

SUMMARY OF BUSINESS OPPORTUNITY

The following summarizes the key elements of the Business Opportunity for the GUIS003-17 Draft Contract. Should the facts and figures presented in this summary differ from or contradict the Draft Contract in any way, the Draft Contract will control.

Nature of Business and Services Provided

The Draft Contract describes the following visitor services. The Concessioner must provide the Required Services and may, at its option and with Service approval, provide the Authorized Services.

Exhibit S-1. Required and Authorized Services under the Draft Contract	
Required Services	Location
Passenger Ferry	City of Pensacola, Pensacola Beach, and Fort Pickens
Land Shuttle Transportation	Fort Pickens Historic District
Food & Beverage	Onboard ferry, Mine Storeroom Building and Campground Store (beginning March 15, 2018)
Retail	Mine Storeroom Building and Campground Store (beginning March 15, 2018)
Bicycle Rental	Mine Loading Building and Campground Store (beginning March 15, 2018)
Self-Service Coin-Operated Laundry	Campground Restrooms (beginning March 15, 2018)
Authorized Services	Location
Additional Ferry Service	Ferry service between City of Pensacola, Pensacola Beach, and Fort Pickens; Ferry service, among the various embarkation sites during special events; Weekdays during shoulder seasons, off season, and extended hours beyond the required schedule
Kayak & Stand-Up Paddleboard Rentals	Locations approved by the Service (beginning March 15, 2018)
Regular & Power-assist Bicycle & Beach Chair/Umbrella Rentals	Locations approved by the Service (beginning March 15,2018)
Mobile Food Truck Service	Locations approved by the Service (beginning March 15,2018)

Source: National Park Service

Concession Facilities

Exhibit C to the Draft Contract (in Part IV of this Prospectus), lists the assigned structures and provides a map showing assigned land and real property improvements (“Concession Facilities”). The Concessioner will be responsible for preventative maintenance of the Concession Facilities as provided in the Draft Contract.

Estimate of Initial Investment

Exhibit S-2. Estimated Initial Investment	
	Estimated Amount (2017 Dollars)
Personal Property (excludes assigned vessels)	\$244,000
Inventory	\$97,000
Start-Up Costs	\$62,000
Working Capital	\$62,000
TOTAL	\$465,000

Source: National Park Service

Leasehold Surrender Interest

The Draft Contract does not require the Concessioner to make any investments eligible for Leasehold Surrender Interest (LSI).

Preferred Offeror Determination

The Service has determined no "Preferred Offeror" for the Draft Contract exists pursuant to 36 C.F.R. Part 51. This solicitation for commercial services is fully competitive.

Repair and Maintenance Reserve

The Draft Contract has no Repair and Maintenance Reserve for real property assets.

Franchise Fee

Offerors must agree to pay the minimum franchise fee specified in Principal Selection Factor 5 of the Proposal Package (Part III of this Prospectus). The minimum franchise fee acceptable to the Service is:

- **One and two-tenths (1.2%)** of annual gross receipts up to and including \$1,500,000, and
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- **Five percent (5.0%)** of annual gross receipts greater than \$1,500,000 and up to and including \$2,000,000, and
- **Ten percent (10.0%)** of annual gross receipts greater than \$2,000,000.

Offerors are allowed to offer a franchise fee greater than those specified

Contract Term

The term of the Draft Contract will be for ten (10) years, with an estimated effective date of January 1, 2017. The effective date of the Draft Contract is subject to change prior to award if determined necessary by the Service. In such event, the Service will change the expiration date of the Draft Contract correspondingly to maintain a term length of ten (10) years.

Site Visit

The Service will host a site visit on the date listed on the inside front cover of this Prospectus. The site visit provides interested parties an overview of the concession operation, along with a tour of the Concession Facilities associated with the Draft Contract.

