

SUMMARY OF BUSINESS OPPORTUNITY

This Prospectus invites the public to submit proposals for National Park Service (“Service”) Draft Concession Contract CC-MOJA001-13 (“Draft Contract”), which will authorize the operation of food and beverage service at Kelso Depot within Mojave National Preserve.

Under the National Park Service Concessions Management Improvement Act of 1998, Public Law 105-391 (“1998 Act”) the Service has specific legislative authority to issue concession contracts, and the Draft Contract is subject to that law. Copies of the Act, and its implementing regulations 36 C.F.R. Part 51, are included in the appendices to this Prospectus. A copy of the Draft Contract is included in part IV of this Prospectus. Currently, similar visitor services are provided at this location by James Michael Williams, dba The Beanery (“Existing Concessioner”), under the Existing Concession Contract, CC-MOJA001-08, (“Existing Contract”), a copy of which is included in the appendices to this Prospectus.

Overview of Concession Services to be Required and Authorized

The Draft Contract includes both required and authorized commercial services. The Concessioner must provide the required services and may, at its option, provide the authorized services. A summary of concession services required and authorized under the Draft Contract is provided below.

Exhibit 1. Required and Authorized Services

Existing Contract	Draft Contract
Required Services	
Food and Beverage Service	Food and Beverage Service
Authorized Services	
Catering	Catering
Limited Merchandise Sales	Limited Merchandise Sales
	Sale of bundled firewood
	Sale of bagged ice

Source: National Park Service

Concession Facilities

The Concessioner provides services at the Beanery, which is a restaurant with a 31 seat lunch counter, prominently situated on the east side of the first floor of the Kelso Depot Visitor Center. A food preparation room approximately 15’ x 17’ in size is located directly behind the counter. The Concessioner is assigned a 9’ x 12’ office on the second floor of the Kelso Depot and space in the second floor hallway for general office and/or storage purposes. In addition, two trailer pads with hookups are provided to the Concessioner for employee housing and storage purposes only. These facilities are described in detail in Exhibit C to the Draft Contract and collectively are referred to as the “Concession Facilities.” The Concessioner will be responsible for housekeeping and grounds-keeping of the Concession Facilities, as provided in the Draft Contract, in particular in its Exhibits A: Operating Plan and Exhibit E: Maintenance Plan.



Estimate of Initial Investment

A breakdown of the initial investments estimated to be made by the Concessioner is presented in the following table. All amounts are stated in 2013 dollars. This is only an estimate; Offerors must make their own determination of the investment required to support the Required Services.

Exhibit 2. Estimated Initial Investment

<i>Initial Investments</i>		<i>Total</i>
Personal Property		\$25,000
Other Working Capital		\$10,000
Pre-Opening Expenses		\$5,492
Total Estimated Initial Investment		\$40,492

Source: National Park Service

There is no requirement for the incoming Concessioner to purchase the personal property of the Existing Concessioner, or for the Existing Concessioner to sell any personal property to the incoming Concessioner.

Historical Annual Gross Receipts and Franchise Fee

Exhibit 3. Gross Receipts 2009-2011

2009	2010	2011
\$56,846	\$94,890	\$141,188

Source: National Park Service

The Existing Concession Contract requires a franchise fee of one and one half percent (1.5%) of annual gross receipts.

Preferred Offeror Determination

Pursuant to 36 C.F.R. Part 51, the Director has determined that the Existing Concessioner, James Michael Williams (dba The Beanery), is a Preferred Offeror for the Draft Contract. The Preferred Offeror's right of preference includes certain rights to match better terms and conditions of the best proposal received under certain circumstances. These rights are described in more detail in 36 C.F.R. Part 51, Subpart E, a copy of which is included in the Appendices to this Prospectus.

Contract Term

The Draft Contract is estimated to begin on November 1, 2013 for a term of ten (10) years. However, as stated in the Draft Contract, either the Service or the Concessioner may elect to shorten the term to five years by giving written notice to the other party no later than eighteen (18) months before the fifth anniversary of the Draft Contract. An option for a shorter term of five years (at the sole discretion of either the



Concessioner or the Director) can be exercised no later than 18 months before five years from the Contract Effective Date.

Franchise Fee

One and one half percent (1.5%) gross receipts.

Site Visit

A one-day site visit will occur on the date listed on the inside front cover of this Prospectus. For more information regarding the specific time and to reserve a place, please contact Sue Eibeck at (415) 623-2224 or by email at sue_eibeck@nps.gov. The site visit will be an opportunity for all interested parties to get an overview of the concession operation.

