

# BUSINESS OPPORTUNITY

CC-PORE005-21

*Department of the Interior*

National Park Service  
Point Reyes National Seashore

A Concession Business Opportunity to Operate  
a Horse Camp

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## INTRODUCTION

The National Park Service ("Service") seeks proposals for a concession contract authorizing overnight camping at the Point Reyes Horse Camp for visitors with horses.

This Prospectus describes, in general terms, the existing business operations and the future business opportunities for services required by the concession contract. Offerors must review all sections of this Prospectus and, specifically, the terms and conditions of the Draft Concession Contract No. CC-PORE005-21 ("Draft Contract"), including its exhibits, to determine the full scope of a future concessioner's responsibilities under the Draft Contract.

| SUMMARY OF DRAFT CONTRACT TERM AND CONDITIONS |                   |
|---|-------------------|
| Draft Contract Term                           | Five (5) Years    |
| Projected Effective Date                      | November 1, 2021  |
| Required Services                             | Horse Camp        |
| Authorized Services                           | None              |
| Year 1 (2021) Projected Gross Receipts        | \$50,000-\$60,000 |
| Estimated Initial Investment (Year 0)         | \$28,100          |
| Minimum Required Franchise Fee                | 5.0%              |

### SITE VISIT

The Service will host a site visit for organizations interested in bidding on this opportunity on the date listed on the inside cover of this Prospectus. The site visit provides interested organizations an overview of the concession operation along with a tour of the Concession Facilities assigned to the Concessioner under the Draft Contract. Each interested Offeror will be limited to two (2) site visit attendees, and all attendees must be over the age of eighteen.

If you plan to attend the site visit and would like more information, please contact:

Kristen Jontos  
 Commercial Services Specialist  
 National Park Service, Interior Regions 8, 9, 10 & 12  
 (415) 623-2229  
[Kristen\\_Jontos@nps.gov](mailto:Kristen_Jontos@nps.gov)

Please register for the site visit, by phone or email, at least one week in advance. When registering, you must provide your name, the name of the organization interested in bidding that you represent, the primary contact for the organization, and the number of people in your party. All parties attending the site visit must disclose to the Service the names of the interested organizations engaging their services. The Service will provide further information and additional directions by return email message to the primary contact.



## INFORMATION REGARDING THIS PROSPECTUS

In this document, the Service refers to Point Reyes National Seashore as the "Park."

This Prospectus includes Service estimates of revenues and expenses to assist Offerors in developing financial projections. These estimates reflect Service assumptions based on planning decisions, historical concession operating data, industry standards, economic conditions, and comparable and competitive operations. The Service does not guarantee these projections will materialize and assumes no liability for their accuracy. Offerors must compile and present their own financial projections based on independent assumptions, due diligence, and industry knowledge.

Offerors must review all sections of this Prospectus, especially the terms and conditions of the Draft Contract, including its exhibits, to determine the full scope of a future concessioner's responsibilities. The Draft Contract with all exhibits appears in Part IV of this Prospectus. In the event of any inconsistency between the description of the terms contained in this Prospectus and the Draft Contract itself, the terms of the Draft Contract will prevail.

Certain federal laws apply to this solicitation, including the National Park Service Concessions Management Improvement Act of 1998 (Public Law 105-391 and hereafter referred to as "the Concessions Act"), as implemented by regulations in 36 C.F.R. Part 51. Links to these are available online on the [Commercial Services Program website](#). 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 control.

"Concessioner" refers to the entity that will be the concessioner under the Draft Contract. "Existing Concessioner" refers to Andreas Loose dba Five Brooks Ranch, the concessioner under Concession Contract No. TC-PORE005-19 ("Existing Contract"). The Existing Contract is available upon request.

## PROPOSALS

Part II of this Prospectus contains the instructions about completing and submitting proposals. Offerors must carefully read and comply with those instructions.

Part III of this Prospectus contains the Proposal Package Offerors must complete in its entirety. The Proposal Package contains a required transmittal letter, and five principal selection factors. Each selection factor identifies the minimum and maximum points the Service may award, depending on the quality of the response. A high quality response includes clear, specific commitments. The following paraphrases the information sought under each selection factor. Where there are discrepancies, the wording of the actual selection factors in the Proposal Package controls.

Principal Selection Factor 1 requires Offerors to describe how they will protect the resources of the Park. Specifically: by operating in an environmentally sensitive manner when disposing of horse manure; protecting the local vegetation and water quality of the creek; preventing the introduction of noxious and exotic weeds within the Park.

Principal Selection Factor 2 requires Offerors to describe how they will provide some aspects of the required services, specifically how they will educate visitors to have a safe stay at the Seashore through education on responsible horse riding in the wilderness and how they will minimize horse-related accidents in camp.



Principal Selection Factor 3 requires Offerors to describe their organizational structure and provide documentation to help the Service understand the Offeror and its relationship to other entities. The Service does not score this information specifically but may use it to understand responses elsewhere in a proposal. Incomplete submissions may lead to a lower score elsewhere if the information submitted does not support claims made in response to specific subfactors in this or other selection factors. The Service has provided forms Offerors must complete depending on their organizational structure.

This principal selection factor also requires Offerors to describe their experience with similar operations and a history of violations and infractions as well as the strategies the Offeror will implement to minimize them.

Principal Selection Factor 4 requires Offerors to demonstrate their financial capacity to commence and carry on operations under the Draft Contract. A high quality response incorporates commitments made elsewhere in the Offeror's proposal. The Service has provided a business history form and Excel workbook that Offerors must complete in providing responses to this selection factor.

Principal Selection Factor 5 requires Offerors to provide the franchise fee they will pay on gross receipts generated under the Draft Contract.



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## NATIONAL PARK SERVICE

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### THE NATIONAL PARK SERVICE AND ITS MISSION

In 1916, President Woodrow Wilson approved legislation creating the Service within the Department of the Interior. That legislation mandated that Congress created America's National Park Service to:

*...conserve the scenery and the natural and historic objects and the wild life 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.*

*54 U.S.C. § 100101 (a)*

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... 54 U.S.C. § 100101 (b)*

The Service has, as its overall mission, the preservation and public enjoyment of significant aspects of the nation's natural and cultural heritage. To learn more about the [National Park Service website](#). This site includes information about the Service, its mission, policies, and individual parks.

### DOING BUSINESS WITH THE SERVICE

The Service has worked with private parties to provide services to visitors dating back to the earliest times of national parks, well before the creation of the Service itself. Many of the iconic lodges and other structures found in America's national parks were constructed and operated by private parties, and that relationship continues today.

We use the term "commercial visitor services" when generally describing services, benefits, and goods provided to visitors within an area of the National Park System by a third party for a fee. The term "commercial visitor services" includes lodging, food and beverage, retail, marina operations, guided recreation, equipment rental, experiential transportation, and similar services the National Park Service itself does not provide. Congress has passed several laws guiding the Service in contracting with third parties to operate these services, including the Concessions Act. The Service implemented regulations for many aspects of the Concessions Act, primarily to set out the process for soliciting bids for new contracts and managing the concessioner's investment in structures owned by the United States.

Working with the Service in providing commercial visitors services differs from operating outside a park in several respects. By law, we approve rates to ensure park visitors do not pay higher fees for goods and services merely because such transaction occurs within a park. As with the private sector, concessioners must develop and follow environmental management programs, risk management programs, and similar programs to ensure operations comply with applicable laws. Our employees review the quality of concession operations and compliance with contract requirements including, when appropriate, the maintenance of facilities. Our contract oversight reflects the best management practices of the private sector industries.



Even with these regulatory requirements, concessioners in national parks enjoy significant benefits. Many parks function as unique visitor destinations, and Point Reyes National Seashore is one such destination, attracting visitors from the local, national, and international communities.



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## POINT REYES NATIONAL SEASHORE

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Point Reyes National Seashore is located about 35 miles north of San Francisco on Highway 1 along the Pacific coast of California, within approximately an hour's drive from the metropolitan San Francisco Bay Area. Park visitation ranges from 2 to 2.5 million people annually. The West Marin Stage, operated by the Marin Transit provides limited public transportation to the area. Commercial flights are readily available into the San Francisco and Oakland Airports. The Park is easily accessible by motorists by traveling either north or south on State Highway 1, via Point Reyes/Petaluma Road or via Sir Francis Drake Boulevard.

The Park contains unique elements of biological and historical interest in a spectacularly scenic panorama of thunderous ocean breakers, open grasslands, bushy hillsides and forested ridges. The biological diversity stems from a favorable location in the middle of California and the natural occurrence of many distinct habitats. Nearly 20% of the state's flowering plant species are represented on the peninsula and over 45% of the bird species in North America have been sighted. The Park contains over 100 square miles, including 32,000 acres of Congressionally-designated wilderness and more than 27,000 acres of active beef and dairy ranch operations within the Olema Valley and Point Reyes Peninsula Dairy Ranches Historic Districts. Estuaries, windswept beaches, coast scrub grasslands, salt and freshwater marshes and coniferous forest create a haven of 80 miles of unspoiled and undeveloped coastline.

### LEGISLATED PURPOSE

President John F. Kennedy signed into legislation the bill establishing Point Reyes National Seashore on September 13, 1962 (Public Law 87-657), in order "to save and preserve, for purpose of public recreation, benefit, and inspiration, a portion of the diminishing seashore of the United States that remains undeveloped."

The Park's management philosophy, is best captured by the following:

"The Point Reyes peninsula is an outstanding scenic, scientific, and historic area. That such an area remains in close proximity of a major metropolitan area is a marvel in itself, and resource management must be of a nature that will perpetuate this portion of the California coastline in a state of minimal development and yet provide for the public recreation, benefit, and inspiration."

Point Reyes is a remnant of California coastal habitat. Its 71,000 acres provide one of the few places of coastal land large enough and undisturbed enough to offer people a rugged, undeveloped seashore. The Park also manages approximately 15,000 acres of Golden Gate National Recreation Area in Olema Valley.

The southern area of the Park is densely vegetated and has an extensive trail network providing visitor access. Miles of primitive beaches and pocket coves are fringed by steep cliffs and broken by rocky headlands. Today these qualities contribute to making this area one of the most prized undeveloped areas on the California coast. The most notable aspect of the south coast of Point Reyes is the luxuriant forest of Douglas-fir that covers the Inverness Ridge. Inverness Ridge rises to an elevation of more than 1,400 feet at the summit of Mount Wittenberg, a popular hikers' destination. On the lower hills and coastal terraces, the trees give way to chaparral and grasslands which provide a setting for an exquisite collection of small lakes in close proximity to the ocean.



Recreational use of the southern portion is relatively diverse. Hiking, backpack camping, picnicking, horseback riding, bicycling, fishing and beach use are the favored activities.

In contrast with the enclosing canopy of the Douglas Fir forest that dominated the south area of the Park, the north portion offers a unique panorama of wild, open grasslands. Here the crest of Inverness Ridge is topped with a rare and picturesque forest of Bishop pines, while shrub communities cover much of the seaward lower slopes. The center of the gently sloping expanses of grass is marked by a welcome break in the land-- the outstretched arms of the Drakes and Limantour esteros. These large interconnecting estuaries are among the finest on the Pacific Coast and may represent the most important single natural resource in the entire Park. In addition to their scenic value, their mud flats, salt marshes, sandy bottoms, and shallow waters provide habitat for an amazing variety of plants and animals.

Throughout the last half of the 19th century and the first half of the 20th century, Point Reyes was well known for its productive dairy and beef ranches. The Park preserves the cultural landscapes and historic structures that exhibit key characteristics of the late 19th and early 20th-century dairy ranches that flourished in this area. The Point Reyes Peninsula Dairy Ranches Historic District and Olema Valley Dairy Ranches Historic District were listed on the National Register of Historic Places in 2018. Ranching has a long and important history on the Point Reyes peninsula and adjacent National Park Service lands. Working ranches remain a vibrant part of Point Reyes National Seashore and represent an important contribution to the superlative natural and cultural resources of the Park. There are 28,000 acres permitted to active beef and dairy ranching operations, 18,000 in Point Reyes National Seashore and 10,000 in the Golden Gate National Recreation Area lands managed by Point Reyes.

Like a finger indicating the northward extension of the San Andreas Fault, Tomales Point juts northward, protecting the quiet waters of Tomales Bay. Over 50,000 shorebirds and waterfowl visit the Tomales Bay each winter and it also provides habitat for numerous species, including coho salmon and steelhead trout.

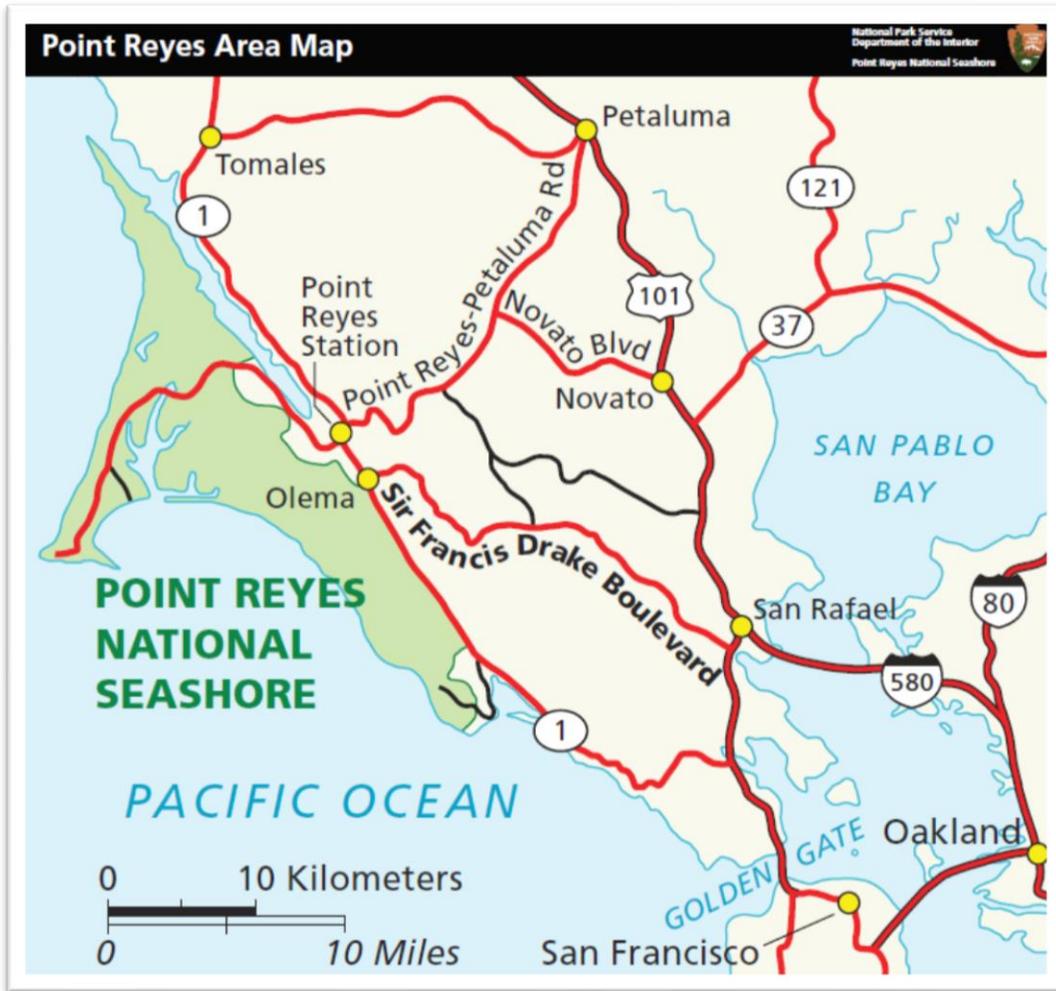
Historical sites abound on the peninsula. The Coast Miwok Indians inhabited Point Reyes and left a legacy of more than 120 known archaeological sites. According to many experts, Sir Francis Drake landed here in 1579 before sailing across the Pacific on his circumnavigation of the globe. The maritime history includes the Point Reyes lighthouse and lifesaving station, which were established in response to numerous shipwrecks on the treacherous coastal waters.

As wildland habitat is lost elsewhere in California, the relevance of the Point Reyes peninsula as a protected area with a notably rich biological diversity increases. Twenty-eight threatened and endangered species exist within the Seashore. The reintroduced tule elk inhabit the fenced peninsula elk reserve and a small free-ranging herd has been translocated to the Limantour coastal area. The northern elephant seals have established colonies on the Chimney Rock beach at the north end of Drakes Beach and at South Beach.

Maps of the Park and the horse camp are displayed in Exhibits 1 and 2.



Exhibit 1. Point Reyes National Seashore and Surrounding Areas

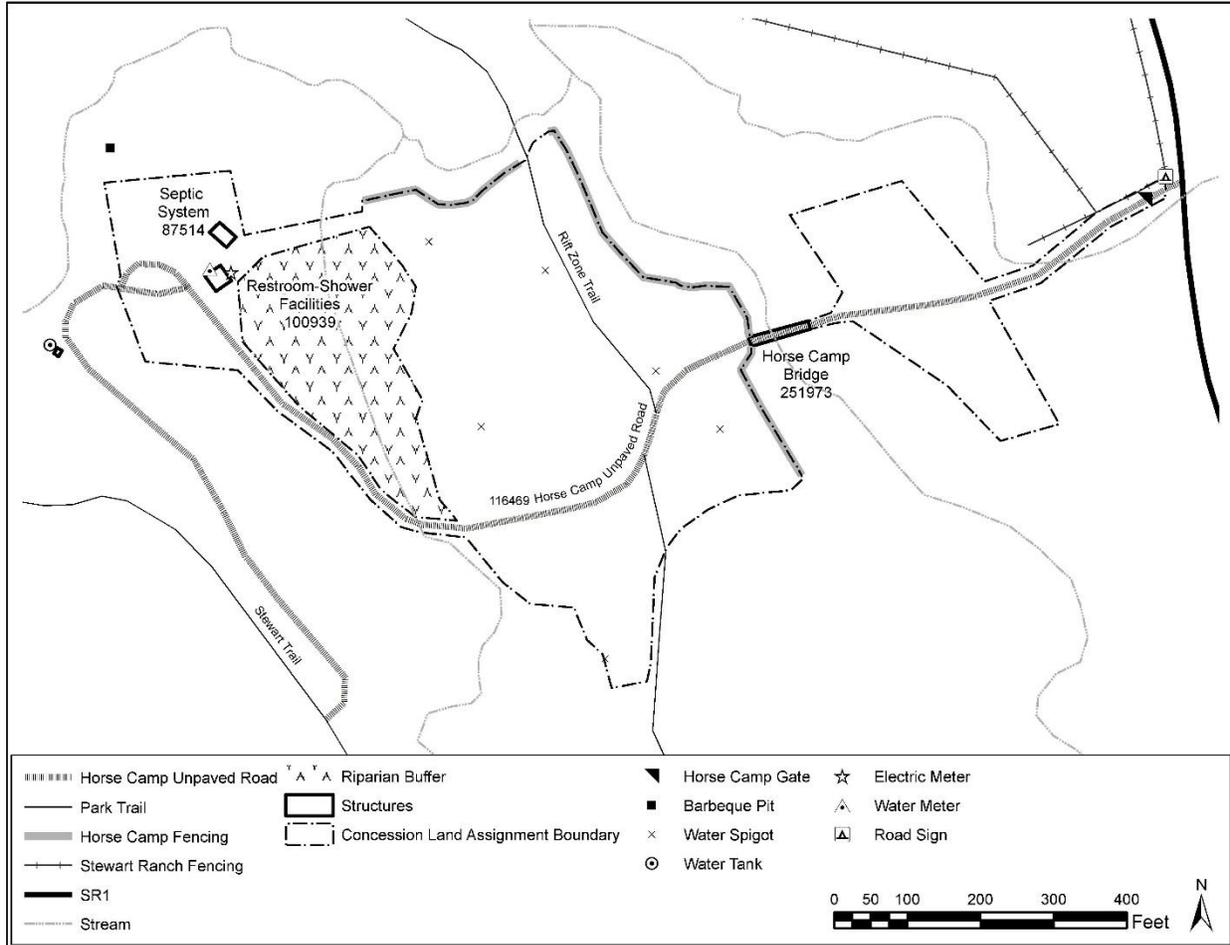


Source: National Park Service



As detailed in the map included as Exhibit 2 below, the riparian buffer zone is included as part of the Concession Facilities but the Concessioner is not authorized to provide activities in this area due to its status as a sensitive resource zone.

Exhibit 2. Detailed Map of Point Reyes Horse Camp



Source: National Park Service



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## CONCESSION OPPORTUNITY

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The Draft Contract requires the Concessioner to provide the operation of a horse camp, including a public shower and restroom, within Point Reyes National Seashore.

### DRAFT CONTRACT TERM

The Draft Contract will have a five (5) year term, with an estimated effective date of November 1, 2021. The Service may change the effective date of the Draft Contract prior to award if determined necessary. In such an event, the Service will change the expiration date of the Draft Contract to maintain a term length of five years.

### OVERVIEW OF CONCESSION SERVICES

#### *Required Services*

The Concessioner will operate a horse camp with a public shower and restroom. The Concessioner must provide the required minimum services seven (7) days per week from approximately April 1 through November 1, with variances allowed for weather conditions. The access road crosses a seasonal stream that supports endangered salmonid habitat, so operations may not occur while that creek is flowing. The minimum operating hours are 11:00 a.m. – 5:00 p.m. The Concessioner may operate more days or hours beyond these minimums should it choose. Camping is limited to 14 nights per visit with a maximum of 30 nights per year. The majority of overnight guests in each campsite must have a horse in the camp.

Additionally, the Concessioner will operate and maintain the shower and restroom facility and provide trash removal and remove accumulated horse manure from the assigned horse camp area at least at the beginning of each week and after each three-day holiday weekend use. Management and cleaning of restroom and showerhouse facility must meet state and county public health guidelines.

#### *Authorized Services*

The Concessioner may operate the horse camp outside the April 1 through November 1 timeframe unless there is water flowing in the tributary crossing on the road to the camp.

### RATES

Under the Draft Contract, the Service will approve the horse camp rates as described in the National Park Service Rate Administration Guide (“Rate Administration Guide”). A copy of the Rate Administration Guide is available on the [NPS Commercial Services website](#).

### CONCESSION FACILITIES

Under the Draft Contract, the Service assigns to the Concessioner approximately 8 acres for the horse camp and a 506 square foot combination public shower and restroom facility (“Concession Facilities”). The 1.4 acre riparian buffer is included within the Concession Facilities but is a sensitive resource zone and therefore the



Concessioner is not authorized to provide activities in that area. Offerors should refer to the Draft Contract, Exhibit C (Assigned Land and Real Property Improvements) for additional information.

The horse camp currently has sufficient spacing for a combination of campers and horses not to exceed a total number of 100. For example, an acceptable mix would be 50 campers and 50 horses. Although camp sites are not distinctly identified, each should contain sufficient space for vehicle and horse trailer parking, picnic table, fire ring, and a tether pole. The picnic tables and fire rings are government owned and assigned to the Concessioner as detailed in the Draft Contract, Exhibit D (Government Assigned Personal Property).

The public shower and restroom facility is located at the Northwest corner of the horse camp. It has 5 showers and the restroom contains five private stalls and a sink. Waste dumpsters are located adjacent to the facility. The Concessioner is responsible for maintenance and daily cleaning of these facilities.

## REVENUE AND OPERATING STATISTICS PROJECTIONS

This section presents revenue projections developed by the Service to assist Offerors in developing projections for future operations associated with the Draft Contract. These estimates reflect Service assumptions based on historical concession operating data, industry standards, economic conditions, and comparable and competitive operations. The Service does not guarantee these projections will materialize and assumes no liability for the accuracy of the projections presented. Offerors must develop and present their own financial projections based on their independent assumptions, due diligence, and industry knowledge.

Projections for the first year of the horse camp gross revenue under the Draft Contract are for revenue of \$50,000-\$60,000. These projections assume a full season of operations.



## INVESTMENT ANALYSIS

The Existing Contract does not require the Existing Concessioner sell and transfer to the successor any of its personal property associated with the Existing Contract. Therefore, the National Park Service has estimated the value of the property required by a new operator in order to run the Concession Contract, as shown below. This is only an estimate; additional equipment may be required.

Exhibit 3. Estimated Initial Investments

| Required Investments                   | Estimated Amount<br>(2021 Dollars) |
|--|------------------------------------|
| Personal Property                      | \$27,600                           |
| Working Capital / Pre-Opening Expenses | \$500                              |
| Total Estimated Initial Investment     | \$28,100                           |

Source: National Park Service

### PERSONAL PROPERTY

The Concessioner must provide its own personal property to commence operations, such as personal property used for general concession administration and support, furniture, and equipment. The Service estimates the total value of such personal property to be \$27,600 in 2021 dollars. To assist potential Offerors to better understand the type and quantity of personal property necessary for the operation of the Draft Contract, the Service has provided a list of the Existing Concessioner's personal property in an appendix to this Prospectus.

### START-UP COSTS AND WORKING CAPITAL

The Concessioner will incur startup costs prior to commencing operations that may include: staff recruitment and training (which may involve compensation to staff in addition to normal wages), marketing, and advertising. The Service estimates the total cost of start-up and working capital at \$500 in 2021 dollars.

### ASSIGNED GOVERNMENT PERSONAL PROPERTY

The Service will assign the Concessioner government personal property as described in the Draft Contract, Exhibit D (Government Personal Property).

### 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.



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## OTHER DRAFT CONTRACT INFORMATION

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The following section provides additional information and summarizes certain requirements of the Draft Contract.

### FRANCHISE FEE

Offerors must agree to pay at least the minimum franchise fee set out in Principal Selection Factor 5 of the Proposal Package (Part III of this Prospectus). The minimum franchise fee is five (5.0%) of the Concessioner's annual gross receipts. Offerors, however, may agree to pay a higher franchise fee as described in the Proposal Package.

### PREFERRED OFFEROR DETERMINATION

The 1998 Concessioner Act includes a limited right of preference in renewal for statutorily defined outfitter and guide services and small contracts. The Existing Concessioner, Five Brooks Ranch, does not meet the definition of Preferred Offeror who is eligible to exercise, in accordance with 36 C.F.R. Part 51, a right of preference to award of the Draft Contract. That preferential right allows a Preferred Offeror who submits a responsive proposal for the Draft Contract to match, as provided in 36 C.F.R. Part 51, the terms and conditions of the competing proposal determined to be the best responsive proposal.

### INSURANCE REQUIREMENTS

In the Draft Contract, Exhibit C (Assigned Land and Real Property Improvements) and Exhibit F (Insurance), the Service has included minimum building insurance requirements for the Concession Facilities, and minimum liability insurance requirements.

### REPAIR AND MAINTENANCE OF CONCESSION FACILITIES

The Draft Contract requires the Concessioner to maintain the Concession Facilities to the satisfaction of the Service's Director. The Maintenance Plan (Exhibit E to the Draft Contract) has specific requirements applicable to the Concessioner's planning and execution of its responsibilities.

Under the Draft Contract, the Concessioner's maintenance responsibilities include, but are not limited to, maintaining a clean and safe operating environment, preventative maintenance, minor repairs, personal property replacement, recurring maintenance, and limited component renewal. Offerors should refer to Draft Contract, Exhibit E (Maintenance Plan) for additional information regarding maintenance responsibilities and definitions of terms.

### DEFERRED MAINTENANCE

Any deferred maintenance existing in the Concession Facilities at the start of the Draft Contract is not the responsibility of the Concessioner.

### UTILITIES



The Service provides water and garbage services to the Concession Facilities and will bill the Concessioner for the cost of these utilities. The Service reviews operating costs for utility systems and services and bills for both water and garbage on a quarterly basis.

The Service will charge for water in accordance with regulations and policies, specifically with Directors Order 35B ("DO35B"). See the Appendix for more information on DO35B. The Service estimates the overall cost of water to the Concessioner during the first year of the Draft Contract is estimated to be \$1,000 for the seasonal operation.

The Service anticipates within the next five years, it will carry out an upgrade project to the water/wastewater system serving the horse camp as part of a larger Park project. As noted in accordance with DO35B, the Service may pass the costs of these capital improvements through to the end users.

The Service provides garbage pickup and will bill the Concessioner for the cost of this service using rates established for the volume and frequency of pickup.

The Concessioner must independently contract for electricity and any other utility service at the location.

Sewer and wastewater services at the camp are provided by a septic system and leachfield. The Concessioner is responsible for the operations and maintenance of those systems, including annual inspection and emptying of the septic tank.

## FEDERAL MINIMUM WAGE

The minimum wage requirements of the State of California will apply to the Draft Contract. The paid sick leave requirements for federal contractors under Executive Order 13706 also will apply.

The Service has considered the implications of the State minimum wage requirements in the analysis of the minimum franchise fee, and Offerors must consider the impacts of these State minimum wage requirements when developing their financial projections.

## WEATHER & NATURAL HAZARDS

The moderating influence of the Pacific Ocean creates a climate with no great extremes of heat or cold. Any season can bring interesting weather during your visit to Point Reyes National Seashore.

Summer: Although there is very little rain during summer months, there is often dense fog. In Bear Valley or Tomales Bay, patchy morning fog will generally burn off by mid-day. Afternoons are often sunny and warm with a light breezy contrast, the beaches and headlands are often 20 degrees cooler with heavy fogs common throughout the day in July, August and September.

Fall: The coastal areas of the Park experience some of the clearest days in late September, October and early November. The occasional storm will start rolling through in late October, bringing clouds, wind, and rain. The strongest winds occur in November and December during occasional southerly gales.

Winter: The heaviest rainfall occurs in the winter months. More rain falls east of Inverness Ridge than on the west side. In between winter rains, it is often sunny, calm and cool.



Spring: Most spring days are windy and even Bear Valley and Tomales Bay experience stiff breezes. During March there are cool temperatures and by late May and early June, temperatures can be quite warm on the east side of Inverness Ridge.

## COMPETITIVE ENVIRONMENT IN AND AROUND THE PARK

Other commercial services within the Park include a stable, a lodging hostel, and a small bookstore and gift shop. Each service operates under a separate concession contract or cooperative agreement with the Park. The Draft Contract is the only horse camp authorized within the Park. There are two other horse camps within Marin County. Outside the Park in the surrounding communities of Point Reyes Station, Inverness, Olema, and Bolinas there are numerous food and beverage establishments as well as lodging and shopping opportunities for local residents and tourists.

## VISITATION INFORMATION

The Park is open 365 days per year, with peak visitation occurring June through August. Annual and monthly visitation data for the Park appears in Exhibits 4 and 5 below. Total visitation to the Park has averaged 2,415,531 annually since 2014.

Exhibit 4. Annual Recreation Visitation to Point Reyes National Seashore

| Year | Visitation | Percent Change |
|------|------------|----------------|
| 2010 | 2,067,271  |                |
| 2011 | 2,129,116  | 3%             |
| 2012 | 2,412,663  | 13%            |
| 2013 | 2,641,808  | 9%             |
| 2014 | 2,433,944  | -8%            |
| 2015 | 2,501,106  | 3%             |
| 2016 | 2,438,442  | -3%            |
| 2017 | 2,456,669  | 1%             |
| 2018 | 2,397,722  | -2%            |
| 2019 | 2,265,301  | -6%            |

Source: National Park Service



Exhibit 5. Point Reyes National Seashore Monthly Visitation Trends (5-Year Average, (2015-2019))

| Month     | Average Visitation | Share of Average Visitation |
|-----------|--------------------|-----------------------------|
| January   | 155,639            | 6%                          |
| February  | 173,110            | 7%                          |
| March     | 175,526            | 7%                          |
| April     | 229,880            | 10%                         |
| May       | 209,731            | 9%                          |
| June      | 239,798            | 10%                         |
| July      | 268,709            | 11%                         |
| August    | 260,968            | 11%                         |
| September | 210,306            | 9%                          |
| October   | 166,882            | 7%                          |
| November  | 166,790            | 7%                          |
| December  | 154,509            | 6%                          |
| Total     | 2,411,848          | 100%                        |

Source: National Park Service

## LOCAL AND REGIONAL MARKET SUMMARY

Visitation to Point Reyes National Seashore positively impacts the local economy. According to the 2018 National Park Service Visitor Spending Effects Report, visitors to Point Reyes National Seashore spent an estimated \$107 million in local gateway regions while visiting the Park. These expenditures supported a total of 1,150 jobs, \$56.7 million in labor income, \$89.2 million in value added, and \$134 million in economic output in local gateway communities.<sup>1</sup>

Located within Marin County, the Park also attracts both locals and broader San Francisco Bay Area residents for its beauty and recreational qualities. According to the U.S. Census Bureau, Marin has one of the smallest populations of the surrounding counties at 259,666, but one of the highest per-capita incomes (\$110,217).

The largest towns that make up the Point Reyes community are Bolinas, Inverness, Olema, and Point Reyes Station. The closest community to the horse camp is Olema situated under 4 miles north on Highway 1. With a defined Census Designated Place (CDP) population of 1,077, Bolinas is the largest town in the community in 2018.<sup>2</sup>

<sup>1</sup> 2018 National Park Service Visitor Spending Effects Report <https://www.nps.gov/subjects/socialscience/vse.htm>

<sup>2</sup> 2018 American Community Survey data <https://data.census.gov/cedsci/>



## EXISTING CONCESSION CONTRACT

The Existing Contract commenced on November 1, 2019 and expires October 31, 2021. The Existing Concessioner employs approximately 1 permanent and 1 seasonal position for operation of the horse camp. The Service will provide a copy of the Existing Contract upon request.

### CONCESSION OPERATIONAL PERFORMANCE OVERVIEW

Exhibit 6 contains the Existing Concessioner's historical annual gross receipts and franchise fees paid to the Service from 2017-2019. The Existing Concessioner pays a franchise fee of five (5%) of gross receipts.

Exhibit 6. Historic Revenues and Franchise Fees Paid

|                     | 2015     | 2016     | 2019     |
|---------------------|----------|----------|----------|
| Horse Camp Revenues | \$69,560 | \$61,700 | \$15,283 |
| Franchise Fees Paid | \$3,478  | \$3,085  | \$200    |

Source: National Park Service

Regarding the above referenced historic revenues, 2019 was a shorter than normal season, resulting in reduced overall revenues. Additionally, the 2017 and 2018 revenues were not available.

