

## **PART I**

### **BUSINESS OPPORTUNITY**

Guided Mountain Climbing and Climbing Instruction, and  
Guided Ski Mountaineering

within

Grand Teton National Park

*Department of the Interior*

National Park Service

**Concession Contract No. CC-GRTE012-24**

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## INTRODUCTION

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The National Park Service (Service) has determined that certain visitor services are necessary and appropriate to enhance the visitors' comfort and enjoyment of the Park Unit while ensuring that the resources are protected.

The National Park Service (Service) intends to award one concession contract to operate guided mountain climbing and climbing instruction, and ski mountaineering, in Grand Teton National Park. This Prospectus describes in general terms the existing business and the future business opportunities for the facilities and services required by the Service. Offerors are responsible for reviewing all sections of this Prospectus and, specifically, the terms and conditions of the Draft Concession Contract CC-GRTE012-24 (Draft Contract), including its exhibits, to determine the full scope of a future Concessioner's responsibilities under the Draft Contract. The Service is conducting this solicitation in accordance with the National Park Service Concessions Management Improvement Act of 1998 (Public Law 105-391) as implemented by the Service in 36 C.F.R. Part 51. The term "Concessioner" as used in this Prospectus refers to the entity that will be the Concessioner under the Draft Contract. The term "Existing Concessioner" refers to The Mountain Guides Inc., doing business as Jackson Hole Mountain Guides under CC-GRTE012-14, the Existing Contract, which commenced on January 1, 2014, and will expire on December 31, 2023. Links to the above-mentioned regulations and instructions on how to obtain a copy of the Existing Contract can be found in the Appendices Table of Contents.

In the event of any inconsistency between the terms of this Prospectus and 36 C.F.R. Part 51, 36 C.F.R. Part 51 will prevail. In the event of any inconsistency between the description of the terms contained in this Prospectus and the Draft Contract, the Draft Contract will prevail.

### THE NATIONAL PARK SERVICE AND ITS MISSION

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. (16 U.S.C. § 1)*

Additionally, Congress declared that the National Park System should be:

*...preserved and managed for the benefit and inspiration of all the people of the United States. . . . (16 U.S.C. § 1a-1)*

The National Park Service preserves unimpaired the natural and cultural resources and values of the National Park System for the enjoyment, education, and inspiration of this and future generations. The Service cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world. Visit the National Park Service website ([www.nps.gov](http://www.nps.gov)) to learn more about the National Park Service, including its mission, policies, and individual park units.

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## GRAND TETON NATIONAL PARK

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Grand Teton National Park was established in 1929. Jackson Hole National Monument was created in 1943. The two units were combined to become the present Grand Teton National Park by the Act of September 14, 1950.

The Park encompasses approximately 310,000 acres and protects the Teton Range, Jackson Hole, a 50-mile portion of the Snake River, seven morainal lakes, over 100 backcountry and alpine lakes, and a wide range of wildlife and plant species. It is bordered by the Gros Ventre Mountain Range to the east and John D. Rockefeller, Jr. Memorial Parkway to the north. The parkway is also managed by the superintendent of Grand Teton National Park.

The Park is a natural and cultural marvel with eight rugged peaks rising over 12,000 feet in elevation, 900 species of wildflowers, 300 species of birds, 17 species of carnivores, six species of hoofed mammals, and a human history dating back to the Paleo-Indians.

According to Grand Teton National Park's Foundations for Planning Document (2017), "the purpose of Grand Teton National Park is to preserve and protect the spectacular scenery of the Teton Range and the valley of Jackson Hole; protect a unique geologic landscape that supports abundant diverse native plants and animals and associated cultural resources; protect wildlands and wildlife habitat within the Greater Yellowstone area, including the migration route of the Jackson elk herd; and to provide opportunities for enjoyment, education, inspiration, and scientific investigation compatible with these resources for present and future generations." Additional information on the park can be found on [Grand Teton National Park's website](#).

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## MARKET AREA OVERVIEW

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Located in northwest Wyoming, Grand Teton National Park is bordered by the Teton Mountain Range to the west, Bridger Teton National Forest to the east, and John D. Rockefeller, Jr. Memorial Parkway and Yellowstone National Park to the north. Park headquarters is located in Moose, 13 miles north of Jackson, WY, with entrance stations at Moose and Moran Junction, and near Teton Village on the Moose-Wilson Road. **Exhibit 1** provides a map that illustrates the proximity of the Park to the surrounding national parks, forests and the town of Jackson (referred to collectively as "the Jackson Hole area").

Jackson Hole's location and surrounding recreational amenities make the area a popular year-round tourist destination. The Bridger-Teton National Forest ("the Forest") surrounds the Jackson Hole area, providing numerous ski opportunities during the winter months, while the Forest, the Snake River and Grand Teton National Park attract visitors during the peak summer visitation period.

The Park is open year-round; however, most commercial services operate between May and October. Grand Teton National Park and John D. Rockefeller, Jr. Memorial Parkway facilities and services, including those represented in the Draft Contract, include a variety of outfitter and guide operations, including float trips, fishing, mountaineering, cross-country ski touring services, and guided youth backpacking; approximately 800 concessioner-operated lodging rooms; 1,200 concessioner-operated campsites; nine restaurants; fifteen retail outlets; a boat shuttle service, and interpretive boat tour services.

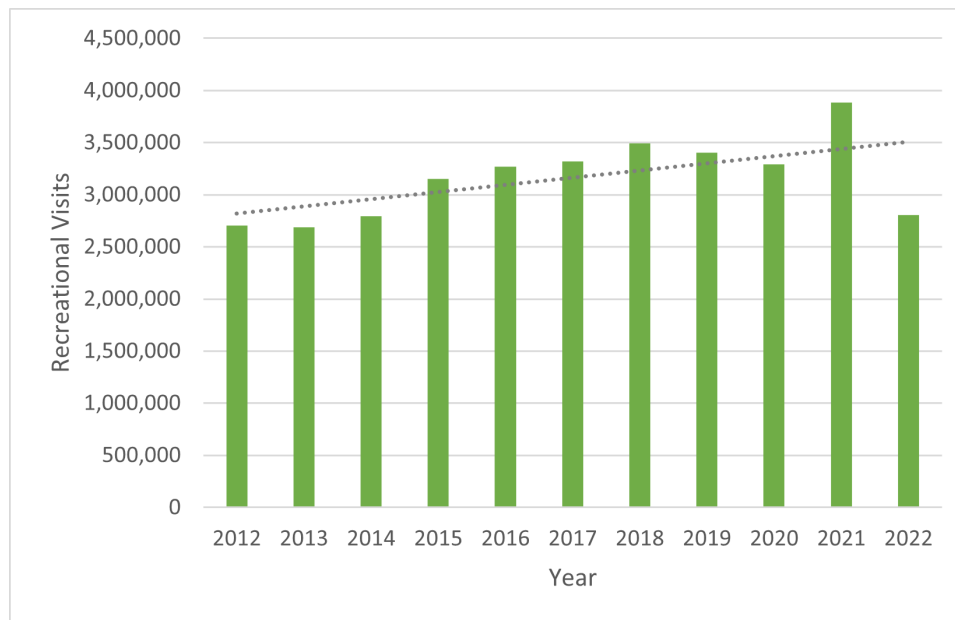
## Exhibit 1. Map of Grand Teton National Park



## PARK VISITATION TRENDS

Grand Teton National Park recreational visitation has shown growth over past ten years with overall visitation growing at 3.7 percent over the term. Recreational visitation for this period reached a high of over 3.8 million visitors in 2021 and was lowest in 2013 at 2.6 million. Park visitation is highest during the summer and early fall, with visitation in June through September accounting for over 74 percent of yearly visitation. The winter operating season accounts for far fewer recreation visits.

### Annual Recreational visitation to Grand Teton National Park



## KEY ELEMENTS OF THE BUSINESS OPPORTUNITY

### OVERVIEW OF THE BUSINESS OPPORTUNITY

The following document presents the key elements of the business opportunity for the CC-GRTE012-24 solicitation. If any inconsistency exists between the terms of the Draft Contract and this Business Opportunity, the Draft Contract will prevail. This section of this Prospectus describes the commercial visitor services required and authorized under the Draft Contract. The Service intends to award one contract under the CC-GRTE012-24 solicitation.

### TERM AND EFFECTIVE DATE OF DRAFT CONCESSION CONTRACT(S)

The CC-GRTE012-24 Draft Contract has a term of ten (10) years beginning on January 1, 2024 and ending on December 31, 2033.



## PREFERRED OFFEROR DETERMINATION

The Director, pursuant to the terms of 36 Code of Federal Regulations Part 51, has determined that CC-GRTE012-24 under this solicitation is a qualified Contract, as an outfitter and guide contract, and, therefore, the existing Concessioner is a Preferred Offeror for this Contract. The Existing Concessioner must submit a responsive proposal to this Prospectus to be considered for award of the respective Contract. If the Existing Concessioner submits a responsive proposal and that proposal is not selected as the best proposal for that specific Contract, the Preferred Offeror designation allows it to match the terms of the best offer and be awarded the contract for which it submitted the proposal. The Existing Concessioner is The Mountain Guides Inc., doing business as Jackson Hole Mountain Guides (CC-GRTE012-14).

## REQUIRED SERVICES AND AUTHORIZED SERVICES

The Following exhibit describes the Required Services (i.e., must be provided by the Concessioner), Authorized Services (i.e., may be provided at the option of the Concessioner), and service locations as described in the Draft Contract. The required and authorized services under this business opportunity are not materially changed between the Existing Contract and the Draft Contract; however, avalanche education courses and transportation are now authorized services under the Draft Contract. Additionally, the Draft Contract Exhibit A Operating Plan includes allocations for overnight use (Labor Day through June 14), overall winter day use, and winter day use in the Moose-Wilson Corridor (November through April). Refer to the Draft Contract Exhibit A, Operating Plan Section 4)E for additional details. The Draft Contract also describes route restrictions and seasonal closures of recreational areas as part of winter wildlife habitat protection. Refer to the Draft Contract Exhibit A, Operating Plan Section 3)F for additional details.

Required Visitor Services under the Draft Contract.

	Required Service	Location
i.	Guided Mountain Climbing and Climbing Instruction	Grand Teton National Park
ii.	Guided Ski Mountaineering	Grand Teton National Park

Authorized Visitor Services under the Draft Contract.

	Authorized Service	Location
i.	Avalanche Education Courses	Grand Teton National Park
ii.	Transportation	Grand Teton National Park

## CHARACTERISTICS OF THE REQUIRED SERVICES

**Guided Mountain Climbing and Climbing Instruction.** The Teton Range attracts climbers from around the world and is recognized as one of the premier mountain ranges in the United States that offers some of the most accessible and diverse climbing in the country. There is a wide array of routes to climb, ranging from easy outings to very difficult undertakings on rock, snow, and ice. The Grand Teton (13,775 ft.) is one of the most popular summits and eight other peaks in this range reach elevations over 12,000 feet. The Service defines Guided Mountain Climbing in Grand Teton National Park as a summer recreation service that utilizes rock climbing equipment, i.e., ropes, harnesses, protective hardware etc. for the protection of guides and clients while attempting summits within the Teton Range. Climbing Instruction may occur year-round. Climbing Instruction includes educational courses, such as basic to advanced climbing skills, snow schools, and other mountaineering skills instruction, that prepare clients for safe backcountry travel and summit attempts during all seasons.

**Ski Mountaineering/Backcountry Skiing.** The Teton Range offers some of the best backcountry skiing and splitboarding in the United States, providing a range of difficulty levels. The Service defines Ski Mountaineering as a guided winter recreation tour in Grand Teton National Park that utilizes skis or splitboards to ascend or descend in terrain that may require specialized equipment such as ice axes, crampons, ropes, harnesses, and/or fall protection equipment for clients to safely navigate in more difficult terrain. For the purposes of the Draft Contract, Ski Mountaineering also includes Backcountry Skiing. The Service defines Backcountry Skiing as skiing that takes place in terrain that is more moderate, depending on skill level, and that does not require the specialized equipment included in Ski Mountaineering.

**Corbet High Camp.** Under the Draft Contract, the Concessioner is assigned use of a backcountry campsite referred to as Corbet High Camp. The Concessioner may install, use, and maintain a personal property tent (e.g., weatherport style-tent), storage boxes, and backpacking tents for overnight camping, in providing the required visitor services. The personal property tent (weatherport) and backpacking tents must be taken down at the end of the summer operating season, and the storage boxes may remain within the land assignment on a year-round basis. Refer to Exhibit A, Operating Plan and Exhibit E, Maintenance Plan, for additional requirements associated with the backcountry land assignment.

### Operating Season and Conditions

The Draft Contract, Exhibit A Operating Plan, provides the minimum operating requirements and establishes a minimum operating season. The actual operating season each year varies depending on weather and snow conditions. Requests for modifications to the minimum operating season must be approved by the Superintendent. See Draft Contract Exhibit A, Operating Plan for additional details.

Required Service	Minimum Operating Season
Guided Mountain Climbing and Climbing Instruction	Early June through mid-September
Guided Ski Mountaineering	January through March

### Allocations and Route Restrictions

The Service assigns the Draft Contract a specific number of use allocations and route restrictions as listed in the following table. Overall winter use allocations and sub-allocations within the Moose-Wilson Corridor (November through April) are new to the Draft Contract and are shown in **bold** in the following table.



Required Service	Location	Allocation/Route Restriction	Applicable Season
Guided Mountain Climbing/Climbing Instruction	Grand Teton The Grand	One-Day Grand Teton Ascents are allocated to a maximum of 10 clients per year	Year-Round
Guided Mountain Climbing/Climbing Instruction	Grand Teton Exum Ridge	Maximum of 9 clients per day, not to exceed 60 clients per month	July through August
Guided Mountain Climbing/Climbing Instruction	Grand Teton Owen/Spalding route, Baxter's Pinnacle, and the Wittich Crack	Climbs are not allocated	July through August
Guided Mountain Climbing/Climbing Instruction	Corbet High Camp	Maximum of 16 people, per day, not to exceed 12 clients	June 15 through Labor Day
Guided Mountain Climbing/Climbing Instruction	Backcountry /Wilderness Areas for Overnight Use within Grand Teton National Park	Maximum of 120 use nights. Use at the Corbet camp is not included in this limit	June 15 through Labor Day
<b>Ski Mountaineering (including backcountry skiing, and including avalanche education courses, if provided as an authorized service)</b>	<b>Grand Teton National Park</b>	<b>Maximum of 1,200 clients</b>	<b>November through April</b>
<b>Ski Mountaineering (including backcountry skiing, and including avalanche education courses, if provided as an authorized service)</b>	<b>Moose-Wilson Corridor</b>	<b>Of the 1,200-client maximum (above), the maximum total number of clients per season is limited to 175, and not to exceed 35 clients per month</b>  <b>Refer to Exhibit A, Draft Operating Plan Attachment 3 for a map of the Moose-Wilson Corridor</b>	<b>November through April</b>
<b>Guided Mountain Climbing/Climbing Instruction</b>  <b>Ski Mountaineering (including backcountry skiing)</b>	<b>Backcountry /Wilderness Areas for Overnight Use within Grand Teton National Park</b>	<b>Maximum of 50 visitor use nights, not including guides</b>	<b>Labor Day to June 14</b>
Guided Mountain Climbing/Climbing Instruction  Ski Mountaineering (including backcountry skiing)	Blacktail Butte	Guided activities are prohibited	Year-Round

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## CHARACTERISTICS OF THE AUTHORIZED SERVICES

**Transportation.** To reduce congestion at popular trailheads within Grand Teton National Park, under the Draft Contract, the Concessioner may provide transportation of guides and clients to Park trailheads when providing required or authorized services. If the Concessioner chooses to provide transportation to guides and clients utilizing the Lupine Meadows Trailhead, the Service may allocate up to two (2) parking spaces to the Concessioner within the Lupine Meadows parking area.

**Avalanche Education Courses.** The Concessioner may conduct avalanche education courses that include instruction in avalanche hazard awareness, decision-making skills, and rescue skills.

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## INVESTMENT ANALYSIS

### LEASEHOLD SURRENDER INTEREST

There is no Leasehold Surrender Interest (as that term is defined in 36 C.F.R. Part 51) under the Existing Contract.

### ESTIMATED INITIAL INVESTMENT

The Service expects each Concessioner will incur start-up costs prior to commencing operations, including working capital, personal property, supplies, and inventory. Offerors must make their own determinations of the investment required to support their operations. As described in the Proposal Package section of this Prospectus, Concessioners must demonstrate sufficient start-up funds in their proposals.

### DEFERRED MAINTENANCE

The Service anticipates no Deferred Maintenance at the beginning of the Draft Contract.

### MAINTENANCE RESERVE

The Draft Contracts do not require the Concessioner to establish a Repair and Maintenance Reserve; however, the Concessioner is responsible for all maintenance of assigned lands and facilities. Refer to Exhibit E to describe maintenance and operational requirements of assigned lands, including the overnight camp location, "Corbet High Camp".

### LAND ASSIGNMENT

As discussed previously, the Draft Contract is assigned the Corbet High Camp. Refer to Draft Contract Exhibit C, Assigned Land and Real Property, Exhibit A, Operating Plan, and Exhibit E, Maintenance Plan for additional details.

### PERSONAL PROPERTY

The Concessioner under the Draft Contract will be required to provide such equipment, personal property, and inventory necessary for the proper and efficient operation of the services under the Draft Contract. The Existing Contract does not require the Existing Concessioner to sell its personal property, merchandise, inventory, or supplies used in the operation to the Concessioner.

The Service assumes the Concessioner replaces personal property at the end of its useful life, as required by the Draft Contract.

## ESTIMATED REVENUE AND EXPENSE PROJECTIONS

### Projected Revenues

The exhibit below provides a summary of projected revenues.

CC-GRTE012-24 Projected Revenue	2024
Guided Mountain Climbing and Climbing Instruction, Ski Mountaineering and Backcountry Skiing	\$1,000,000- \$1,300,000

### Rates

The Service approves rates for climbing instruction using either Comparability or the Competitive Market, depending on activities. For more information see the Draft Contract Operating Plan, Exhibit A, and the National Park Service Rate Administration Guide ("Rate Administration Guide"). A copy of the Rate Administration Guide is available on the Commercial Services website at <https://www.nps.gov/subjects/concessions/rate-administration.htm>.

### Current Approved Rates for Required Services

Approved rates for the 2022 season:

Activity	2022 Approved Rate Per Person*
Climbing Instruction	\$260.00
One-Day Climb – Less-Technical	\$420.00 - \$515.00
One-Day Climb – Technical	\$459.00 - \$575.00
Grand Teton Climb and other Summits	\$525.00 - \$720.00
One-Day Backcountry Skiing	\$385.00 - \$505.00
One-Day Ski Mountaineering	\$459.00 - \$585.00

\*Per person rate may vary based on group size and length of tour.

### PROJECTED DEPARTMENTAL AND OPERATING EXPENSES

The Service projects that most departmental and indirect expenses will be within industry average range.

### Employees and Minimum Wage

The Concessioner must comply with all provisions of Executive Order 14026 of April 27, 2021, (Increasing the Minimum Wage for Federal Contractors) and its implementing regulations, including the applicable contract clause, codified at 29 C.F.R. pt. 23, all of which are incorporated by reference into the Draft Contract. Offerors must consider the impacts of these requirements when developing their financial projections.

As stated in 29 C.F.R. Part 23, the United States Department of Labor will increase the actual minimum wage for federal contractors during the term of the Draft Contract each year based on the annual change in the Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W).

## Insurance Requirements

The Service has included minimum insurance requirements in the Draft Contract. Interested parties should consider these requirements in preparing their proposals. Insurance requirements are found in Draft Contract Exhibit F, Insurance Requirements.

## Utilities

The Service provides no utilities. There are no sources of potable water in Park wilderness and backcountry. The Concessioner must follow minimum impact practices and must pack out all solid waste and recycling.

## Park Entrance Fees

All trip participants must possess or purchase an entrance pass.

## OTHER OPERATING CONSIDERATIONS

In addition to this prospectus, the Service issued a separate prospectus for Climbing and Climbing Instruction, Ski Mountaineering and Other Services in CC-GRTE009-24. The CC-GRTE009-24 Draft Contract includes Transportation as a required service. The CC-GRTE009-24 Draft Contract contains different use allocations and route restrictions, i.e., authorizes more One-Day Grand Teton ascents, authorizes the Lower Saddle High Camp for high-elevation overnight use, and the Hidden Falls area for climbing instruction. The CC-GRTE009-24 Draft Contract Exhibit C assigns land and real property and includes a land assignment that may be used for temporary, personal property housing. Maintenance responsibilities for assigned land and real property are described in the Draft Contract Exhibit E, Maintenance Plan. The Draft Contract

## MINIMUM FRANCHISE FEE

Offerors must agree to pay the minimum franchise fee, as set out in Principal Selection Factor 5 of the Proposal Package (Part III of this Prospectus), although Offerors may propose higher franchise fees in accordance with terms of the Prospectus. The Concessioner must pay the franchise fee for the preceding year or portion of a year (with each such year commencing on January 1).

The following describes the minimum franchise fee acceptable to the Service:

4% of Gross Receipts for Gross Receipts from \$0 to \$500,000; plus  
 8% of Gross Receipts for Gross Receipts from \$500,001 to \$1,000,000; plus  
 10.5% of Gross Receipts for Gross Receipts from \$1,000,001 to \$1,500,000; plus  
 11% of Gross Receipts for Gross Receipts greater than \$1,500,000.

**Example:** A Concessioner with gross receipts of \$1,500,000 would pay \$112,500 in franchise fees as calculated below. With this example, the actual effective franchise fee (the actual percentage of gross receipts paid as franchise fees) is 7.5%.

4.0% of GR from \$0 to \$500,000 (4% x \$500,000)	\$20,000; plus
8.0% of GR from \$500,001 to \$1,000,000 (8% x \$500,000)	\$40,000; plus
10.5% of GR from \$1,000,001 to \$1,500,000 (10.5% x \$500,000)	\$52,500
<b>Total \$112,500</b>	

Effective Franchise fee = 7.5% (\$112,500 franchise fees paid / \$1,500,000 gross receipts subject to franchise fees).

## HISTORICAL CONCESSION OPERATION

### EXISTING CONCESSIONS OPERATION

The Existing Contract between the Service and Jackson Hole Mountain Guides CC-GRTE012-14 was effective beginning January 1, 2014 and will expire on December 31, 2023. The Existing Contract provides guided mountain climbing and climbing instruction, including ski mountaineering above 7500' ft in elevation, and instruction of avalanche classes, and includes the assigned backcountry campsite location of Corbet High Camp for use in providing the required services. The Existing Contract is allocated a maximum number of One-Day Grand Teton ascents of ten (10) per year; a maximum number of visitor use nights outside the Corbet High Camp of 120 nights between June 15 and Labor Day; a maximum of 9 climbs per day and 60 climbs per month on the Exum Ridge route during July and August; a maximum of 16 people per day, not to exceed 12 clients, at Corbet High Camp; and does not permit use on the Owen/Spalding route, Baxter's Pinnacle, and the Wittich Crack during July and August.

### HISTORICAL FINANCIAL AND USE DATA

The Proposal Package requires Offerors to develop financial projections based on the Required Services under the Draft Contract. In order to assist Offerors in the development of these projections, the Service has provided information regarding historical gross revenue, franchise fees, and visitor use. Offerors should be appropriately cautious in the use of historical information. Offerors are responsible for producing their own pro forma financial projections and relying upon their own financial predictions.

#### Historical Revenue

The following chart presents the 2019 – 2021 historical revenues for each contract. The 2019-2021 revenues are from the Existing Contract. The services under the Existing Contract are similar to those required under the Draft Contract.

Historic Revenue	2019	2020	2021
CC-GRTE012-14	\$680,256	\$701,552	\$926,569

#### Franchise Fees Paid

The following chart presents the 2019 – 2021 franchise fees paid by the Existing Concessioner. The Existing Contract required franchise fee is 3% of Gross Receipts for Gross Receipts from \$0 to \$250,000; plus 5% of Gross Receipts for Gross Receipts from \$250,001 to \$500,000; plus 8.25% of Gross Receipts for Gross Receipts \$500,001 to \$750,000; plus 11% of Gross Receipts for Gross Receipts greater than \$750,000.

Historic Franchise Fees	2019	2020	2021
CC-GRTE0012-14	\$34,871	\$36,628	\$59,165

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**Historic Use**

The table below presents historical use from 2019 – 2021.

**CC-GRTE012-14**

Service	2019 Trips	2019 Participants	2020 Trips	2020 Participants	2021 Trips	2021 Participants
Guided Climbing, Climbing Instruction Ski Mountaineering and Backcountry Skiing	300	1,100	650	1,300	575	2,000

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**SITE VISIT**

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The Service will not conduct a site visit. Offerors are encouraged to visit the area to become familiar with physical conditions and limitations involved and become acquainted with the details requisite to operating the Draft Contract services.

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**NOTIFICATION OF INTENT TO PROPOSE**

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If you plan to submit a proposal in response to this solicitation, you must notify Jennifer Parker, Commercial Services Program Lead, NPS Regional Office Serving Interior Regions 6, 7, & 8, via email at [Jennifer\\_Parker@nps.gov](mailto:Jennifer_Parker@nps.gov) no later than 4:00 p.m. Mountain Time on the Notice of Intent to Propose date listed in the Inside Cover of this Prospectus. The Service will not accept proposals from entities that do not provide notice on or before this deadline. See Proposal Instructions for additional guidance on how to submit the Notification of Intent to Propose.

-- END Part I: Business Opportunity --