

Request for Expressions of Interest

For operation of services along the
Blue Ridge Parkway

October 8, 2010



National Park Service
U.S. Department of the Interior

Blue Ridge Memorial Parkway
Southeast Region





THIS IS A REQUEST FOR EXPRESSIONS OF INTEREST (RFEI) ONLY. This RFEI is issued solely for information and planning purposes and does not constitute a Request for Proposal (RFP) or a promise to issue a RFP in the future. This request for expressions of interest does not commit the Government to contract for any supply or service whatsoever. Further, the National Park Service is not at this time seeking proposals and will not accept unsolicited proposals. Responders are advised that the U.S. Government will not pay for any information or administrative costs incurred in response to this RFEI. All costs associated with responding to this RFEI will be solely at the interested party's expense. Not responding to this RFEI does not preclude participation in any future RFP, if any is issued. If a solicitation is released, it will be synopsisized on the Federal Business Opportunities website (www.fbo.gov). It is the responsibility of the potential offerors to monitor this site for additional information pertaining to this requirement.

The National Park Service (NPS) is seeking expressions of interest for the use of several facilities (listed below) along the Blue Ridge Parkway. The sites range from Blue Ridge Parkway Milepost 60.8 to Milepost 339 and may be used individually or combined. The NPS will consider the responses to this RFEI to plan for the use of these facilities for a three year period starting the spring of 2011. The NPS may consider issuing Temporary Concessions Contracts or assigning Sub-concessioners for some or all of the facilities. Temporary Concession Contracts and Sub-concession agreements offer an excellent opportunity for entities to become familiar with NPS concession contracting. For more information on the NPS Commercial Services Program, please see <http://www.concessions.nps.gov/index.htm>.

INCLUDED FACILITIES

BRP Mile	Building	Description
60.8	Otter Creek Restaurant & Gift Shop	57 seat restaurant and gift shop
85	Peaks of Otter Lodge & Restaurant	63 room hotel, 150 seat restaurant and gift shop
85	Peaks of Otter Country Store	country store near Peaks of Otter Lodge
174.1	Rocky Knob Cabins	7 housekeeping cabins, employee housing
176.2	Mabry Mill Restaurant & Gift Shop	58 seat restaurant and gift shop
241.1	Doughton Park Bluffs Lodge	24 room hotel
241.1	Doughton Park Bluffs Coffee Shop	56 seat restaurant and gift shop
241.1	Doughton Park Bluffs Gift Shop	gift shop
297.1	Julian Price Lake Boat Rentals	canoe rental, sale of snacks and firewood
339.5	Crabtree Falls Gift Shop	gift shop, camping supplies, snacks, convenience items, formerly a restaurant

A map of the Parkway and facility locations is included at the end of this document.



OTTER CREEK RESTAURANT AND GIFT SHOP (MP 60.8)

The Otter Creek runs 10 miles adjacent to the Parkway. Fishing, hiking and camping are popular within the area. The Otter Creek Restaurant and Gift Shop are open seasonally, typically from May through October. The restaurant serves breakfast and lunch. The facility seats 57. The gift shop/camp store sells gifts, souvenirs, sundries and firewood.



Gross Receipts

2009	2008	2007
\$233,446	\$211,782	\$294,785

PEAKS OF OTTER LODGE/RESTAURANT/GIFT SHOPS (MP 86)

The Peaks of Otter is a highly developed area on the Parkway. The motor road follows the crest of the ridge into the Peaks area, where Highway 43 joins the Parkway from Bedford. In the valley formed by Sharp Top, Flat Top and Harkening Hill, the area has a lodge and restaurant, visitor center, campground, picnic area and historic farm.

A full-service restaurant is open year-round serving three meals. The restaurant seats 150 and can accommodate large groups. A gift shop, lounge, meeting room, lobby and three ADA suites are located in the same building as the restaurant. Three buildings house the 60 lodging rooms, comprised of 48 doubles and 12 kings. The lodge is open year round, with reservations required during holidays and the fall foliage season. Other services available include a cocktail lounge, gift shop, country store, and seasonal bus service to the peak of Sharp Top Mountain.

Gross Receipts	2009	2008	2007
Lodging	\$1,295,254	\$1,249,760	\$1,334,200
Restaurant	\$1,394,812	\$1,364,114	\$1,477,836
Gift Shops	\$422,115	\$464,417	\$545,920



There are seven housekeeping cabins near the Rocky Knob developed area (Milepost 174.1). The Civilian Conservation Corps originally built these cabins more than 50 years ago for group camping. These cabins have electricity and are fully furnished with kitchens. There is a central bath/shower house. One cabin is ADA accessible with private bath. This property also includes employee's quarters. Open May through October.



Gross Receipts

2009	2008	2007
\$64,334	\$64,320	\$63,817

MABRY MILL RESTAURANT AND GIFT SHOP (MP 176)

Mabry Mill operated as a gristmill, sawmill, and blacksmith shop in the early part of the 20th Century. The facility is typically open from April to October for demonstrations, and the mill remains a popular attraction on the Parkway. The Mabry Mill Restaurant and Gift Shop is located adjacent to the mill. The restaurant has 58 seats, and is known for traditional local specialties such as buckwheat pancakes and hickory-smoked barbecue. The gift shop sells souvenirs and local crafts, as well as foods traditional to the mill. The Mabry Mill Restaurant and Gift Shop are typically open from April to October.



Gross Receipts	2009	2008	2007
Restaurant	\$537,003	\$500,159	\$510,109
Gift Shop	\$306,444	\$315,589	\$339,769



DOUGHTON PARK BLUFFS LODGE AND COFFEE SHOP (MP 241)

Doughton Park is a landscape of open meadows and pioneer cabins, a place to view wildlife and get a feel for the lives of those who lived here long ago. Originally known as the Bluffs, this area came by its present name in honor of Congressman Robert L. Doughton, a long-time advocate and supporter of the Parkway. Doughton Park is one of the best places along the motor road to view white-tailed deer, raccoons, red and gray foxes, and bobcats, as well as spectacular shows of flame azalea and rhododendron in the late spring.

The Bluffs Lodge and Coffee Shop at Doughton Park consists of a 56 seat coffee shop serving three meals daily, a gift shop, and camp store at MP 241 on the Parkway. Two lodging buildings, with a total of 24 rooms, are located in a nearby meadow across the parkway motor road. These facilities are typically open from May to October.

Gross Receipts	2009	2008	2007
Lodging	\$327,033	\$310,638	\$346,752
Restaurant	\$474,459	\$482,086	\$485,961
Gift Shop	\$96,117	\$64,818	\$33,752



PRICE LAKE CANOE RENTAL (MP 297)

Near Blowing Rock and the Moses Cone Manor House, a kiosk and small dock are devoted to renting canoes and rowboats hourly on the Julian Price Lake, and selling firewood, fishing supplies and snacks. Open May to October.

Gross Receipts

2009	2008	2007
\$42,900	\$48,387	\$39,247



CRABTREE FALLS GIFT SHOP AND SNACK STAND (MP 339)

One can enjoy the incredible views of the Black Mountains and take a 40 minute hike up to the 70-ft. tall Crabtree Falls. The Crabtree Falls Gift Shop and Snack Stand are adjacent to the Crabtree Falls Campground with a picnic area nearby.

The Crabtree Falls Gift Shop (Milepost 339.5) is open seasonally, typically from May to October. Gifts, handcrafts, souvenirs, camping supplies, firewood, sundries, convenience items, snacks and drinks are available at this location.

Gross Receipts		
2009	2008	2007
\$133,300	\$89,065	\$188,791

THE NATIONAL PARK SERVICE

America's National Park Service was created by Congress to:

...conserve the scenery and the natural and historic objects and the wildlife therein, and to provide for the enjoyment of the same in such a manner and by such means as will leave them unimpaired for the enjoyment of future generations.

Additionally, the Congress has declared that the National Park Service areas should be:

...preserved and managed for the benefit and inspiration of all the people of the United States.

To learn more about the NPS, visit our website at www.nps.gov. This site includes information about who we are, our mission, NPS policies, and individual park information.

THE BLUE RIDGE PARKWAY

Encompassing over 92,000 acres with more than 1,000 miles of boundary, the Parkway provides the visiting public with a variety of recreational activities.

The Blue Ridge Parkway, in linking the Shenandoah and Great Smoky Mountains National Parks, is dedicated to enhancing the outstanding scenic and recreational qualities of the corridor that it traverses; conserving unimpaired its significant natural and cultural resources, and promoting in perpetuity the public enjoyment and appreciation of the central and southern Appalachian Mountains. Additional information regarding the Parkway can be found at www.nps.gov/blri

MARKET OVERVIEW

Located in the Blue Ridge Mountains of Virginia and North Carolina, the Parkway is a 469-mile recreational motor road that connects Shenandoah and Great Smoky Mountains National Parks



while protecting the cultural and natural features of the region. Visitors are drawn to this area to experience the stunning scenery and close-up looks at the natural and cultural history of the mountains.

In June 2001, the National Park Service undertook a comprehensive survey of the American public to understand its perception of the NPS. The information was organized by the seven regions of the NPS and provides insight on regional visitor characteristics. The NPS Comprehensive Survey of the American Public identifies the average visitor frequenting National Parks in the southeast region, in which the BRP resides, as married and between the ages of 22 and 44 years old. Most of these respondents stated they work full-time and have some college-level education. Approximately 46 percent reported earning an annual income between \$20,000 and \$49,999 and another 25 percent reported earning an annual income between \$50,000 and \$99,999. Over half of the respondents stated they did not have any children under the age of 18 living in the household, but 14 percent reported they do have minor children living in the household. Therefore, the study suggests the typical southeast regional visitor is able to travel and has a disposable income.

FINANCIAL REQUIREMENT

Financial requirements vary based on the legal instrument used for the operation. In general, the financial requirements for use of one of these facilities would include investing in the operation and maintenance of the facility to the NPS standards.

TERM LENGTH

The NPS will consider the responses to this RFEI to plan for the use of these facilities for a three year period starting the spring of 2011. If temporary operators are used, they will have the opportunity to bid on a full term contract (10 years).

SITE VISIT

Interested parties are encouraged to visit the facilities before they close for the season at the end of October.

RESPONSE DUE

November 8, 2010



FOR QUESTIONS AND COMMENTS, PLEASE CONTACT

Laura Nelson
Concessions Management Specialist
National Park Service
Blue Ridge Parkway
199 Hemphill Knob Road
Asheville, NC 28803-8686
laura_s_nelson@nps.gov
(828) 271-4779, extension 227

Mark Morgan
Concessions Management Specialist
National Park Service
Southeast Regional Office
100 Alabama Street SW
Atlanta, GA 30303
mark_morgan@nps.gov
(404) 507-5638

CONSIDERATIONS

Uses of federal land must be authorized by law and comply with the law under which the use is authorized. Uses of federal land under NPS management must meet certain criteria. For the Blue Ridge Parkway, this means that the use must:

- not degrade or unduly impair the park's resources and values;
- be compatible with the programs of the NPS;
- be consistent with the purposes established by law for the park area in which it is located; and
- ensure the preservation of any historic property involved with the use.

Additionally, the use must follow all applicable local, state and federal laws, such as health, safety, food handling, and labor and employment law. Uses must be compliant with environmental and historic preservation policy.

The Parkway is currently in the process of prospectus development for several long-term concessions contracts, including the operations described above.

The NPS will consider the responses to this RFEI to plan for the use of these facilities for a three year period starting the spring of 2011. The NPS may consider issuing Temporary Concessions Contracts or assigning Sub-concessioners for some or all of the facilities. Temporary Concession Contracts and Sub-concession agreements offer an excellent opportunity for entities to become familiar with NPS concession contracting. There are very limited circumstances under which the building may be used by a non-NPS entity without a public solicitation.

The pertinent laws, regulations and policies, can be found at:
<http://home.nps.gov/applications/npspolicy/index.cfm>

More information on the NPS commercial services program can be found at:
www.concessions.nps.gov.

Information about other ways to do business with the NPS can be found at:
ww.nps.gov/aboutus/doingbusinesswithus.htm.



Information specific to Blue Ridge Parkway is available at:
www.nps.gov/blri/parkmgmt/businesswithpark.htm

SUBMISSION GUIDELINES

Respondents are encouraged to provide input that demonstrates how their concept will support the park's purpose. Responses should not exceed 15 pages total. Any viable option will be considered. Please submit:

- A description of your interest in use of facility(ies), and which facility(ies) you are interested in;
- A transmittal letter indicating your name, company or organization, legal structure, and contact information for representative(s) including email address;
- Previous hospitality management experience, if any;
- Previous National Park Service Concessions operation experience, if any; and
- Any other pertinent points or conditions.

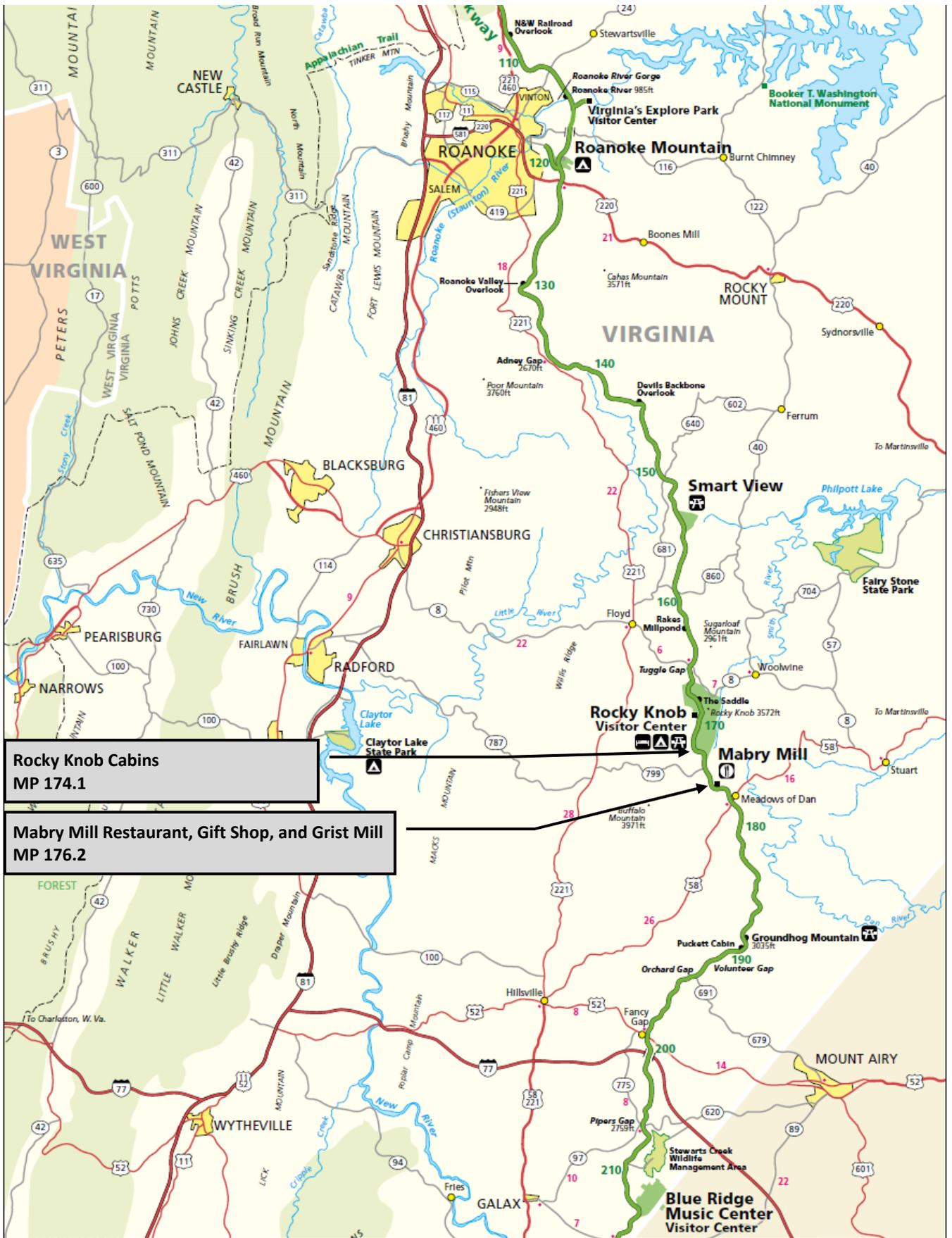
Please indicate in your submission whether you would like the NPS to retain your contact information and notify you of future Business Opportunities.

Please submit your response by November 8, 2010. In addition, respondents are encouraged to submit an electronic copy of their response in any format. All submittals become the property of the NPS.

Responses should be sent to:
Laura S. Nelson
Concessions Management Specialist
National Park Service
Blue Ridge Parkway
199 Hemphill Knob Road
Asheville, NC 28803-8686
Email: Laura_S_Nelson@nps.gov

The NPS will acknowledge your submission after receipt. Within 60 days of the submission date the NPS will provide a publically available description of the next steps in the process and notify all respondents by email.

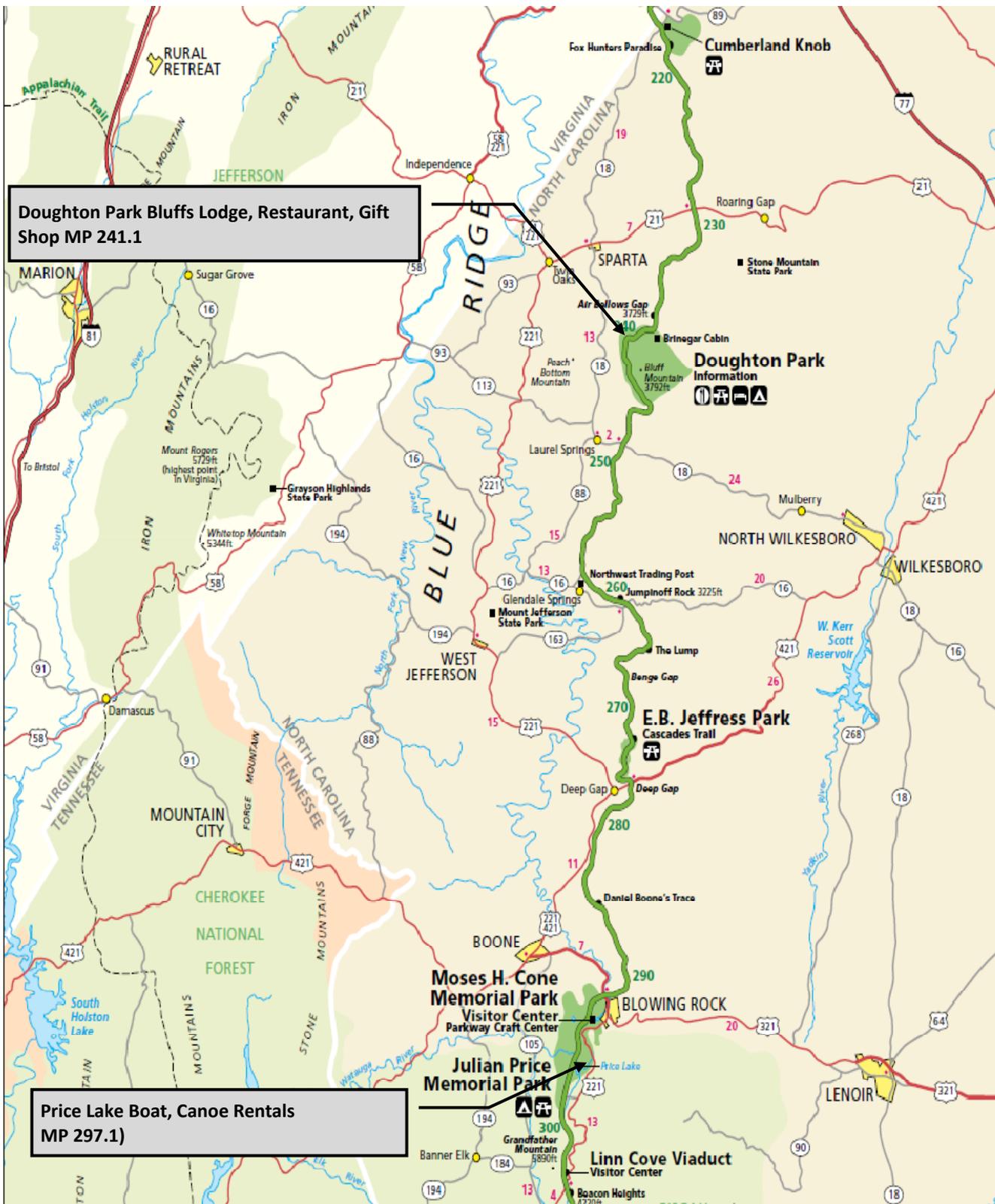




Rocky Knob Cabins
MP 174.1

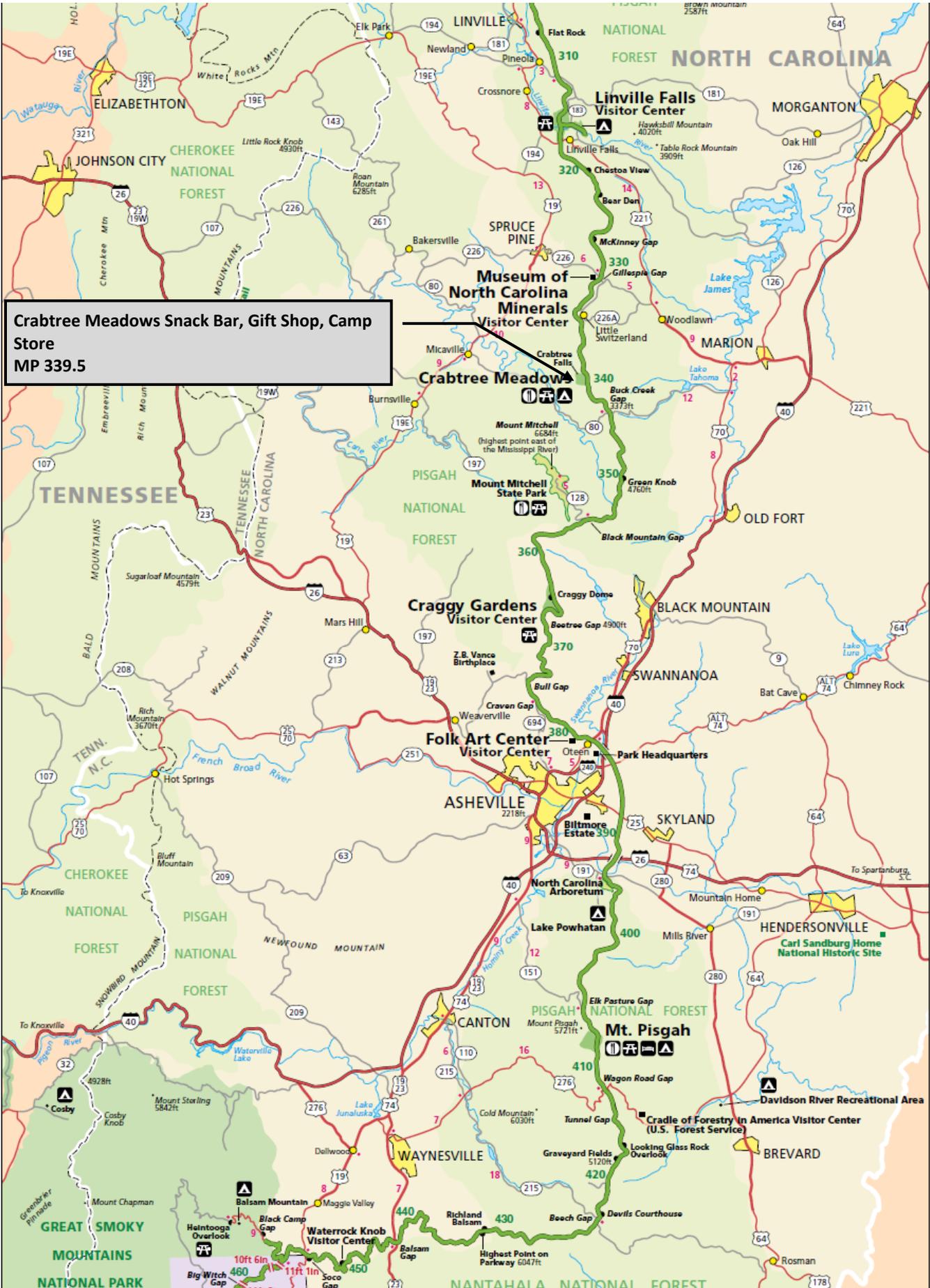
Mabry Mill Restaurant, Gift Shop, and Grist Mill
MP 176.2





Doughton Park Bluffs Lodge, Restaurant, Gift Shop MP 241.1

Price Lake Boat, Canoe Rentals (MP 297.1)



Crabtree Meadows Snack Bar, Gift Shop, Camp Store
MP 339.5