

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

State open the exhibits earlier and keep open later	McChesney: Antique restoration store or woodworking
Work with local Visitor Bureau to keep trolley to Columbia SHP running year round	McChesney: Tack and feed store
Create information center (Trask or Brady) or information kiosks in high profile sites	McChesney: Fiber arts, weaving, knitting
Relocate State Park sign from windy curve as you come from Vallecito	Limit concessionaires to operate only one business in Columbia