



Concessions Program Overview

Partnerships Office, California Department of Parks and Recreation

Key Stats*

- 200+ concessions located within 80+ parks
- \$125M+ in gross receipts
- \$19M+ in rent to State
- \$2M+ in concessionaire-funded facility improvements

*Numbers reported as of FY2013-14

Highest Gross Receipts by Operation Type in FY2013-14

Operation Type	Gross Receipts	Rent to State	Rate of Return
Restaurants and Catering	\$41,332,763	\$4,316,722	10.4%
Retail Sales and Gifts	\$20,131,662	\$2,669,581	13.3%
Lodging	\$19,471,170	2,009,300	10.3%
Off-Highway Vehicle Services	\$7,259,799	\$749,077	10.3%
Marina Operations	\$6,306,180	\$538,631	8.5%

Concessions Program Authority

- Authority provided by California Public Resources Code §§5080.02 – 5080.29
- “Pilot” concessions are authorized up to a 2-year term
- Concessions awarded for terms longer than 2 years must follow RFP process unless there’s a statutory exemption
- Concessions with anticipated gross receipts or facility improvements above \$1M require review by the State Park and Recreation Commission and notification of the Legislature.

Overview of Concessions RFP Process

RFP Development Phases	Phase 1 Pre-planning	Phase 2 Plan Concession	Phase 3 Project Review & Approval	Phase 4 RFP Development	Phase 5 Contract Execution
<p>Duration 3.5 to 6 Months</p>	 <ul style="list-style-type: none"> Identify candidate projects 	 <ul style="list-style-type: none"> Develop project concept Gather public input Gather data 	 <ul style="list-style-type: none"> Concept review & approval SPRC notification or review Legislative notification 	 <ul style="list-style-type: none"> Prepare RFP Advertise RFP Pre-Proposal Meeting Q&A period Proposal evaluation Contract award Protest period 	 <ul style="list-style-type: none"> Final contract preparation Final approvals Execute contract Facilitate transition

How are New Concessions Proposed?

- Concessions are proposed through the General Plan development process and by entrepreneurs, park districts, public request, legislative mandates, and partner agencies
- Concessions must be compatible with a park unit's classification and General Plan
- Concessions are intended to enhance visitor experiences, are not attractions unto themselves, and are not solely for their revenue producing potential
- Prospective concessionaires interested in developing a new concession opportunity should develop a one-page concept brief and present it to the applicable park district for review and follow-up with the Partnerships Office
- New concession concepts, depending on the scope of the idea, usually take 2-6 months until “doors open” at the park

Typical Term Lengths for Concession Contracts

- Standard concession contracts are 10 years
- “Pilot” concession contracts are up to 2 years
- Concession contracts can be up to 20 years with facility improvements requiring amortization over a term longer than 10 years, with Director’s approval
- Marina concession contracts are up to 30 years
- Lodging concession contracts providing full accommodations are up to 50 years

More Information

Contact the Concessions Program:

1416 9th Street, Room 1442-7

Sacramento, CA 95814

(916) 653-7733

concessions.program@parks.ca.gov