<table>
<thead>
<tr>
<th>Public Input on Current Operations</th>
<th>Public Input RFP Mercantile - McChesney</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conduct comparative analysis of financial outcome of concessions</td>
<td>Consider NPS lease (landlord-tenant) model for future spaces</td>
</tr>
<tr>
<td>Make prior year annual reports for Columbia available on public website</td>
<td>Modify concession contract language specific for historic site concessions</td>
</tr>
<tr>
<td>Stabilize park staff to build on partnership relationships</td>
<td>Allow term greater than 2 years</td>
</tr>
<tr>
<td>Allow concessionaires to operate rent-free during winter season to motivate staying open</td>
<td>Do not penalize profitable businesses by increasing rent and decreasing net profit</td>
</tr>
<tr>
<td>Provide financial incentives to support school group travel to the park</td>
<td>Retain historic authenticity of business types (keep store a store)</td>
</tr>
<tr>
<td>Ensure consistently updated information, i.e., store hours, on State websites for promoting Columbia</td>
<td>Encourage free enterprise (i.e. ability to adjust prices to reflect visitor demand)</td>
</tr>
<tr>
<td>Coordinate regular concession meetings</td>
<td>Keep Mercantile the same</td>
</tr>
<tr>
<td>Allow visible signage on sides of buildings on main highways to attract customers</td>
<td>Cast wider net to recruit new business operators</td>
</tr>
<tr>
<td>Coordinate joint marketing and advertising for Columbia concession community</td>
<td>Carry Out General Plan page 36 – do a comprehensive interpretive concession plan for Columbia SHP</td>
</tr>
<tr>
<td>Interlink marketing with other local groups such as Chamber and Visitors Bureau</td>
<td>Establish rental rate that does not fluctuate with sales (commercial square footage rate)</td>
</tr>
<tr>
<td>Concessionaires work together with the local community “cross pollination”</td>
<td>Re-evaluate contract terms to lessen uncontrolled risks in operation costs</td>
</tr>
<tr>
<td>Avoid animosity</td>
<td>Mandate concessions open 7 days a week year around</td>
</tr>
<tr>
<td>Relocate lighting to enhance signage</td>
<td>Require participation in regular concession meetings with State and concessionaires</td>
</tr>
<tr>
<td>Market Columbia SHP as a destination</td>
<td>Consider visitation and operating costs to set rent that allows a concession profit</td>
</tr>
<tr>
<td>Restore Newspaper and Print Shop (Columbia Gazette) Grant Money</td>
<td>Visitation increasing and need to seize opportunities to move forward</td>
</tr>
<tr>
<td>Increase and market variety of activities, events in Columbia</td>
<td>More restaurants and variety, i.e. Chinese</td>
</tr>
<tr>
<td>City Hotel – Bring back college culinary</td>
<td>Look at Murphy’s business marketing and comps to duplicate success</td>
</tr>
<tr>
<td>Consider appropriate spaces for leased professional offices – lawyer, dentist, doctors</td>
<td>McChesney: Music Store, Lessons, Demos, Making Instruments, Art Consortium/CoOp</td>
</tr>
<tr>
<td>Add a seasonal farmer’s market at Diggins to maximize use of space</td>
<td>RFP emphasis on qualifications: financial, credit reports, due diligence to ensure successful operators</td>
</tr>
<tr>
<td>Reduce restrictions and bureaucracy – i.e. special event permits for events in their own concession space, restricted hours after 5:00</td>
<td>Consider operator of R&amp;L market for mercantile</td>
</tr>
<tr>
<td>Incorporate outdoor film events</td>
<td>Retain mercantile for groceries and incorporate a farmer’s market</td>
</tr>
<tr>
<td>Suggestion</td>
<td>Comment</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>State open the exhibits earlier and keep open later</td>
<td>McChesney: Antique restoration store or woodworking</td>
</tr>
<tr>
<td>Work with local Visitor Bureau to keep trolley to Columbia SHP running year round</td>
<td>McChesney: Tack and feed store</td>
</tr>
<tr>
<td>Create information center (Trask or Brady) or information kiosks in high profile sites</td>
<td>McChesney: Fiber arts, weaving, knitting</td>
</tr>
<tr>
<td>Relocate State Park sign from windy curve as you come from Vallecito</td>
<td>Limit concessionaires to operate only one business in Columbia</td>
</tr>
</tbody>
</table>