

# **REQUEST FOR PROPOSALS**

**FOR DEVELOPMENT AND OPERATION OF THE PROPOSED**

## **Grover Beach Lodge**

### **Pismo State Beach**

**Opening Date**  
**August 24, 2007**

**Closing Date**  
**December 10, 2007**

CITY OF GROVER BEACH  
GROVER BEACH IMPROVEMENT AGENCY  
154 SOUTH EIGHTH STREET  
GROVER BEACH, CA 93433



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



## NOTICE OF REQUEST FOR PROPOSALS

Notice is hereby given that the City of Grover Beach and the California Department of Parks and Recreation, collectively referred to herein as the Joint Authority, are now accepting proposals for the concession development and operation described below.

Concession Name:	Grover Beach Lodge
Park Unit:	Pismo State Beach
Proposal Closing Time & Date:	December 10, 2007 at 2:00pm
Proposal Submission Location:	City of Grover Beach – City Hall 154 South Eighth Street, Grover Beach, CA 93433
Concession Type:	Lodge and Conference Facility
Concessionaire Capital Outlay:	Minimum of Twenty Million Dollars (\$20,000,000) to Plan, Design, Permit, Construct, Furnish, Equip, and Operate a 135 to 150 Room Lodge and Conference Facility in accordance with RFP Requirements and Proposer's Facility Development & Operations Plans.
Contract Term:	Fifty (50) Years
Minimum Rental Bid:	Annual Guaranteed Rent of Two Hundred Thousand Dollars (\$200,000) or Six Percent (6%) of Annual Gross Sales, whichever amount is greater
Facility Renovation Fund:	Five Percent (5%) of Gross Sales
Proposal Bond (due at time of proposal submission):	Fifty Thousand (\$50,000) Dollars
Performance Bond (due at time of Contract execution):	One Year's Rental as Bid
Proposer's Minimum Years of Relevant Experience:	Five (5) Years Experience
Mandatory Pre-Proposal Meeting:	September 19, 2007 at 10:00am

**In order to participate in the RFP process, prospective proposers or designated representative(s) must attend the mandatory Pre-Proposal Meeting at 10:00 a.m. on September 19, 2007 at the Grover Beach City Hall, 154 South Eighth Street, Grover Beach, California.**

## **GENERAL INFORMATION**

### **Project Overview**

This is an opportunity for a concessionaire/developer to partner under a concession contract with the City of Grover Beach and the California Department of Parks and Recreation to plan, design, permit, construct, equip, furnish and operate a high quality 135 to 150 room lodge and conference facility located on 7.5± acres of level beach frontage land at the northern entry to Pismo State Beach where Grand Avenue meets the Pacific Ocean in the City of Grover Beach, San Luis Obispo County.

The selected concessionaire/developer will be required to fully fund the entitlement, planning and development of the lodge and conference facility and manage its operation and maintenance throughout the fifty (50) year term of the proposed concession contract. All of the developed facilities, furnishings and equipment will become the property of the State of California at the conclusion of the fifty year contract term.

### **Facility Development Requirements**

The following are minimum development requirements for the project:

#### **A. Investment**

- Facility/Complex: Minimum \$20 million dollars investment (\$148,000/room)

#### **B. Hotel Structure**

- Building design and amenities must meet the AAA 3-diamond rating standard as set forth in the January 7, 2007 edition of the AAA Tour Book Diamond Rating System for Hotels and Motels
- 135 room hotel with one and two bedroom guest rooms
- 30% hotel guest rooms with whirlpool tubs
- All hotel guest rooms to be provided with private balcony or patio, depending on floor location
- Kitchen facilities to support hotel guests for continental breakfast, mid-morning coffee with beverage replenishment and afternoon coffee and with flexibility to interface with catering for large conference and banquet events
- Conference/Banquet area:
  - Indoor—4,000 sq. ft. to accommodate groups of 20 or more hotel guests
- Laundry facilities for housekeeping
- Storage areas for banquet and conference facilities
  - Table, chairs, audio-visual equipment
  - Banquet serving items, from silverware to chafing dishes
- Back office space for management/staff
- Lobby and reception area sufficient to accommodate three (3) operating stations
- Recreation Facilities
  - Heated pool/recreation area
  - Spa/Fitness Center
  - Limited/moderate service support facilities

Proposers may offer additional facilities and/or amenities to enhance their proposals.

## Site Description

The proposed lodge site is located near the beach at Pismo State Beach and the Central Coast community of the City of Grover Beach in San Luis Obispo County.

Pismo State Beach incorporates 1,343 acres of beach frontage, coastal dunes, and lands situated between State Highway 1 and the Pacific Ocean. The 7.5± acre lodge site is generally bounded by Grand Avenue on the south, Fins Restaurant and a State Park day-use parking area on the west, the Pismo State Beach Golf Course (nine-hole, executive style golf course) to the north, and privately owned property abutting California State Highway 1 to the east. This site is surrounded by State Park-developed facilities that include 185 campsites, a 500 space parking lot and picnic area.

The proposed lodge site is also adjacent to the northerly entrance of Oceano Dunes State Vehicular Recreation Area. This 3,600 acre off-highway recreation area is among the most popular and unique of California State Parks. The 5.5 miles of beach is open to vehicular use and the sand dunes are available for off-highway motor vehicle recreation. These attractions draw visitors from throughout the United States. Oceano Dunes SVRA is the only California State Park where vehicles may be driven on the beach. Park attendance during Fiscal Year 2005/06 was 1,976,119.

The City of Grover Beach covers an area of 2.25 square miles and is located along the beautiful Central Coast of California, 92 miles north of Santa Barbara and 150 miles south of Monterey. Tourists are drawn to the area and the community for a variety of activities that include: dune hiking, fishing, clamming, surfing, golfing, horseback riding, wine tasting, off-roading, cycling, and sightseeing.

## Additional Project Information

For more information regarding this concession opportunity visit the website of the City of Grover Beach, [www.grover.org](http://www.grover.org) or the California Department of Parks and Recreation website, [www.parks.ca.gov](http://www.parks.ca.gov) (under "Business Information » Concessions"). A copy of the complete RFP can be purchased at a cost of Seventy Five Dollars (\$75.00) by contacting the City of Grover Beach, 154 S. Eighth Street, Grover Beach, CA 93433, (805) 473-4567. The complete RFP may also be viewed free of charge at the following physical locations:

City of Grover Beach  
City Hall  
154 S. Eighth Street  
Grover Beach, CA 93433  
(805) 473-4567

California Department of Parks and Recreation  
Concessions, Reservations, and Fees Division  
1416 Ninth Street, Room 1442-13  
Sacramento, CA 95814  
(916) 653-7733