
LICENSES & PERMITS	_____	
PREPAID EXPENSES	_____	
OTHER COSTS:		
_____	_____	
_____	_____	
_____	_____	
TOTAL DEVELOPMENT COSTS		_____

PROPOSED MEANS TO FINANCE CONCESSION

CONCESSIONAIRE SUPPLIED CAPITAL	_____	
SHORT TERM LOANS (1 year or less)	_____	
LONG TERM LOANS (more than 1 year)	_____	
SUPPLIER CREDIT	_____	
OTHER FINANCING:		
_____	_____	
_____	_____	
_____	_____	
TOTAL FINANCING*		_____

** Must meet or exceed "Total Development Costs" amount.*

FINANCIAL PROFORMA

Complete all aspects of this proforma as they apply to your proposed concession operation. Round figures to the nearest dollar.

ITEM	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
GROSS PROFIT					
Gross Sales					
Total Gross Sales (1)					
<Less> Cost of Goods Sold (2)					
TOTAL GROSS PROFIT					
OPERATING EXPENSES					
Variable Operating Expenses					
Salaries & Payroll Related					
Taxes & Licenses (other than sales income)					
Insurance					
Advertising					
Maintenance & Repairs					
Utilities (including telephone)					
Legal & Accounting					
Rent to State					
Interest					
Supplies & Material					
Admininstrative Overhead					
Travel & Transporation					
Credit Card Commissions					
Other:					
Other:					
Other:					
Total Variable Operating Expenses					
Fixed Operating Expenses					
Facility Improvements					
Equipment Purchases					
Amortization					
Depreciation					
Performance Bond					
Total Fixed Operating Expenses					
TOTAL OPERATING EXPENSES (3)					
*** NET INCOME *** *(before income taxes)*					

(1) EXPLAIN HOW YOU ARRIVED AT THE PROJECTED TOTAL GROSS SALES.

(2) EXPLAIN HOW YOU CALCULATED COST OF GOODS SOLD.

(3) EXPLAIN HOW YOU CALCULATED TOTAL OPERATING EXPENSES

PREPARER SIGNATURE ►	TITLE	DATE
PRINTED NAME	PHONE NUMBER	EMAIL ADDRESS
ADDRESS	CITY/STATE/ZIP CODE	

III. PROPOSAL SUMMARY

(Attach seperate pages as necessary)

IV. CERTIFICATION AND AUTHORIZATION

A. LABOR LAW COMPLIANCE CERTIFICATION

I hereby certify that:

PROPOSER NAME _____

FEDERAL EMPLOYER ID NUMBER _____

ADDRESS _____

CITY/STATE/ZIP CODE _____

has not had more than one, final, unappealable finding of contempt of court by a federal court issued against the proposer for any violation of National Labor Relations Act provisions within the two-year period immediately preceding the closing date for acceptance of proposals under this Request for Proposals.

Additionally, I, the signatory, do hereby swear that I am duly authorized to legally execute the certification described above on behalf of the proposer. I am fully aware that this certification, executed on the date below, is made under penalty of perjury under the laws of the State of California.

SIGNATURE ▶	DATE
SIGNATORY'S PRINTED	TITLE

B. PROPOSER CERTIFICATION

I/We am (are) personally acquainted with the premises of the subject concession and I/we have read, understand, and agree with the terms and conditions specified in this RFP document, including the Sample Concession Contract.

I/We meet the required experience qualifications and/or currently employ a Concession Manager who meets the qualifications.

I/We have the necessary financial resources to equip and operate the concession and perform the proposed capital investments, and I/we have enclosed a cashier's check or Proposer's Bond in the required amount, payable to the Department of Parks and Recreation, as a guarantee that, in the event my/our proposal is accepted and approved by the State, I/we will:

1. Execute and complete the Concession Contract, incorporating this proposal and all the terms and conditions contained in the RFP. The Concession Contract then will be executed by the State upon approval by the appropriate State agencies;
2. Provide the Performance Bond as required by the Concession Contract upon execution of the Contract by State; and
3. Provide the proposed guarantees, including rent, capital investments, equipment, and management and operation services.

I/We hereby certify that all responses and information provided in connection with this proposal are true to the best of my/our knowledge and belief, and I/we understand and agree that any misstatement or omission of any material fact may cause forteiture on my/our part of all rights to the proposed agreement to be awarded by the State of California.

I/We hereby respectfully submit this proposal, including all required documents and statements. I/We represent that the signatories hold the positions set forth below their signatures and are authorized to execute this proposal.

If the proposal is made by a sole proprietor, this form shall be signed with the full name of the proposer. If it is made by a partnership, a limited partnership, or a joint venture, it shall be signed with the full name of each partner or member thereof. If it is made by a corporation, it shall be signed by: (1) the President, any Vice President, or the Chairman of the Board; and (2) by the Corporation Secretary, any Assistant Secretary, Chief Financial Officer, or any Assistant Treasurer.

SIGNATURE ►	POSITION/TITLE AND/OR FUNCTION	DATE
PRINTED NAME	PHONE NUMBER	FAX NO.
ADDRESS	CITY/STATE/ZIP CODE	
SIGNATURE ►	POSITION/TITLE AND/OR FUNCTION	DATE
PRINTED NAME	PHONE NUMBER	FAX NO.
ADDRESS	CITY/STATE/ZIP CODE	
SIGNATURE ►	POSITION/TITLE AND/OR FUNCTION	DATE
PRINTED NAME	PHONE NUMBER	FAX NO.
ADDRESS	CITY/STATE/ZIP CODE	

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

C. AUTHORIZATION TO RELEASE INFORMATION

(General)

To Whom It May Concern:

I/my company have (has) submitted a proposal to the State of California, Department of Parks and Recreation, for a concession operation. I hereby authorize you to release or discuss any or all information in your possession pertaining to me as requested by an employee or representative of the State of California, Department of Parks and Recreation in connection with or to verify information submitted by me in the above-referenced proposal.

PROPOSER SIGNATURE ▶	DATE SIGNED
PRINTED NAME	
POSITION/TITLE	
COMPANY NAME *(if applicable)*	

V. PRIVACY NOTICE

Section 1798.17 of the Civil Code requires this notice be provided when collecting personal information from individuals. Each individual has the right to review his or her personal information maintained by this department unless exempted by law.

OFFICIAL RESPONSIBLE

Chief, Concessions and Reservations
California Department of Parks and Recreation
P.O. Box 942896
Sacramento, CA 94296-0001
(916) 653-7733

AUTHORITY

Public Resources Code Section 5080.08(a) and 5080.08(b)

PURPOSE

The information will be used for the purposes of evaluation to determine capabilities of proposers to perform the contract and to determine the best responsible proposer if an award is made.

PROVIDING INFORMATION

All information requested is mandatory.

EFFECTS OF NOT PROVIDING INFORMATION

If the requested information is not provided, the proposal will be determined to be not responsive and will be rejected.

KNOWN OR FORESEEABLE DISCLOSURES OF INFORMATION PURSUANT TO CIVIL CODE SECTIONS 1798.24, SUBDIVISIONS (e) OR (f)

Disclosure may be made to the Department of General Services, Office of the Attorney General, Department of Finance, Office of the Auditor General, or the Department of Parks and Recreation Audits Office.

SAMPLE CONCESSION CONTRACT