

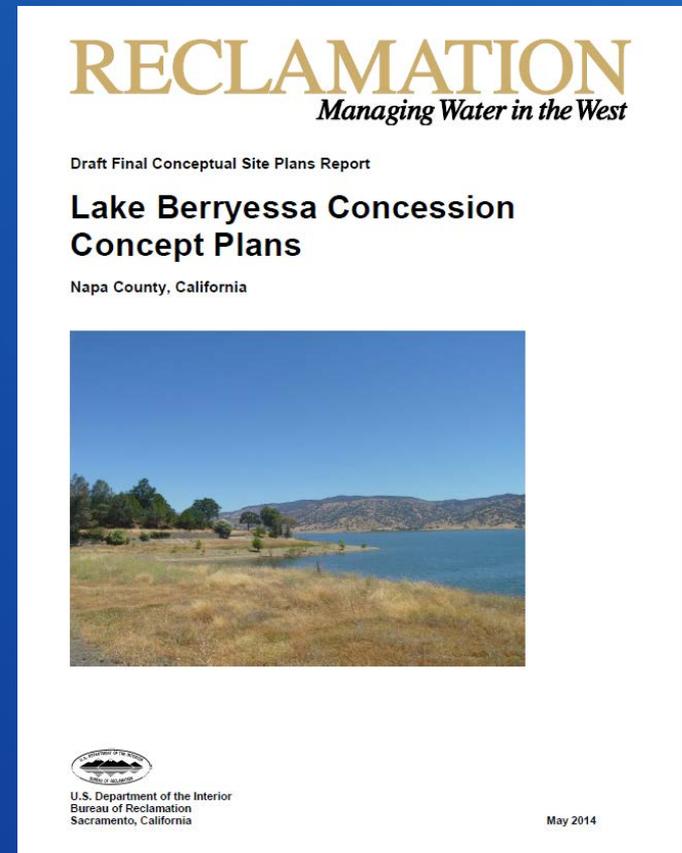


# Agenda

- **Pre-Prospectus Planning Efforts**
  - Marketing Study
  - Scoping/Initial Site Improvement Bubble Diagrams
- **Prospectus Development Efforts**
  - Initial Financial Feasibility Evaluation (FFE)
  - Iterative process FFE/Site Plans
  - Draft Prospectus and contract
- **Process Moving Forward**
  - “Final” FFE/Site Plans
  - Highlights of Prospectus
  - Prospectus Marketing, Posting & Evaluation
  - Contractor Selection/Contract Execution

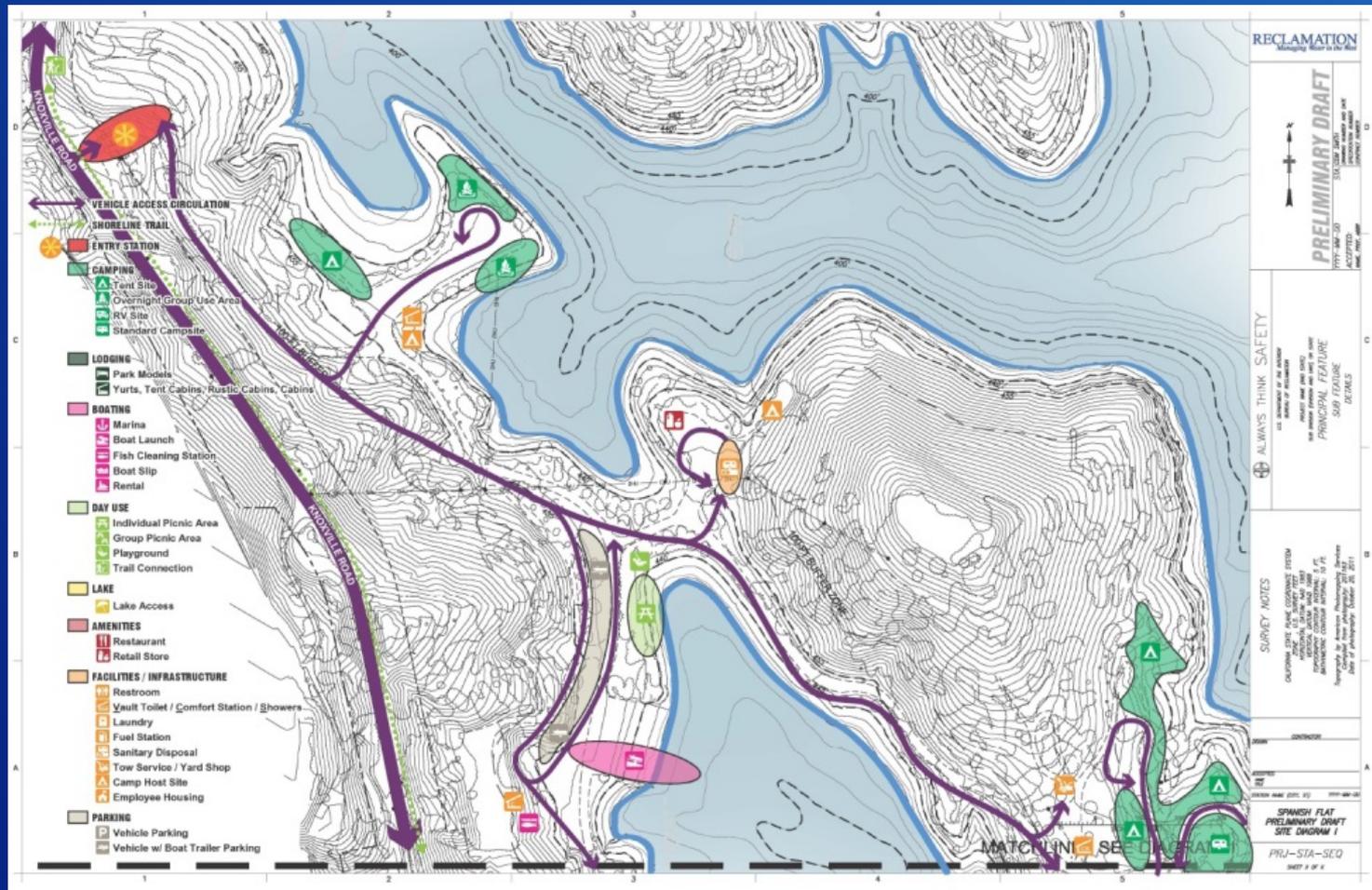
# Pre-Prospectus Planning Activities

- These documents are under development and will be available as part of the Prospectus
  - Market Assessment Report
  - Conceptual Site Plans
  - Draft Infrastructure Plans and 60% Designs
  - Financial Feasibility information
  - Environmental Compliance



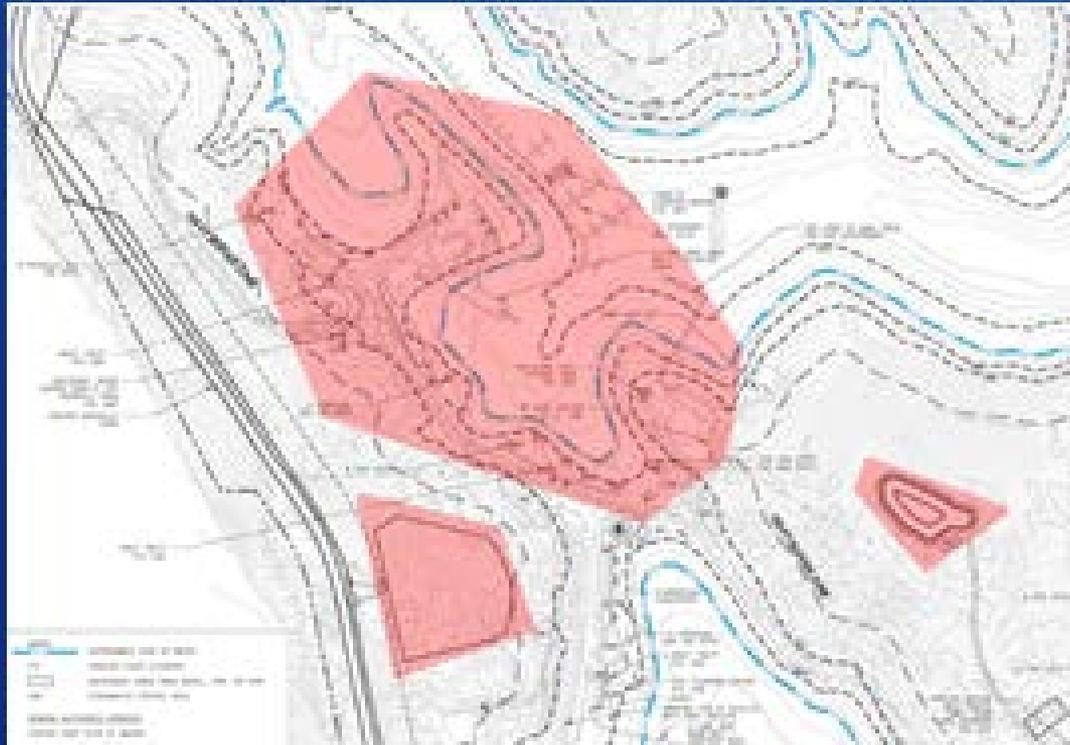
# Pre-Prospectus Planning Activities Iterative Process

- Bubble Diagrams – show types of uses envisioned



# Pre-Prospectus Planning Activities Iterative Process

- **Bubble Diagrams** → **30% Conceptual Design**
  - With Sample Year One Development Highlighted

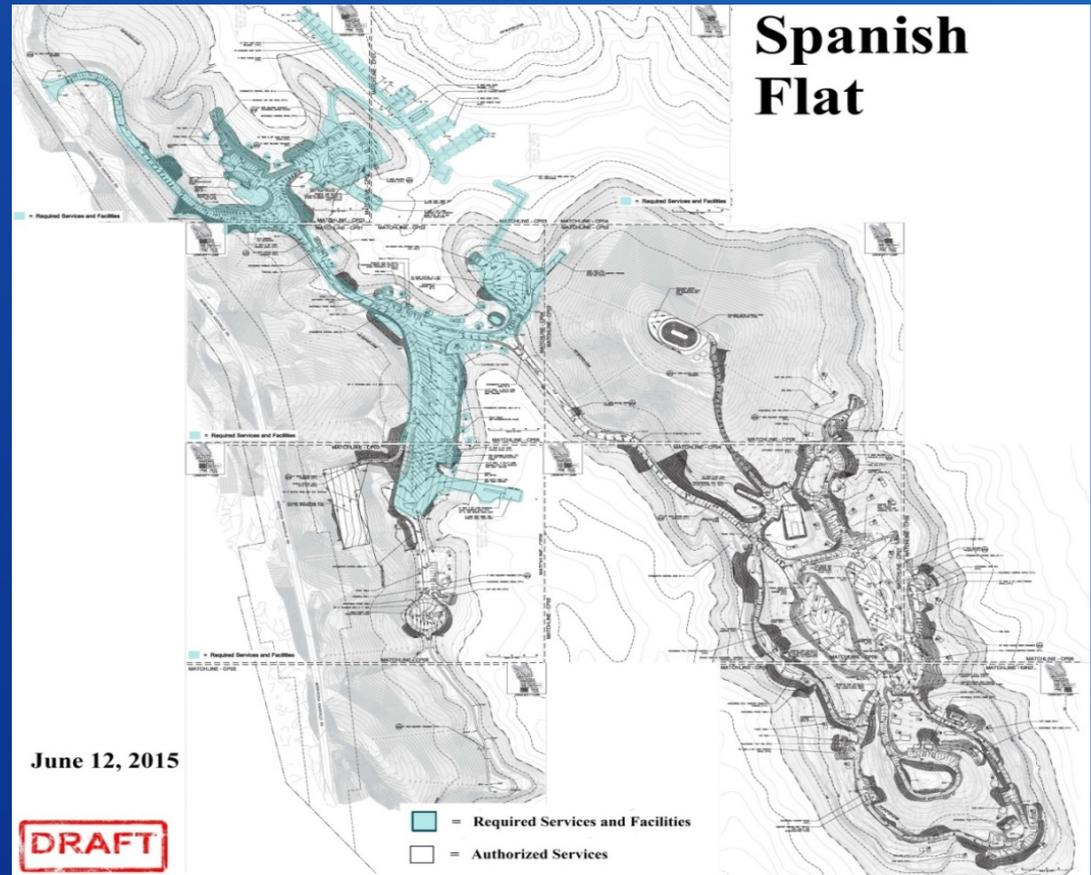


RECLAMATION

# Pre-Prospectus Planning Activities Iterative Process - Design

30% Conceptual Design → 60% Infrastructure Design

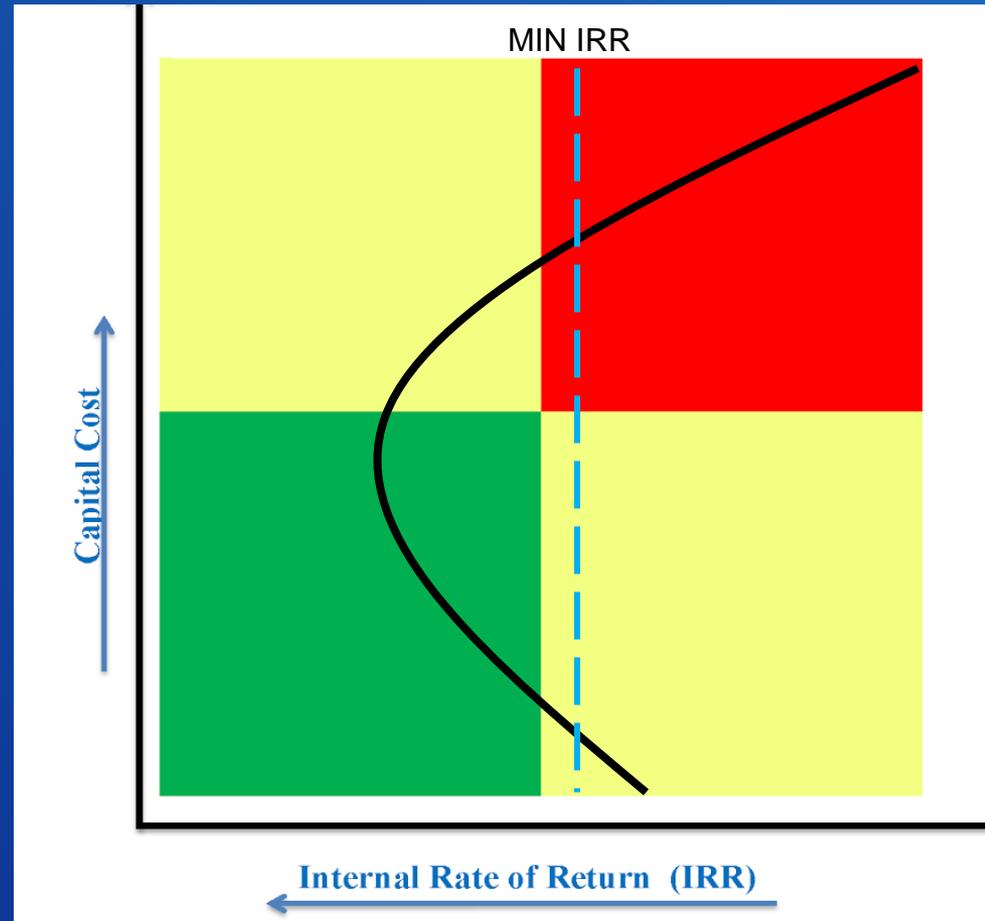
- Required Services shown in pale blue
- Authorized Services shown in white
- First year development outlined in draft contract



RECLAMATION

# Pre-Prospectus Planning Activities Iterative Process - Finance

- **IRR and Capital Cost:**
- Shows negative effect of increasing Capital costs on IRR, if revenues are not sufficient to offset costs
- Area in green is optimal range, allowing for flexibility of level of services provided



# Prospectus Planning Activities: Changes in Proposed New Development

- Includes **Required Services (minimum) but in reduced quantities:**
  - Cabin-Style Lodging
  - RV & Tent Camping
  - Launch Ramps
  - Day Use Areas
  - Dry Boat Storage
  - Marina Facilities
  - Boat Slip Rental
  - Houseboat and Small Boat Rentals
  - Marine Fuel



RECLAMATION

# Prospectus Planning Activities: Changes in Proposed New Development (Cont.)

- Includes an **expansion of Authorized Services** (optional) such as:
  - Additional quantities of Required Services
  - Restaurant and Retail Facilities
  - Marine Repair Services
  - Floating Campsites
  - Food & Beverage Service
  - Trailhead Facilities
  - Multi-purpose Center
  - Other

# Monticello Shores

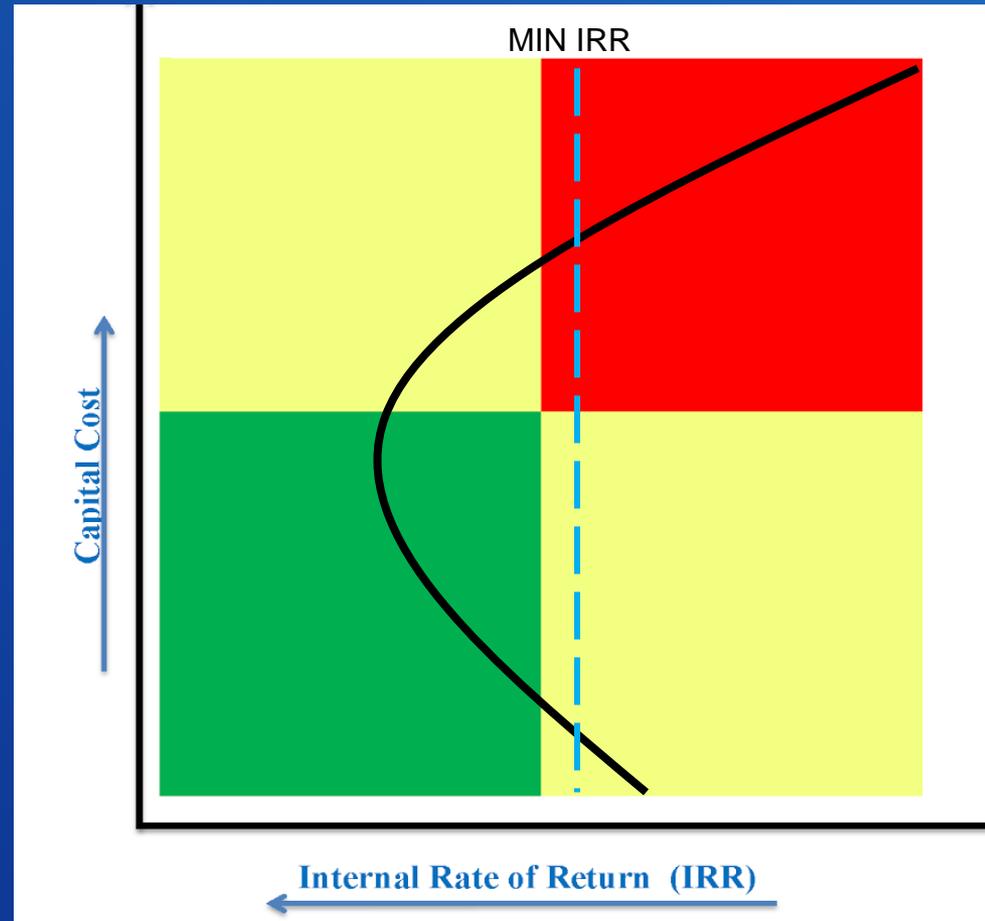
- **Different approach**
- Bidders will propose the types and quantities of Required and Authorized Services
- Allows for a different type of proposal than at the other sites
- Bidders would be required to provide all planning and design work, as well as NEPA



RECLAMATION

# Goal is to Get to Green!

- Reasonable level of Capital Cost and risk
- Reasonable IRR/profit
- Reasonable range of services and facilities
- Area in green is optimal range, allowing for flexibility of level of services provided



# Infrastructure Development

- In addition to the Required facilities and services, bidders must also develop associated infrastructure, using Reclamation's 60% Level Infrastructure Design.
- May include, depending on the concession area:
  - Parking and Roadways
  - Launch Ramps
  - Electrical Transmission and Connection Services
  - Potable Water Systems
  - Wastewater Systems

# Site Bundling Opportunities

- Bidders can propose bids on all five concession areas, either singly or as bundled sites, to take advantage of potential cost savings from combined operations
- The maximum number of areas that any one bidder will be awarded will be three areas
- Reclamation will not dictate that sites must be bundled
- Reclamation will not determine which, if any, sites would be bundled together; that decision is for the bidders

# Steps in the Bid Process

- Prospectus is now posted on the Federal Business Opportunities website:  
[www.fbo.gov](http://www.fbo.gov)
- **Open Bid Period: 60 Calendar Days – Closes Aug. 31**
- Evaluate Proposals
- Provide Final Evaluation Report and Recommendation
- Notify Selected and Non-selected Bid Proposals
- Negotiate and Award Concession Contracts

# Evaluating a Bid

- **Reclamation will evaluate all bids on several factors:**
  - **Environmental Management Program**
  - **Quality Visitor Services**
  - **Past Performance**
  - **Financial Capability**
  - **Benefit to the Government (Franchise Fees)**

# Environmental Compliance

- Reclamation will conduct National Environmental Policy Act compliance at a programmatic level for recreation services and facilities and at a site-specific level for infrastructure design (60% design level).
- Additional site-specific environmental review for facilities development and all permitting will be requirements of the successful bidders.



# Construction of New Facilities

- Goal is for mobilization for groundbreaking able to begin when new contracts are in place
- Reclamation will have completed site plans to 30% and infrastructure design to 60%, along with Environmental Review
- Concession contractor will complete site plans, infrastructure design and environmental review
- Development timeline in concession contracts identify construction schedule, with Year 1 requirements specified
- Areas are to remain open during development with existing services provided as much as possible

# Sample Year One Development May Include Such Facilities As:

- Some access roads
- Some tent sites
- Some marina boat slips
- Marina access dock
- Marine fuel tank and dispenser
- Some day use sites
- Entry station
- Vault toilets
- Water, wastewater and/or electrical systems for some areas

# Marketing the Prospectus

- Outreach to Hospitality Industry
- Attending Trade Events
- Brochures/Flyers
- Post Synopsis/
- Websites and Press Releases
- Public Meetings
- Network with Cities/Counties/Visitor Bureaus and Chamber of Commerce



# References

**Federal Business Opportunity Website**

**<http://www.fbo.gov/> for Solicitation No. MP-15-LB1**

**Lake Berryessa Prospectus Website**

**<http://www.usbr.gov/mp/cca0/berryessa/prospectus.html>**

**[Lake Berryessa Website](http://www.usbr.gov/mp/cca0/berryessa/)**

**<http://www.usbr.gov/mp/cca0/berryessa/>**

**RECLAMATION**

# Help Spread the Word!

**Bids Close August 31, 2015**

**For more information, contact Peggi Brooks at [pbrooks@usbr.gov](mailto:pbrooks@usbr.gov), phone (916) 989-7128**

**Questions must be submitted in writing by 4:00pm on July 27<sup>th</sup>, 2015. All responses to bidder questions will be posted on fbo.gov as an Amendment to the Prospectus.**

**RECLAMATION**