

BUSINESS OPPORTUNITY

RENTAL OF CANOES, KAYAKS, RAFTS, TUBES &
PROVIDING ASSOCIATED SHUTTLE SERVICES

OZARK NATIONAL SCENIC RIVERWAYS

National Park Service
Midwest Region

Solicitation No. CC-OZARXXX-18

Covering Contracts:

CC-OZAR002-18, CC-OZAR005-18, CC-OZAR007-18,
CC-OZAR008-18, CC-OZAR010-18, CC-OZAR013-18,
CC-OZAR014-18, CC-OZAR020-18, CC-OZAR023-18,
CC-OZAR024-18, CC-OZAR025 -18, CC-OZAR028-18,
CC-OZAR050-18

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INTRODUCTION

The Ozark National Scenic Riverways, administered by the National Park Service, is the first national park area to protect a river system. The Current and Jacks Fork Rivers are two of the most incredible floating rivers found anywhere. Spring-fed, cold and clear they are a delight to canoe, swim, boat or fish.

The National Park Service (“Service”) intends to award thirteen (13) concession contracts in Ozark National Scenic Riverways (Area) to rent canoes, kayak, rafts, tubes, and provide visitor transportation service. This Prospectus describes, in general terms, the future business opportunity and the existing business operations for the services required by the Service.

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 entity that currently provides services under the existing concession contract (“Existing Contract”).

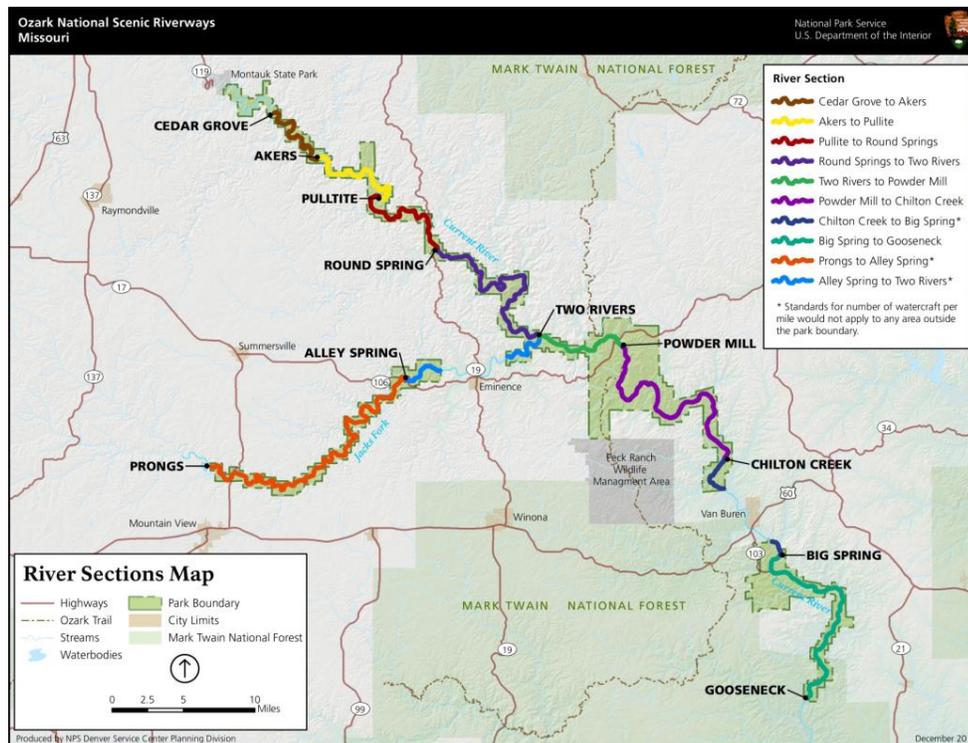
In the event of any inconsistency between the terms of this Prospectus and 36 C.F.R. Part 51, Part 51 of Title 36 will prevail. In the event of any inconsistency between the description of the terms contained in this Prospectus and the Draft Contract itself, the terms of the Draft Contract will prevail.

THE NATIONAL PARK SERVICE AND ITS MISSION

In 1916, President Woodrow Wilson approved legislation creating the Service within the Department of the Interior.

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, visit www.nps.gov. This site includes information about the Service's mission, policies, and information on individual park units.

Exhibit 1 – Ozark National Scenic Riverways



Source: National Park Service



BUSINESS OPPORTUNITY

The Service intends to award thirteen (13) concession contracts to provide visitors opportunities for equipment rental of canoes, kayak, rafts, tubes, and shuttle services within Ozark National Scenic Riverways.

The business is seasonal and the average length of season is Memorial Day to Labor Day. The Service administers the rivers in three zones or districts: the Upper Current, Jacks Fork, and Lower Current. The Service assigns each concessioner specific areas in which to operate (see Exhibit 2 Vessel Allocation Table).

All Concessioners must operate from facilities, offices, shops, and permanent staging areas outside the boundaries of the Park. The Service will provide no base of operations within the Park.

Concessioners shuttle clients from outside the Park in Concessioner vehicles to a river access point to begin their float trip. Trips vary with the arrangements made by the clients and the type of float trip offered by each Concessioner. Float trips vary in length and can range from approximately three hours, up to the longest that lasts about five days. The Concessioners pick up clients after their trip at prearranged access sites along the river and shuttles them to locations outside the Park.

HOW TO SUBMIT A PROPOSAL

All interested parties, including Existing Concessioners, must submit a responsive proposal to the selection factors found in the Proposal Package (tab 3) to be considered for award of the Draft Contract. The Service encourages Offerors to review all sections of this Prospectus and, specifically, the terms and conditions of the Draft Concession Contract CC-OZARXXX-18 ("Draft Contract"), including its exhibits, to determine the full scope of a Concessioner's responsibilities.

This Prospectus consists of solicitations for the award of up to thirteen (13) concession contracts to operate within Ozark National Scenic Riverways. You must submit a separate completed Offeror's Transmittal Letter and Proposal Package for each of the Draft Contract(s) for which you are applying. Each separate Proposal Package must clearly state the specific Concession Contract number to which it applies. The full list of Contract identification numbers applicable for this Proposal Package is provided in Exhibit 2 below.

Additional instructions appear in Tab 2.

PREFERRED OFFEROR DETERMINATION

The Service, pursuant to the terms of 36 Code of Federal Regulations (C.F.R.) Part 51, has determined that each of the thirteen (13) Existing Concessioners is a preferred offeror for its respective Draft Contract.

If an Existing Concessioner submits a responsive proposal and that proposal is not considered the best proposal, the Preferred Offeror designation allows the Existing Concessioner to match the terms of the best offer and be awarded the Draft Contract.

TERM AND EFFECTIVE DATE OF DRAFT CONTRACT

The term of the Draft Contract will be for ten (10) years with an estimated beginning date of January 1, 2018. The Service may change the effective date of the Draft Contract prior to award if determined necessary by the Service. In such an event, the expiration date of the Draft Contract will ensure each Concessioner has ten operating seasons.

REQUIRED AND AUTHORIZED VISITOR SERVICES

The required and authorized services for each Draft Contract are listed below. These visitor services generally are the same as under the Existing Contracts, although there have been slight changes as described below:

CC-OZAR049-05 expires and the 75 tubes authorized under that contract will become authorized services under the Draft Contract OZAR010-18 bringing the combined total authorized tubes to 275. The same Existing Concessioner has CC-OZAR049-05 and CC-OZAR010-05.

CC-OZAR036-05 expires and the 75 tubes authorized under that contract will become authorized services under the Draft Contract OZAR008-18 bringing the combined total authorized tubes to 125 tubes. The same Existing Concessioner has CC-OZAR036-05 and CC-OZAR008-05.



Exhibit 2, below shows the Required Vessel Allocation table. The services provided under each Draft Contract will be provided on a daily basis during the visitor use season as outlined in each Operating Plan, Exhibit B to each Draft Contract.

(1) **Required Visitor Services.** The Concessioner must provide the following required Visitor Services within the Area during the term of this Contract:

	Service	Location
i.	Canoe Rental	As detailed by Required Vessel Allocation Table (exhibit 2 below)
ii.	Tube Rental	As detailed by Required Vessel Allocation Table (exhibit 2 below)
iii.	Shuttle Services related to canoe and tube rentals	This service includes transporting the visitor to the appropriate access point and picking them up at a designated extraction point and returning them to their personal vehicle.

(2) **Authorized Visitor Services.** The Concessioner is authorized but not required to provide the following visitor services within the Area during the term of this Contract. Note: The Concessioner must exchange the use of required canoe vessels when renting an authorized vessel as detailed by contract vessel allocation table (exhibit 2).

	Service	Location
i.	Kayak Rental	Equal exchange of one kayak for one authorized canoe as detailed by Required Vessel Allocation Table
ii.	Raft Rental	Exchange of one raft for two authorized canoes as detailed by Required Vessel Allocation Table
iii.	Jon boat Rental	Exchange of one authorized jon boat for two authorized canoes as detailed by Required Vessel Allocation Table. Exchange 1 authorized jon boat for 2 canoes or 1 raft.
iv.	Private Transportation (Shuttle) Service	The Concessioner is authorized to provide transportation (shuttle) service to transport private canoes, kayaks, rafts, vehicles or people.

Exhibit 2 – Allocation Table for Required Vessels by Contract: The table reflects the vessel allocations for each Draft Contract based on the River Use Management Plan. The Service issues each allocated vessel a sticker (permit). Vessel totals will not change; however, Concessioners may exchange vessels as follows: Required Vessels exchanged for Authorized Vessel formula: one kayak replaces one canoe, one raft replaces two canoes or a jon boat.

Location	ConCid #	Canoes	Kayaks	Rafts	Tubes	Jon boats
Upper Current	OZAR005	120			50	
	OZAR007	120			50	
	OZAR008	120			125	
	OZAR020	320			75	
	OZAR028	100				
Jacks Fork	OZAR002	100			100	6
	OZAR013	100			50	
	OZAR014	242			100	
Lower Current	OZAR010	205			275	10
	OZAR023	60			100	
	OZAR024	75			500	
	OZAR025	60			150	
	OZAR050				100	

Source: National Park Service



FRANCHISE FEES

The minimum franchise fee will be equal to four percent (4.0%) of each Concessioner’s annual gross receipts or a flat fee of \$500, whichever is higher. Offerors may propose a higher minimum franchise fee, as described more fully in the Proposal Package (included in Tab 3 of this Prospectus).

BUSINESS INFORMATION

LEASEHOLD SURRENDER INTEREST

Each Draft Contract is a Category III Concessions Contract. Concessioners under Category III contracts are not entitled to Leasehold Surrender Interest.

PERSONAL PROPERTY AND INVENTORY USED IN EXISTING CONCESSION OPERATIONS

Each Concessioner must provide the personal property, merchandise (inventory), and supplies it will need to provide the required visitor services. No Existing Concessioner is obligated to sell its personal property to a Concessioner. Offerors must develop their own determination of necessary personal property, merchandise and supplies needed for use in the operation.

CURRENT APPROVED RATES FOR REQUIRED SERVICES

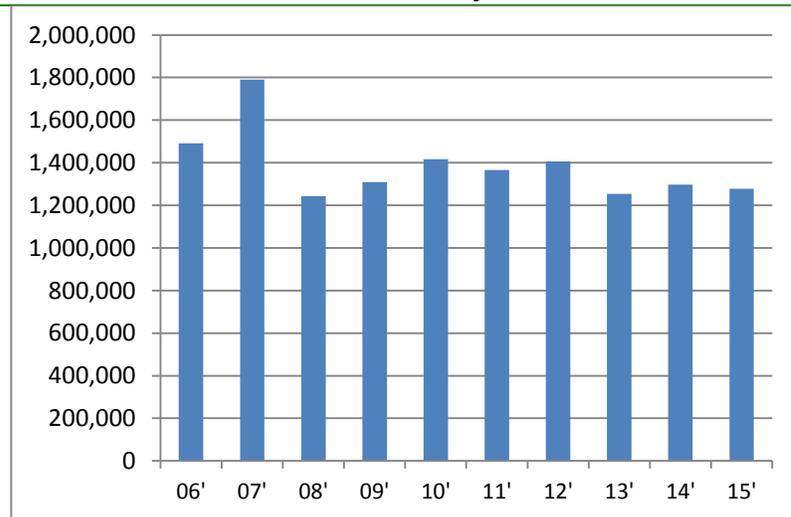
The methodologies used by the Service to determine the reasonableness and appropriateness of rates and charges are set out in the National Park Service Concession Management Rate Approval Guide (July 2010), a copy of which is included as Appendix I to this Prospectus. Rates for the Existing Contracts are based on Competitive Market Declaration. A copy of the approved rates for each contract is listed in Appendix M of the Prospectus.

FINANCIAL AND OPERATING DATA

The Proposal Package requires Offerors to develop financial projections based on the services required under the Draft Contract. In order to assist Offerors in the development of these projections, the Service provides some information regarding historical gross revenue and visitor use below. Offerors should be cautious in the use of historical information. The Service will not provide financial projections; therefore, Offerors must produce their own financial projections and relying upon their own financial predictions. The Proposal Package requires Offerors to provide these projections and predictions to the Service. Offerors should read the entire prospectus carefully, including the Draft Contract and all its exhibits as some requirements from the Existing Contracts may have changed, specifically, the minimum insurance requirement levels outlined in Exhibit D, Insurance Requirements.

PARK VISITATION

Exhibit 3 – Ozark National Scenic Riverways Annual Recreation Visitation



Source: National Park Service



HISTORICAL GROSS REVENUE

Exhibit 4 - Annual Gross Revenue and Franchise Fees Paid, 2013 through 2015

ConCid #	Historical Gross Receipts			Franchise Fee Paid		
	2013	2014	2015	2013	2014	2015
OZAR002	\$ 68,725	\$ 76,414	\$ 47,950	\$ 2,749	\$ 3,056	\$ 1,914
OZAR005	\$ 59,224	\$ 70,078	\$ 44,623	\$ 2,369	\$ 2,803	\$ 1,785
OZAR007	\$ 50,068	\$ 56,304	\$ 44,845	\$ 2,003	\$ 2,252	\$ 1,794
OZAR008	\$ 47,445	\$ 98,948	\$ 68,178	\$ 1,898	\$ 3,975	\$ 2,727
OZAR010	\$ 50,486	\$ 53,616	\$ 50,215	\$ 2,019	\$ 2,144	\$ 2,029
OZAR013	\$ 51,403	\$ 58,714	\$ 50,479	\$ 2,056	\$ 2,348	\$ 2,019
OZAR014	\$ 359,627	\$ 412,759	\$ 411,644	\$ 15,375	\$ 17,542	\$ 16,891
OZAR020	\$ 271,528	\$ 291,397	\$ 279,709	\$ 9,754	\$ 11,655	\$ 11,102
OZAR023	\$ 35,994	\$ 41,597	\$ 25,337	\$ 1,440	\$ 1,664	\$ 1,017
OZAR024	\$ 417,874	\$ 452,931	\$ 463,971	\$ 16,715	\$ 18,117	\$ 18,520
OZAR025	\$ 46,128	\$ 46,836	\$ 17,650	\$ 1,845	\$ 1,873	\$ 689
OZAR028	\$ 24,142	\$ 27,539	\$ 21,886	\$ 966	\$ 1,102	\$ 875
OZAR036	\$ 1,969	\$ 3,096	\$ 1,529	\$ 79	\$ 124	\$ 61
OZAR049	\$ 21,511	\$ 69,622	\$ 7,195	\$ 860	\$ 2,782	\$ 288
OZAR050	\$ 21,645	\$ 41,273	\$ 33,239	\$ 866	\$ 1,651	\$ 1,330

Source: National Park Service

Exhibit 5 below presents historical annual visitor float trips for each Existing Concessioner for the past 3 years. Please note that the data reported does not indicate the length of the specific trip.

Exhibit 5 – Annual Float Trips by Category and Contract

ConCid	Concession	2013				2014				2015			
		Total Canoes Rented	Total Kayaks Rented	Total Rafts Rented	Total Tubes Rented	Total Canoes Rented	Total Kayaks Rented	Total Rafts Rented	Total Tubes Rented	Total Canoes Rented	Total Kayaks Rented	Total Rafts Rented	Total Tubes Rented
OZAR002	Jacks Fork Canoe Rental	1,158	361	130	1,048	1,034	244	119	118	519	191	91	65
OZAR005	Wild River Canoe Rental	1,118	288	44	1,201	1,323	386	44	83	709	278	60	17
OZAR007	Silver Arrow Canoe Rental	673	231	106	2,342	750	316	125	0	375	237	87	0
OZAR008	Round Springs Canoe Rental	780	114	56	791	1,233	430	84	138	983	331	57	69
OZAR010	Current River Outfitters	113	46	225	248	92	37	146	1,725	27	7	55	487
OZAR013	Eminence Canoe Rental	537	269	98	1,112	568	294	112	360	386	222	72	258
OZAR014	Windy's Canoe Rental	3,715	2,024	768	160	4,366	2,524	916	2,683	3,210	2,592	807	2,064
OZAR020	Jadwin Canoe Rental	3,369	1,608	377	732	3,023	2,059	360	441	2,626	1,667	380	263
OZAR023	Hawthorne Canoe Rental	83	14	62	215	24	18	76	738	11	8	50	725
OZAR024	The Landing Canoe Rental	690	496	922	62	996	735	1,153	11,106	606	632	1,080	8,726
OZAR025	Big Spring Canoe Rental	71	21	81	0	102	6	77	1,048	14	2	11	202
OZAR028	Running River Canoe Rental	379	142	43	0	356	216	88	0	234	143	31	0
OZAR036	Maggard Boat (Jason's Place) (Tubes)	0	0	0	12,880	0	0	0	248	0	0	0	98
OZAR049	Current River Outfitters (Tubes)	0	0	0	96	0	0	0	896	0	0	0	251
OZAR050	Big Spring RV Camp (Tubes)	0	0	0	2,178	0	0	0	1,872	0	0	0	1,536
	Total	12,686	5,614	2,912	23,065	13,867	7,265	3,300	21,456	9,700	6,310	2,781	14,761

Source: National Park Service



GENERAL MANAGEMENT PLAN IMPACTS TO OPERATIONS

The Service completed the Final General Management Plan/Environmental Impact Statement for Ozark National Scenic Riverways and it is available at:

<http://parkplanning.nps.gov/projectHome.cfm?projectId=15793>

The Final General Management Plan establishes a new long-term vision for Ozark National Scenic Riverways and provides comprehensive guidance that addresses the Riverways' key management issues. The Service wants all Offerors to note two potential impacts of the plan to river operations

1) Assigned/Authorized Accesses

Future implementation of the new General Management Plan may change the approved access points for commercial service use. River accesses could be redistributed to reduce peak-season crowding effects or to protect river resources, if changes in river flow conditions impact existing locations. This could require closure and restoration of up to 20 access points and the careful design and opening of up to 20 new designated access points. Total designated access points would remain constant or decrease.

2) Powered Boats (Chase Boats)

The Service will follow the rule-making process for changes in motorboat regulations as illustrated in the new General Management Plan, Alternative B, page 79. Implementation of the chosen horsepower limitations will take place over time and may change the horsepower limitations.

SITE VISIT

The Service will not conduct a site visit because there are no Park facilities associated with these contracts. The Proposal Instructions (Tab 2) have information about submitting questions to the Service about this Prospectus and the Draft Contracts.

