

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT General Services Agency	(2) MEETING DATE 10/28/2014	(3) CONTACT/PHONE Larry laquinto/781-5209	
(4) SUBJECT Request to approve a five year contract with Rocky Mountain Recreation Company for the management of the Santa Margarita Lake Marina concession operations. District 5			
(5) RECOMMENDED ACTION It is recommended that the Board approve a five year contract with Rocky Mountain Recreation Company for the management of the Santa Margarita Lake Marina concession operations at Santa Margarita Lake Park and authorize the Chairperson to sign the contract.			
(6) FUNDING SOURCE(S) Concession revenue	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$14,400 in revenue	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ___) <input type="checkbox"/> Board Business (Time Est. ___)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP Attached	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Emily Jackson			
(18) SUPERVISOR DISTRICT(S) District 5			

County of San Luis Obispo



TO: Board of Supervisors

FROM: General Services Agency / Larry Iaquinto
781-5209

DATE: 10/28/2014

SUBJECT: Request to approve a five year contract with Rocky Mountain Recreation Company for the management of the Santa Margarita Lake Marina concession operations. District 5

RECOMMENDATION

It is recommended that the Board approve a five year contract with Rocky Mountain Recreation Company for the management of the Santa Margarita Lake Marina concession operations at Santa Margarita Lake Park and authorize the Chairperson to sign the contract.

DISCUSSION

San Luis Obispo County Parks and Recreation maintains and operates Santa Margarita Lake Park Recreational Area under a lease agreement with the Department of the Army, owners of the Salinas Dam and Reservoir Area. The County has leased the area from the Army since 1956. The Santa Margarita Lake Park Marina is under the oversight of County Parks and is managed through a concession contract for the operations of the marina including provision of food, supplies and boat rentals for park users. The previous concessionaire decided to retire and closed the store and other related marina operations as of April 18, 2014. County Parks staff has been maintaining the existing slip rentals but there are no other concessions offered at this time.

As a result, a Request for Proposal (RFP) process was initiated to seek a new concessions operator for the Santa Margarita Lake Park Marina. The RFP documents were based upon the goals needed for the operations of this facility along with input from the park users. The objective was to locate a concession operator that would best satisfy the needs of park users and have a comprehensive marketing program to increase sales and the integrity of the facility while being sensitive to the environmental surroundings.

The RFP documents were released on June 3, 2014. One proposal was received. The proposal was reviewed in detail and it was determined that the proposal from Rocky Mountain Recreation Company (RMRC) met all of the necessary requirements. RMRC is a highly qualified candidate able to provide a variety of concession related services that will support recreational opportunities for visitors to Santa Margarita Lake Park for many years to come. RMRC manages a wide variety of similar operations at parks throughout California and Colorado. RMRC leadership has demonstrated an ability to increase revenues at facilities with similar circumstances and has provided quality oversight to the facilities they manage. Accordingly, the attached concessionaire agreement between the County and RMRC for the operation of Santa Margarita Lake Park Marina has been prepared by staff for Board consideration.

The attached concession contract with RMRC will begin on October 27, 2014 and allow for a 5 year contract term with two 5 year options for renewal. Beginning in the second year County Parks will receive revenues of approximately \$14,400 annually.

OTHER AGENCY INVOLVEMENT/IMPACT

The General Services Agency, Purchasing and Parks staffs participated in the review of the submitted proposal and agreed that the proposal met all of the necessary criteria as stated in the RFP. Real Property Services Division staff provided review and input to the content of the contract. County Counsel reviewed the agreement as to form and legal affect.

FINANCIAL CONSIDERATIONS

There are no expenditures necessary for the implementation of the concession contract for the Santa Margarita Lake Park Marina. All associated costs will be the responsibility of the concessionaire.

County Parks will receive an annual rental payment of \$14,400 adjusted annually per the applicable Consumer Price Index beginning in year two of the contract. The Concessionaire will be required to purchase rental boats, equipment, supplies and make improvements to the marina included in their start-up costs in lieu of payment to the county in year one of the contract. This revenue is similar to what the County received from the previous concessionaire and was anticipated during budget preparation for FY 2014-15.

RESULTS

Approval of the concession contract between the County and Rocky Mountain Recreation Company will provide a 5 year contract with two 5 year options to extend commencing on October 27, 2014. This contract will provide high-quality concessions allowing for diverse recreational opportunities at Santa Margarita Lake Park while supporting the Board's goals of providing a healthy and livable community.

ATTACHMENTS

1. SML Concession Contract
2. Exhibit A – SML Map
3. Exhibit B - Dept. of Army Agreement
4. Exhibit C - Insurance Requirements
5. Exhibit D - Storm Water Requirements