LAKE BERRYESSA – NAPA COUNTY, CA
AVAILABLE CONCESSION AREAS
REQUEST FOR INFORMATION AND INTEREST

RFII Number: CEO091701
Issued by: Napa County Executive Office
Date of Issue: September 26, 2017

LAKE BERRYESSA
Napa County, California

A World Class Destination

Five Unique Resort Sites
Development Opportunities
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A. Overview

Napa County Executive Office is issuing this Request for Information and Interest (RFII) in order to solicit potential concessionaires for five developable sites at Lake Berryessa in Napa County, California. Appropriate respondents will subsequently be invited to respond to a Request for Proposal (RFP). In order to qualify to participate in the RFII process, a valid response to this RFII is mandatory.

Lake Berryessa is a reservoir in northeastern Napa County, about 25 miles east of the famous Napa Valley, 65 miles west of Sacramento and 85 miles north of San Francisco. It is a large freshwater lake with 165 miles of shoreline and 20,700 surface acres. It is characterized by great natural beauty, and is a destination for numerous types of outdoor recreational activities. Emphasis in the past has been on boating and camping, but a much wider variety of activities seem appropriate for the future.

Within 100 miles of Lake Berryessa reside about 10 million people. The surrounding region is one of the most prosperous in the nation. Participation rates in all types of outdoor recreation activities are much higher than average. Despite these circumstances, the supply of high quality resort developments in lake-oriented destinations greatly lags demand. Lake Berryessa could represent one of the most untapped opportunities for quality lake-oriented resort development in all of California.

Land around Lake Berryessa is owned by the U.S. Bureau of Reclamation (USBR).

Several large concession areas were created at the Lake when formed in the 1950’s. They have since been managed by USBR and/or Napa County. Due the expiration of concession contracts, five of the areas were closed by USBR in 2009. Napa County may now enter into a Managing Partner Agreement (MPA) with USBR to once again assume control of the five areas. The distribution of this RFII is the initial step in potentially finding appropriate developers and operators for one or more of the five areas.

Through this RFII, Napa County hopes to solicit input from resort developers and concessionaires that will be used to create the final framework for the MPA and subsequent RFP. Specifically, the purpose of this RFII is to:

❖ Gauge developer and concessions management interest in the five recreation-resort areas at Lake Berryessa;

❖ Identify potential opportunities and challenges within the proposed area(s); and

❖ Provide a baseline for development of a MPA and RFP.
## B. Calendar of Events*

Dates in the first table are directly related to the RFII process.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 26, 2017</td>
<td>RFII released.</td>
</tr>
<tr>
<td>October 2, 2017</td>
<td>Questions, Round 1, Due by 5:00 pm pst</td>
</tr>
<tr>
<td>October 5, 2017</td>
<td>Responses to Questions, Round 1, will be published</td>
</tr>
<tr>
<td>October 6, 2017</td>
<td>Deadline for Registration for Site Visit/Field Day 1</td>
</tr>
<tr>
<td>October 11, 2017</td>
<td>Site Visit/Field Day 1</td>
</tr>
<tr>
<td>October 13, 2017</td>
<td>Deadline for Registration for Site Visit/Field Day 2</td>
</tr>
<tr>
<td>October 18, 2017</td>
<td>Site Visit/Field Day 2</td>
</tr>
<tr>
<td>October 24, 2017</td>
<td>Questions, Round 2, Due by 5:00 pm pst</td>
</tr>
<tr>
<td>November 1, 2017</td>
<td>Responses to Questions, Round 2, will be published</td>
</tr>
<tr>
<td>November 20, 2017</td>
<td>RFII Submittals Due by 12:00 pm pst</td>
</tr>
</tbody>
</table>

* Dates are subject to change at the sole discretion of Napa County. Changes to the due dates for Questions (Round 1 and Round 2), Site Visits/Field Days, or RFII Submittal due date will be made by addendum.

Tentative dates in the second table are related to the anticipated MPA development and RFP process.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January, 2018</td>
<td>MPA Authorization</td>
</tr>
<tr>
<td>February, 2018</td>
<td>RFP Release</td>
</tr>
<tr>
<td>April, 2018</td>
<td>RFP Due</td>
</tr>
<tr>
<td>Spring/Summer 2018</td>
<td>Concessionaire Selection and Negotiations</td>
</tr>
</tbody>
</table>
C. The Opportunity

History of Lake Berryessa

Lake Berryessa was created by the United States Bureau of Reclamation (USBR) in 1957 with construction of the Monticello Dam. Purposes of the project were to control flooding, provide drinking and irrigation water, and generate hydroelectric power.

In 1958, it was determined that Lake Berryessa could be a prime destination for outdoor recreation activities of all types, especially boating and camping. In an arrangement with the National Park Service and USBR, Napa County entered into an agreement to manage development of these recreational opportunities. The land around the Lake, however, has always been owned by USBR.

In 1959, a General Development Plan was created by the three public entities. It provided for seven concession areas in strategic locations on the west side of the Lake. These seven areas were developed, and quickly became popular boating and camping destinations for families throughout northern California and beyond.

In 1975, USBR retook control of the seven concession areas from Napa County, and control has since remained with USBR.

Recreational use of Lake Berryessa continued to grow, peaking at over 1.8 million annual visitors in 1996, and annually averaging well over one million. However, such popularity led to overuse and inappropriate use. The concession areas were not always regulated, and USBR decided in 2009 that leases on five of the areas would not be renewed. The five areas were closed at that time.

Napa County began a new conversation with USBR in 2016, and is now negotiating a Managing Partner Agreement for all five areas. Napa would supervise their future development and operations, consistent with USBR’s Visitor Service Plan. The five areas include:

❖ Putah Canyon (formerly Putah Creek)
❖ Monticello Shores (formerly Rancho Monticello)
❖ Berryessa Point (formerly Berryessa Marina)
❖ Spanish Flat (always referred to as Spanish Flat)
❖ Steele Canyon (formerly Steele Park)
LAKE BERRYESSA AND THE FIVE CONCESSION AREAS

LAKE BERRYESSA

Lake Berryessa is one of the largest and most attractive freshwater lakes in California. It has 165 miles of shoreline. By comparison, Lake Tahoe has only 72 miles of shoreline (although more surface area). Berryessa is 26 miles long and three miles wide. It contains 20,700 surface acres, making it the one of the largest freshwater lakes in the state.

As shown in the regional map, Lake Berryessa is in northeastern Napa County, about 30 miles north of the City of Napa and 25 miles east of the famous Napa Valley. It is 65 miles west of Sacramento and 85 miles north of San Francisco.

Accessibility is facilitated by a variety of State and U.S. Interstate Highways, as shown in the accompanying highway map.

All lands abutting the Lake are owned by USBR. Adjacent lands are fairly steep, and for the most part, undevelopable with any significant density. Most likely, they will remain in permanent open space, and accessible for a wide array of outdoor recreation opportunities. The area has a pleasant year-round Mediterranean climate. Rainfall is concentrated from November through March, and averages less than 25 inches annually. Temperatures are mild, although the average high is over 90 degrees in June through September – the prime boating season. The average in November through March is approximately 60 degrees.
LAKE BERRYESSA AND THE FIVE CONCESSION AREAS

LAKE BERRYESSA (CONTINUED)

Water level varies from year-to-year, depending on rainfall. During extended droughts in the mid-1990s and 2010s, it was less than 400 feet above sea level. It is currently close to capacity of 440 feet. The water is clear and very pure.

When all concession areas were open, Lake Berryessa annually attracted as many as 1.8 million visitors annually. As with most water-oriented recreation destinations, usage peaks in the summer months. It is anticipated that visitor counts could be more balanced once a wider array of services, activities and accommodations are available.

In addition to boating and camping opportunities, there are numerous other attractions and activities at the Lake and the environs. Some include:

❖ extensive hiking, mountain biking and walking trails, with many more possible, and large nearby public land holdings, accessible for hiking, camping and a wide variety of other outdoor recreational activities. Included are 330,780 acres in the Berryessa Snow Mountain National Monument, Cache Creek Wilderness, Cedar Roughs Wilderness, Knoxville Wildlife Area, Knoxville Recreation Area, Lake Berryessa Wildlife Area and Quail Ridge Natural Reserve.

❖ some of the best lake fishing in the entire state

❖ swimming in the many protected coves and inlets

❖ quiet areas for non-motor activities, such as kayaking and canoeing

❖ bird watching and wildlife viewing

❖ Napa Valley with its more than 500 wineries, geothermal springs, boutique shops, fine restaurants, eight golf courses and spectacular scenery
### Lake Berryessa and the Five Concession Areas

#### The Five Concession Areas

The five concession areas available for redevelopment are diverse in their size, amount of shoreline, vegetation and viewshed. They are all self-contained and prime waterfront properties on the west side of the Lake.

The five areas are shown in the accompanying map of Lake Berryessa. A photograph of each area is found on following pages, showing their operations before the closures in 2009. As noted, the areas are now void of development.

The five areas are listed below, along with important dimensions. Collectively, they contain 12.6 miles of shoreline and 725 total acres. Some 588 acres are located above the 455 foot elevation, permitting permanent structures. Complete legal description of each area can be found in attachment titled “Area of Operation and Assigned Land”.

<table>
<thead>
<tr>
<th>Concession Area</th>
<th>Shoreline Frontage</th>
<th>Acres with elevations of:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Linear Feet</td>
<td>Miles</td>
</tr>
<tr>
<td>Putah Canyon</td>
<td>19,165</td>
<td>3.6</td>
</tr>
<tr>
<td>Monticello Shores</td>
<td>14,600</td>
<td>2.8</td>
</tr>
<tr>
<td>Berryessa Point</td>
<td>7,100</td>
<td>1.3</td>
</tr>
<tr>
<td>Spanish Flat</td>
<td>11,000</td>
<td>2.1</td>
</tr>
<tr>
<td>Steele Canyon</td>
<td>14,886</td>
<td>2.8</td>
</tr>
<tr>
<td><strong>total</strong></td>
<td><strong>66,751</strong></td>
<td><strong>12.6</strong></td>
</tr>
<tr>
<td><strong>average</strong></td>
<td><strong>13,350</strong></td>
<td><strong>2.5</strong></td>
</tr>
</tbody>
</table>
LAKE BERRYESSA AND THE FIVE CONCESSION AREAS

THE FIVE CONCESSION AREAS (CONTINUED)

USBR has completed detailed, but preliminary, development plans for the five areas.

Environmental impact statements have been completed for the plans to “the 60 percent design level.” To the extent that concessionaires’ development plans are substantially compatible with USBR’s preliminary development plans, the required environmental impact assessment may be accelerated. Napa County has indicated potential support for more varied and creative uses, services, facilities and accommodations. The current USBR plans emphasize traditional short-term recreational opportunities as identified in the Visitor Services Plan/Record of Decision 2006.

Existing public utilities are nominal, please refer to attached draft EA document (link for electronic attachment can be found in Section L) for specific details about each site in its current condition. Some limited site clean-up may still be required, as well.

Assuming the County enters into a Managing Partner Agreement for one or more of the resort areas, it will attempt to balance economic impacts, profits for concessionaires, public access and environmental stewardship in the review process.
LAKE BERRYESSA AND THE FIVE CONCESSION AREAS

PUTAH CANYON
LAKE BERRYESSA AND THE FIVE CONCESSION AREAS

PUTAH CANYON
Lake Berryessa and the Five Concession Areas

Monticello Shores
Lake Berryessa and the Five Concession Areas

Monticello Shores
LAKE BERRYESSA AND THE FIVE CONCESSION AREAS

BERRYESSA POINT
LAKE BERRYESSA AND THE FIVE CONCESSION AREAS

BERRYESSA POINT
LAKE BERRYESSA AND THE FIVE CONCESSION AREAS

SPANISH FLAT
Lake Berryessa and the Five Concession Areas

Spanish Flat
LAKE BERRYESSA AND THE FIVE CONCESSION AREAS

STEELE CANYON (PREVIOUSLY CALLED STEELE PARK)
LAKE BERRYESSA AND THE FIVE CONCESSION AREAS

STEEL CANYON (PREVIOUSLY CALLED STEELE PARK)
The Market Area for Lake Berryessa

Lake Berryessa itself, the five concession areas and the surrounding environs offer many unique and outstanding attributes, as discussed in the previous section – accessibility, size, extensive shoreline and surface area, beautiful scenery in a very natural setting, some of the best fishing in the state, large enough to offer both nature-based and motor-based activities without interference, and a wide array of family-oriented outdoor recreation opportunities.

Population and Households

❖ 9.8 million people (over 10 million if including counties to the immediate north), generating 3.5 million households – all within 100 miles
❖ one of the most vibrant and prosperous regions in the entire country
❖ 65 percent of households with incomes over $50,000 and 36 percent over $100,000 – proportions far above national averages
❖ high participation rates in all types of outdoor recreation activities, most of which could be pursued at Lake Berryessa

Other Freshwater Lakes

❖ one of the largest lakes in California with 20,700 surface acres and 165 miles of shoreline
❖ by far the largest freshwater lake in the PMA - only two others contain more than 2,000 surface acres
❖ very limited facilities and services not only at the two other freshwater lakes in the PMA, but also at other lakes in a much larger 20-county surrounding area
❖ very few full-service marinas in the surrounding 20 counties. The majority are in the Sacramento Delta rather than in actual lake-environments. Existing marinas report operating at a good 72 percent year-round occupancy.
❖ only 15,900 boat slips in the 20 counties. However, there are over 185,000 pleasure boats registered in the PMA.
THE MARKET AREA FOR LAKE BERRYESSA (CONTINUED)

CAMPGROUNDS

❖ only 44 campgrounds around lakes in the 20 surrounding counties, and only 10 in the PMA, including the Delta

❖ only 164 campsites around lakes in the PMA, with another 575 in the Delta

❖ only 306 campsites around lakes with full RV hookups in the 20 surrounding counties (including the Delta). However, there are almost 30,000 RVs registered in the PMA.

❖ only 53 campgrounds in all types of locations in the PMA, generating less than 5,000 campsites

❖ limited amenities, services and contemporary comforts at the vast majority of the 53 campgrounds. Few provide food service, convenience stores, rental accommodations or even boating facilities.

❖ mostly managed by operators without extensive experience in the hospitality industry

❖ mostly owned by the public sector, and suffering from lack of funding for proper upkeep and provision of activities. Most others are operated by small, private entrepreneurs with comparable funding issues. A survey conducted of campground operators in the area reveals the marginal condition, financial needs and untapped opportunities.

TOURISM IN NAPA COUNTY

❖ close proximity to, and shared identity with, one of the most recognized tourist destinations in the country – Napa Valley

❖ a rapidly growing tourism industry, with 3.54 million visitors in 2016, up 20 percent from just four years ago

❖ some of the highest year-round occupancy rates and room rates in the country

❖ attractions and activities at Lake Berryessa complement those in Napa Valley, e.g., boating, fishing, extensive nature and other types of trails, etc. These complementary uses are attractive both to residents of Napa County and others throughout the PMA.

❖ downtown Napa rapidly becoming a major tourist destination of its own, with large new supply of hotels, shops, restaurants and entertainment venues

❖ many intriguing potential opportunities for recreational attractions and activities that do not exist elsewhere in Napa County and/or are significantly under-supplied in the PMA. Examples include conference facilities, golf, wedding venues and outdoor musical performance venues.

The potential demand for outdoor recreation activities that now, or could, exist at Lake Berryessa is very large. Within 100 miles reside about 10 million people with high participation rates in outdoor recreation. The area is among the most prosperous in the nation. At the same time, quality competition is limited, especially at large and scenic freshwater lakes such as Lake Berryessa.
Results of Consumer Survey

Napa County recently commissioned a consumer survey of households throughout northern California, with emphasis on the PMA. Objectives of the survey were to determine: (1) past familiarity with, and reactions to, Lake Berryessa before the closings occurred in 2009; (2) degree of future potential interest in visiting Lake Berryessa; (3) the types and extent of recreational activities and accommodations that would be most instrumental in increasing visitation patterns; and (4) the type of households with the highest propensity to visit in the future. Over 3,200 responses were received.

Respondents were very qualified to answer the survey:
❖ 90 percent had visited Napa County in the last five years
❖ 90 percent had visited Lake Berryessa in the past, and 50 percent had stayed overnight there
❖ 83 percent participate in motor boating, 73 percent in other types of boating, and 85 percent in hiking, walking, picnicking or other types of outdoor recreation
❖ 92 percent have incomes over $50,000, and 54 percent, over $100,000
❖ 16 percent live in Napa County, 28 percent elsewhere in the North Bay, 34 percent in the South Bay, 10 percent in the Sacramento Delta, and 12 percent outside the PMA

Results of the survey were very positive in regard to: (1) awareness and perception of Lake Berryessa; and (2) potential size of future demand.

It also was apparent that the future use of Lake Berryessa will expand if a wider range of outdoor recreational activities were available, especially those that are: (1) nature-based, family-oriented and/or innovative; and (2) in harmony with the lifestyle of today’s participants in outdoor recreation. These themes were consistent throughout the survey.

Selected findings are summarized below.
❖ The vast majority (92 percent) was interested in visiting Lake Berryessa in the future. This includes 74 percent who were “very interested.”
❖ On average, respondents would visit Lake Berryessa four times a year for boating and twice for camping. They would stay five nights annually and two nights each visit.
❖ Over 90 percent would visit during May through September. And, over 25 percent would consider visiting in the winter months of December through February, assuming availability of appropriate services, activities and accommodations. In other words, it seems possible Lake Berryessa could become more of a year-round destination than in the past.
❖ Results from several questions help determine services and facilities that should be included in the future of Lake Berryessa and the five concession areas in order to maximize visitation patterns. It is evident that potential users are interested in more than just motor boating and RV camping. Shown below are the proportion of “important” responses for 27 items that could be implemented at the Lake and the five areas.
### Results of Consumer Survey (Continued)

<table>
<thead>
<tr>
<th>Activity</th>
<th>% Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>convenience grocery stores</td>
<td>96%</td>
</tr>
<tr>
<td>restaurants and other food services</td>
<td>93%</td>
</tr>
<tr>
<td>hiking, biking, walking trails</td>
<td>91%</td>
</tr>
<tr>
<td>equipment rentals</td>
<td>87%</td>
</tr>
<tr>
<td>taverns/bars</td>
<td>75%</td>
</tr>
<tr>
<td>children’s activities</td>
<td>75%</td>
</tr>
<tr>
<td>defined areas for kayaking, canoeing, sailboarding, paddleboarding</td>
<td>74%</td>
</tr>
<tr>
<td>evening entertainment, music, dancing, and movies</td>
<td>73%</td>
</tr>
<tr>
<td>special events such as boat races, car clubs, triathlons, fishing tournaments</td>
<td>71%</td>
</tr>
<tr>
<td>defined areas for jet skiing and wave running</td>
<td>71%</td>
</tr>
<tr>
<td>amphitheater with outdoor concerts and “name entertainment”</td>
<td>70%</td>
</tr>
<tr>
<td>horseback riding trails</td>
<td>65%</td>
</tr>
<tr>
<td>central clubhouse with swimming pool, fitness center and other amenities/facilities</td>
<td>65%</td>
</tr>
<tr>
<td>zip line</td>
<td>64%</td>
</tr>
<tr>
<td>wine tasting on the shores of the Lake</td>
<td>64%</td>
</tr>
<tr>
<td>shuttle services to wineries and other attractions in nearby Napa Valley</td>
<td>60%</td>
</tr>
<tr>
<td>off-roading/motorcycling/ATV riding</td>
<td>58%</td>
</tr>
<tr>
<td>shooting range with clay facilities</td>
<td>58%</td>
</tr>
<tr>
<td>water park</td>
<td>57%</td>
</tr>
<tr>
<td>wildlife safari park</td>
<td>52%</td>
</tr>
<tr>
<td>wedding venues</td>
<td>50%</td>
</tr>
<tr>
<td>organized bird watching</td>
<td>49%</td>
</tr>
<tr>
<td>health and wellness facilities and seminars</td>
<td>48%</td>
</tr>
<tr>
<td>conference, meetings and lifestyle retreat facilities</td>
<td>46%</td>
</tr>
<tr>
<td>classes on culinary arts, wellness, crafts, etc.</td>
<td>45%</td>
</tr>
<tr>
<td>year-round sports/athletic academy with professional training facilities and name instructors</td>
<td>42%</td>
</tr>
<tr>
<td>golf</td>
<td>42%</td>
</tr>
</tbody>
</table>
Results of Consumer Survey (continued)

❖ Questions also addressed the importance of several items relating directly to boating and camping. Results again suggest the opportunity to offer more services and facilities in the future than in the past, especially those relating to convenience, variety, comfort, perhaps more upscale, and in a properly controlled and regulated environment.

❖ Shown below are “important” answers in regard to nine items relating to boating and water-oriented activities.

<table>
<thead>
<tr>
<th>Item</th>
<th>% Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>full service marina</td>
<td>90%</td>
</tr>
<tr>
<td>improved boat-launching activities</td>
<td>90%</td>
</tr>
<tr>
<td>Lake patrolling and regulation of boats</td>
<td>90%</td>
</tr>
<tr>
<td>boating density on the Lake</td>
<td>82%</td>
</tr>
<tr>
<td>fishing</td>
<td>81%</td>
</tr>
<tr>
<td>availability of rental boats</td>
<td>75%</td>
</tr>
<tr>
<td>separate areas for motor boats, non-motor boats and jet skis</td>
<td>68%</td>
</tr>
<tr>
<td>limits on boat speed and horsepower</td>
<td>68%</td>
</tr>
</tbody>
</table>

❖ It is apparent respondents view Lake Berryessa as a boating destination, but more than just for motor boats and jet skis. For example, there is significant interest in houseboats for rent, as well as kayaking, windsurfing, rowing and canoeing. “Important” responses include:

<table>
<thead>
<tr>
<th>Item</th>
<th>% Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>motor boats</td>
<td>91%</td>
</tr>
<tr>
<td>houseboats for overnight rentals</td>
<td>85%</td>
</tr>
<tr>
<td>water skiing</td>
<td>83%</td>
</tr>
<tr>
<td>kayaking, windsurfing, rowing, canoeing</td>
<td>80%</td>
</tr>
<tr>
<td>jetboats/wave runners</td>
<td>75%</td>
</tr>
<tr>
<td>sailboats</td>
<td>57%</td>
</tr>
</tbody>
</table>
Results of Consumer Survey (continued)

- In regard to camping, there seems to be significant demand for rental facilities as well as those for personally owned campers. Some 53 percent would prefer to use their own RV, camper or tent, but 47 percent would prefer to rent some type of accommodation. Campers also want conveniences: Shown below are “important” answers in regard to nine items relating to boating and water-oriented activities.

<table>
<thead>
<tr>
<th></th>
<th>% Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>public restrooms</td>
<td>98%</td>
</tr>
<tr>
<td>strict enforcement of rules and regulations, e.g., noise and cleanliness</td>
<td>93%</td>
</tr>
<tr>
<td>hot showers</td>
<td>92%</td>
</tr>
<tr>
<td>fuel, water and electrical hookups</td>
<td>89%</td>
</tr>
<tr>
<td>waste dump facilities</td>
<td>85%</td>
</tr>
<tr>
<td>improved pad for parking your own camper</td>
<td>79%</td>
</tr>
</tbody>
</table>

- Importantly, strong demand exists for a variety of overnight accommodations beyond tent and RV camping. Such findings are significant, and support a much wider user-profile than in the past. Shown below are the proportions of “interested” responses in regard to nine possible types of accommodations. Tent camping only ranks sixth and RV camping ninth. Significant interest was stated for both higher-end and rustic cabins/cottages, houseboats and glamping.

<table>
<thead>
<tr>
<th></th>
<th>% Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>higher-end, larger cabin/cottage with kitchen, restroom with shower, all utilities and separate bedroom(s)</td>
<td>87%</td>
</tr>
<tr>
<td>houseboat</td>
<td>87%</td>
</tr>
<tr>
<td>small rustic cabin/cottage without utilities, but near to hot showers and toilets</td>
<td>84%</td>
</tr>
<tr>
<td>“glamping,” i.e., a unique, high-quality canvas tent on a platform with kitchen, restroom with shower, all utilities, and separate bedroom(s)</td>
<td>83%</td>
</tr>
<tr>
<td>hotel/motel</td>
<td>75%</td>
</tr>
<tr>
<td>tent camping on the ground</td>
<td>72%</td>
</tr>
<tr>
<td>park model RV</td>
<td>65%</td>
</tr>
<tr>
<td>mobile home</td>
<td>63%</td>
</tr>
<tr>
<td>smaller RV</td>
<td>62%</td>
</tr>
</tbody>
</table>
Potential Attractions and Amenities

Heretofore, Lake Berryessa has been positioned as an attractive destination for outdoor recreation activities, especially motor boating and camping. Even during peak years when all concession areas were open, seasonality of use was high, with the vast majority of visitors coming in June through September, and especially July and August. Variety and quality of services and facilities were limited. Few convenience stores, restaurants, evening entertainment venues and unique accommodations beyond RV and tent camping existed. Proper controls and regulations were not enforced. Despite such conditions, the area regularly attracted over 1.5 million visitors annually. Current data supports a high demand for boat launch and storage slip availability.

The challenges and opportunities are to redevelop the five concession areas into resorts that more appropriately reflect the lifestyle of today’s participants in outdoor recreation – higher quality, more variety, greater convenience, more nature-based (but not forgetting the ever-popularity of motor boats and RVs) and more family-oriented. If more care is given to these important trends, Lake Berryessa has the opportunity to: (1) become a significant year-round destination for the almost 10 million people in the PMA; (2) greatly impact the economy of Napa County; (3) be profitable to the selected concessionaires; and (4) do so while maintaining and enhancing the natural environment.

Listed below are a variety of uses that could be considered in the redevelopment of the five concession areas. Some have existed, historically, while others are new. Perhaps not all will be feasible or consistent with the Visitor Services Plan. Care must be taken to always balance the criteria of consumer demand, economic gain and protection of Lake Berryessa’s beautiful natural setting.

Motor-based
- motor boating
- jet ski
- water skiing
- full service marinas
- dry storage
- boat and equipment rentals
- off-road vehicles

Nature-based
- trails for hiking, biking, walking, nature walks
- swimming
- bird watching
- flora and fauna viewing
- fishing
- kayaking, canoeing, sailing, paddle boarding
- picnicking
- horseback riding
- interpretive center
- eco-appreciation
- water trail
- day care
- quiet areas in coves and inlets
- photography

Accommodations
- RV camping
- tent camping
- glamping
- houseboats
- rustic cabins, cottages and park models
- higher-end cabins, cottages and park models
- hotel/motel
- nightly, extended stay and snowbird markets

Commercial
- wine tasting/tour center
- Napa Valley shuttle
- 9-hole golf course
- conference, meetings, retreats
- schools, lessons, lectures
- spa, wellness facility
- wedding venues
- amphitheater
- restaurants, taverns
- shopping
- night entertainment
- sports academy
- service station
- clubhouse with pool, fitness center, activities
- zip line
- special events, races, tournaments
- wildlife
- safari park
- lake cruise
- boat water taxi
- fly-in
D. Development Advantages

Napa County, like most prime resort destinations in California, is a challenging place to pursue new development. Land prices are extremely high; properly zoned sites are scarce; the re-zoning, General Plan amendment and environmental impact report processes are lengthy and expensive; and the threat of litigation from environmental groups and others is high. These “barriers to entry” often result in years and years of effort before proper entitlements are obtained, if ever.

Several important advantages exist, however, at Lake Berryessa that should greatly facilitate development of the concession areas, as listed below. Proper regulations will still be imposed by Napa County and USBR, but less time-consuming than normal.

❖ No re-zoning or General Plan amendments are required.

❖ Environmental compliance statements will be required, but a head start has already been made by USBR. This is especially true the more that proposed development aligns with USBR’s preliminary recommendations.

❖ Proper development of the concession areas is fully supported by public officials of Napa County, who have pledged to facilitate the entitlement process.

❖ It is recognized by Napa County and USBR that a wider collection of land uses and activities will be required in the future in order to maximize economic benefits to the County and enjoyment by today’s outdoor recreation enthusiasts. Creativity will be encouraged.

❖ The actual term of each concession contract will be based on the business model. The business model will support justification of a term beyond the standard 25 years where applicable. The County has requested discussion of a 55 year term plus one 10 year extension for development that requires a significant infrastructure investment.

❖ In recognition of the cost of building new infrastructure on leased land, Napa County may be willing to offer a variety of financial incentives for appropriate developments and operations.

❖ Private land holdings surrounding Lake Berryessa are extensive. Some of this land could be available for related development.

❖ Napa County will assume the role of Managing Partner Agency for all concession areas. This includes being the primary reviewer of applications and proposed development plans. The local government will be able to act more expediently than the more removed federal government.

❖ Dedication of County staff support to facilitate development process.
E. Site Visits/Field Days – Preregistration is Required

Napa County will be hosting two separate site visit/field days so that potential respondents have the opportunity to see the five areas at Lake Berryessa in person. Site visits/field days will be Wednesday, October 11 and Wednesday, October 18, 2017.

Each day will include:

❖ Ragatz Associates will provide an overview of their report, “Lake Berryessa: An Untapped Resort Opportunity, Napa County, California”
❖ Visit Napa Valley will provide a report on tourism in Napa
❖ Site visits to each of the five areas.

In addition to Ragatz Associates and Visit Napa Valley, representatives from Napa County Executive and Planning Departments and USBR will be on hand.

While strongly encouraged, attendance at one of the site visit/field days is optional and not a requirement of the RFII submittal process. The agenda will be the same for both days; however potential respondents may attend both days if desired.

Pre-Registration for attendance at one or both of the site visit/field days is mandatory.
Please send an email to Jeff Brooner at jeff.brooner@countyofnapa.org by the dates listed in Section B (CALENDAR OF EVENTS), and include the following information:

1. Company Name
2. Number of Attendees
3. Primary Contact person with email and phone number
4. Mobile Number, if different, so that we may contact you the day of, if need be

Once Napa County receives the registration, potential respondents will be contacted with confirmation of registration, times, and details on where to meet at Lake Berryessa. Transportation to the five areas will be provided from the initial meeting place.
F. INFORMATION RESOURCES

This RFII can be found at www.countyofnapa.org/procurement. Napa County does not guarantee the accuracy of information posted on, or obtained from, third party organizations.

Documents related to Lake Berryessa, development, and USBR regulations can be found at https://www.dropbox.com/sh/x778uq2alz23vnf/AAAyv_lyC7JRTq52SXaJkOzAa?dl=0

See Section L for a full list of documents. It is the responsibility of respondents to review all documents and consider any pertinent information, special attention should be paid to the following:

❖ USBR Record of Decision – Future Recreation Use and Operations of Lake Berryessa
❖ USBR Reclamation Manual, Directive and Standards, LND04-02
❖ USBR Reclamation Manual, Policy, LND Po2
❖ USBR Draft EA document, published for public comment on September 8, 2017. Please be aware that the elements set forth in the EA document are for projects consistent within the existing VSP. Projects not consistent with the EA and VSP are encouraged and can be considered in response to RFII. However, there is no guarantee that projects submitted in response to RFII will ultimately be allowable under USBR regulations and requirements of subsequent RFP.

Potential respondents may submit questions about this RFII via email and be referred to:

Jeff Brooner - jeff.brooner@countyofnapa.org

Questions will be answered in a public manner as an addendum to this RFII. Answers will be posted to the Napa County website at www.countyofnapa.org/procurement and will be provided to all known interested parties.

Questions will not be answered that would tend to constitute an evaluation of a response being prepared or that might give an unfair advantage to a potential respondent. Except for the above named, potential respondents should not contact Napa County officials or staff regarding any aspect of this RFII. If such contact is made, the County reserves the right to reject the submittal.

No prior, current, or post award verbal conversations or agreements with any officer, agent, or employee of the County or any other person or entity shall affect or modify any terms or obligations of this RFII or any agreement resulting from this process.
G. Submission Process, Requirements and Organization of Submittals

Each submittal must include one (1) signed original and seven (7) paper copies. Submittal must be organized in the same manner as the format below. Each numbered section must be listed in submittal with pertinent information contained within each section.

Submittals shall be no more than 20 pages, printed duplex (10 pieces of paper printed double sided), excluding any concept plan graphics and other necessary attachments. Concept plan graphics, pictures, and graphics, if included, that may not reproduce in good quality printed duplex may be submitted as single pieces of paper. Submittals must be received in the Napa County Executive Office no later than 12:00 pm Pacific Standard Time on Monday, November 20, 2017. Submittals must be delivered via U.S. Mail, common courier, or hand-delivered to:

Napa County Executive Office
Attn: Jeff Brooner
1195 Third Street Ste. 310
Napa, CA 94559

It is the responsibility of the submitting entity to ensure timely delivery.

Submittals must be concise, organized in response to the submittal requirements, and formatted as standard 8 ½” x 11” pages. Larger pages folded into 8 ½” x 11” and pocket inserts are acceptable.

Submittals must be sealed and clearly marked with the following: “LAKE BERRYESSA – NAPA COUNTY, CA AVAILABLE CONCESSION AREAS REQUEST FOR INFORMATION AND INTEREST” and “RFII CEO091701”

In addition to the submission requirements, submittals should consider the specifics of the area(s) (including attributes and existing issues) and relevant information contained in the various attachments.

(continued on next page)
**Submission Process, Requirements and Organization of Submittals (continued)**

All submittals to the RFII shall provide the following, and it is recommended that the submittal be in the format outlined below:

1. **Cover Page**

   Cover page shall state Title and RFII number ("LAKE BERRYESSA – NAPA COUNTY, CA AVAILABLE CONCESSION AREAS REQUEST FOR INFORMATION AND INTEREST" and RFII CEO091701), date of submission; and name and signature of the person who is authorized to make decisions and represent the submitting firm with respect to this RFII.

2. **Description of the Proposed Concessionaire Entity**

   a. Name and description of the proposed concessionaire entity, including the corporation or joint venture that will serve as the master developer/concessionaire, and would be party to a concessions contract with Napa County. If the entity is a subsidiary of, or otherwise affiliated with, another organization, the respondent shall indicate such relationship. Include company mailing and physical addresses, Federal I.D. number, list of owners and/or list of corporate officers with titles, if applicable.

   b. Provide contact information of primary point of contact for communication relating to the RFII. Include name, title – including to which entity as described in section “a” that the primary contact person is assigned to, address, phone number, and email address.

3. **Description of Development Qualifications**

   Description of development qualifications of responding entity and development team including key individuals.

4. **Description of Concessions, Recreation and/or Resort Management Qualifications**

   a. Description of recreation and/or resort management qualification of responding entity and management team including key individuals.

   b. Description of Concessions Management qualifications of responding entity and management team – if different than above – and concessions management team including key individuals, if any

5. **Summary of Relevant Development Experience**

   Description of relevant projects undertaken by the submitting entity and summarize how the characteristics of the projects are similar to the concepts provided in response to this RFII. The summary of experience should focus on the development of projects (if any) that are comparable in size, complexity, design approach, quality and scope.

6. **Summary of Relevant Concessions, Recreation and/or Resort Experience**

   Description of management experience of the submitting entity and summarize how the characteristics of those projects that are similar to the concepts provided in response to this RFII. The summary of experience should focus on the management of projects (if any) that are comparable in size, complexity, quality and scope.
**SUBMISSION PROCESS, REQUIREMENTS AND ORGANIZATION OF SUBMITTALS (CONTINUED)**

**7 – Description of Concept(s) Submitted in Response to RFII**

a. The intent of this RFII is to gauge interest and ideas throughout all five available resort areas. If the submitted concept(s) is not appropriate for any of the five sites, please identify the specific sites in which you believe are not appropriate for the submitted concept.

b. Provide a general description or narrative of the project concept and the anticipated final product. Explain in general terms the concessions concept that is being submitted (type, size, and general configuration.) and anticipated elements (boat launch, boat slips/storage, lodging, services, activities, rentals, retail, food, etc.) that are anticipated to be available within concession area. Include comments on the desirability and feasibility of the site and anticipated elements/related activities, and the relevance of other components (both within the site and within the surrounding area) to the success of the concept. Conceptual drawings, pictures, and graphics, while not required, may be included as attachments.

c. Provide a brief description of infrastructure that may be required for your proposed project concept (i.e. sewer, water, etc.)

d. Provide a discussion on if concept, development, and ability to successfully manage concessions, conflicts with elements contained in documents listed in Section F of this RFII. USBR Specifically identify, by document name, section, and subsection, any element that would inhibit success of the submitted concept.

**8 – Financial Capability,**

a. Provide evidence of sufficient funds or ability to secure sufficient equity and debt financing to implement the proposed project.

b. Provide demonstrated experience in financing hospitality projects of this scale.

If any information provided is marked as “Proprietary” or “Confidential” pursuant to Section H, General Conditions, then the specific subsections of Section G, in addition to the cover page, must indicate there is separate information marked as such. Only the information marked as proprietary or confidential should be provided separately. Information marked as proprietary or confidential, and provided separately, should be labeled or marked in a manner that clearly ties the information back to the relevant and specific subsection of this section.

**H. GENERAL CONDITIONS**

By submitting a Proposal, the Respondent represents and warrants that:

(a) The information provided is genuine and not a sham, collusive, or made in the interest or in behalf of any party not therein named, and that the Respondent has not directly or indirectly induced or solicited any other respondent to put in a sham proposal, or any other respondent to refrain from presenting information and that the prospective provider has not in any manner sought by collusion to secure an advantage; and

(b) The Respondent has not paid or agreed to pay any fee or commission, or any other thing of value contingent upon the award of an exclusive operating area, to any employee, official, or existing contracting consultant of the Napa County.
GENERAL CONDITIONS (CONTINUED)

All submittals become the property of Napa County. Napa County reserves the right to reject any and all submittals; to request clarification of information submitted; to request additional information from competitors; and to waive any irregularity in the submission and review process. None of the materials submitted will be returned to the Respondent unless they are not submitted in a timely manner.

Submittals in response to this RFII will be held as confidential through the RFP process. Submittals will become public record and available for release to the public upon selection of successful Respondents and Intent to Award Notifications have been distributed. Napa County is subject to California law regarding the disclosure of public records Respondents shall specify in their cover letter if they desire that any portion of their Proposal be treated as proprietary. Any such information shall be marked “Proprietary” or “Confidential” and provided separately with submittal. If Respondent chooses to claim any information as proprietary or confidential, it must specify those sections in the cover letter as well as relevant subsections of section G and provide any legal justification for treatment as such. However, respondents should be aware that all such requests may be subject to legal review and challenge. In such event, each Respondent shall be responsible for the legal defense against the release of their Proposal as public information. If any court considers such material is not exempt from public disclosure, the material may be made available to the public, regardless of the respondent’s notations or markings. If an entire submittal contains a wholesale, blanket, or general marking by the respondent as “Proprietary” or “Confidential”, it is very unlikely that the entire submittal would be exempt from public disclosure.

Napa County reserves the right to request additional information from any or all Respondents after submittal due date.

Napa County reserves the right to reject any and all submittals or any part of a submittal if it is determined it is not in the best interest of the County.

Napa County reserves the right to reject the submittal of any submitter who previously failed to perform properly, or complete on time, contracts of a similar nature, or to reject the submittal of a respondent who is not in a position to perform such a contract satisfactorily.

Napa County reserves the right to cancel this RFII process and any subsequent and related RFP.

Napa County may reject the submittal of any respondent who is in default of the payment of taxes, or other monies due to Napa County.

CA Prevailing wage and/or elements of the Federal Davis Bacon act may be applicable to development projects. While it is unknown at this time, the determination of relevant prevailing wage information will be issued as an addendum to this RFII if available. Additionally, any relevant prevailing wage information will be clearly stated in the subsequent RFP.
I. Criteria for Consideration and Evaluation

All responses meeting the submittal requirements of this RFII will be considered valid and invited to participate in the RFP process. Invitations to participate in the RFP process will only be provided to those respondents who submit a valid response to this RFII – a valid response to this RFII is required to participate in the RFP process.

Invitation to participate in the RFP process does not indicate an endorsement of ideas or concepts submitted.

Invitation to participate in the RFP process is not a guarantee that submitted project is allowable within Federal, State and Local Regulations.

J. Local Vendor Preference

There will be no consideration of locality in the review process for this RFII or subsequent RFP.

K. Notice of Addenda

Any modification, amendment, addition or alteration to any submission must be presented, in writing, executed by an authorized person or persons, and submitted prior to the final date for submissions. The signature must indicate the title or position that the individual holds in the firm. An unsigned modification amendment, addition, or alteration will be rejected.

L. List of Attachments

Due to the large file size of attached documents to this RFII, the contents of the attachments can be retrieved and downloaded via Dropbox.com. Please follow the link below:

https://www.dropbox.com/sh/x778uq2alz23vni/AAAyv_lyC7JRTQ52SXaJkOzAa?dl=0

3. Previous Reclamation Prospectus Documents
9. Visit Napa Valley-2016 Visitor Profile
10. Visit Napa Valley-2016 Visitor Economic Impact
11. Lake Berryessa Boater Recreation Study (1998)
16. Lake Berryessa Chamber Brochure (2007)
17. Bureau of Reclamation Manual Standards and Directives LND 04-02
18. Bureau of Reclamation Manual Standards and Directives P 02
19. Area of Operation and Assigned Land

The following link shall serve as an electronic attachment:
https://www.usbr.gov/mp/nepa/nepa_projdetails.cfm?Project_ID=29586