Concession Contract Proposal
Best Practices

National Park Service
Commercial Services Program
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Topics Covered

- Due diligence
- Content
- Presentation
Due Diligence

- **Prospectus**
  - Business Opportunity
  - Proposal Package and Instructions
  - Contract including exhibits
- **Site Visit**
- **Q and A deadline**
Due Diligence – Prospectus

- Review entire document
  - Business opportunity describes conditions under which the concessioner will operate and components of the draft contract
  - Proposal Package and Instructions
  - Contract and exhibits
Due Diligence – Site Visit

- Attend to learn logistics of operation
- If none scheduled, arrange one as described in the Business Opportunity
Due Diligence – Q and A Submissions

- Know the deadline
- What you do not understand in the Prospectus
- Email submittals
- NPS may not answer all questions or reproduce them in their entirety
- Cite the specific section of the prospectus
Content of Your Proposal

- Completeness
Content - Completeness

- Respond to every Selection Factor
- Make your commitments clear
- Clearly identify the Offeror and Offeror-Guarantors and have appropriate party/parties sign the transmittal letter
- Tie PSF 3 together
- Provide every document we request – PSF 4
Presentation of Your Proposal

- Format rules
- Readability
Presentation – Format Rules

- Follow the format instructions in the Proposal Package
  - Page limits
  - Font size
  - Margins

- Beware of cross references

- Use the forms provided

- Consequences
Presentation - Readability

- Say it once – say it clearly
- Break up the monotony of words
- Illustrate if it adds to your commitment
- Make it unique