

# **SUMMARY OF BUSINESS OPPORTUNITY**

Visitation Reservation System and On-Site Parking Management

MUIR WOODS NATIONAL MONUMENT

*Department of the Interior*

National Park Service  
Pacific West Region

**Contract No. CC-MUWO002-17**



## BUSINESS OPPORTUNITY

The National Park Service (“Service”) invites the public to submit proposals for a new Concession Contract CC-MUWO002-17 (“Draft Contract”), which will authorize the operation of a visitation management system for Muir Woods National Monument (“Park”).

Muir Woods National Monument is one of the oldest and most visited sites in the National Park System. As its popularity has increased over time, the Park visitor experience upon arrival has deteriorated as more visitors seek out limited parking during periods of peak visitation. Additional negative visitor experiences include public safety risks due to unsafe illegal parking and foot traffic along narrow road shoulders, long walks from roadside parking to the Park’s entrance, and a general sense of overcrowding and frustration.

In order to improve these circumstances, the Service has developed a system to manage visitation at Muir Woods National Monument with the goal of fulfilling resource protection and improved visitor experience. Most visitors will be required to use a reservation system to reserve a time to visit the park. The Draft Contract will allow a Concessioner to provide this visitation reservation service, as well as on-site management of the park’s parking areas.

## OVERVIEW OF REQUIRED CONCESSION SERVICES

The visitation management system required by the Draft Contract will be comprised of two elements. The first component is a reservation system to allow visitors to secure a reservation (for a fee) to visit the Park with a planned day and time of arrival. Visitors arriving by personal occupancy vehicle or by the independently operated Muir Woods Shuttle will be required to make advance reservations through the Concessioner’s reservation system.

The second component is management of on-site staffing to facilitate an easy arrival at the Park for visitors with reservations. This parking will include guiding personal occupancy vehicles to appropriate parking, and will provide for general management of Park arrival areas.

The following visitor services are required under the Draft Contract:

<b>MUWO002</b>
<b>Required Service</b>
Parking and Shuttle Reservation System
On Site Parking Management

The CC-MUWO002-17 Draft Contract has a term of ten (10) years beginning on an effective date, which the Service estimates as November 1, 2017. The effective date of the Draft Contract may change prior to contract award if determined necessary by the Service.

The Concessioner will operate within assigned areas, as described in Exhibit C of the Draft Contract. On-site parking management will involve oversight of approximately 232 parking spaces (personal occupancy vehicle) across four parking areas.

The visitor services to be operated under the Draft Contract are new to Muir Woods National Monument. The Service looks forward to collaborating with an operator who will bring relevant experience, expertise, and



energy to this essential new service, and will work side by side with the Service to ensure an improved visitor experience at Muir Woods for all visitors.

The Service invites interested parties to visit the Park during normal operating hours and view Park facilities, roads, and demarcated commercial vehicle parking spaces in the Park. A guided site visit will be held on the date noted on the inside cover of the Prospectus.

## INITIAL INVESTMENT AND REVENUE PROJECTIONS

The Service has developed estimates of required initial investments for the operation of the services under the Draft Contract.

### Estimate of Initial Investments

Item	Amount <sup>1</sup>
Personal Property Initial Investment	\$26,000
Working Capital	\$392,000
Collateral materials, startup costs, operating costs	\$27,000
<b>Total</b>	<b>\$445,000</b>

<sup>1</sup>All dollar amounts represented in 2017 \$

The Service's projections for utilization and revenue of the concession operation are based on historic visitation patterns, as well as parking and Marin Transit shuttle capacity limitations. The prospectus Business Opportunity provides additional information concerning the background, operational specifics, and revenue projection details of the visitation management system that will be required by the Draft Contract. The following revenue projections for the first and last years of the ten year contract term reflect that the first year of the concession operation will include an initial 60 day startup phase in which the concession contract will be in effect and some operations will be functioning but the concession will not generate revenue. The effect of this startup phase has been built into projections for revenue and expenses in year one of the contract term. Revenue projections and expenses are included in the Business Opportunity section of this prospectus.

### Projected Parking Space and Shuttle Seat Reservation Revenue

	Year 1 (10 months) <sup>1</sup>	Year 10
Parking Reservations <sup>2</sup>	190,000- 200,000	260,000-270,000
Paid Shuttle Reservations <sup>3</sup>	30,000 – 40,000	50,000-60,000
<b>Revenue</b>	<b>\$1,610,000- \$1,720,000</b>	<b>\$2,800,000- \$2,940,000</b>

<sup>1</sup>Draft Contract Year 1 utilization and revenue projections reflect 10 months of revenue-generating operations, due to 60 day Start Up Period.

<sup>2</sup>Service projects average vehicle occupancy to be 3.1 visitors per POV, and the Service has assumed that the average visitor length of stay is approximately 2.4 hours.

<sup>3</sup>This accounts for all shuttle seats utilized by paid visitors (ages 16 and over). The Service projects that paid visitors will utilize approximately 80% of shuttle seats and that free shuttle passengers (children under age 16) will utilize the remaining 20% of shuttle seats during the term of the Draft Contract.

### Minimum Franchise Fee



The Service's concession contracts provide for payment to the federal government of a franchise fee as determined by the Service on consideration of the probable value to the Concessioner of the privileges granted by the contract involved. This probable value is based upon a reasonable opportunity for net profit in relation to capital invested and the obligations of the contract.

The Draft Contract's minimum franchise fee is thirty (30%) percent of annual gross receipts.

