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**DEPARTMENT OF CONSERVATION AND NATURAL
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PUBLIC NOTICE – INVITATION TO BID FOR CONCESSION SERVICES (ITB)

***Food and Beverage Operations at multiple locations, including:
Joe Wheeler State Park, DeSoto State Park, Lakepoint State Park, and Oak Mountain State Park***

ITB Issued Date: September 3, 2025

Deadline for Receipt of Bid Proposals: October 8, 2025, 12:00 PM (NOON) Central Time

BIDDERS must submit three (3) signed original hardcopy bid proposals and one (1) electronic copy USB flash drive of the entire Proposal to the ITB Coordinator, Sarah Wood, in a sealed package.

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SECTION 1: PURPOSE AND SUMMARY OF SERVICES

The Alabama Department of Conservation and Natural Resources (DCNR), State Parks Division, hereinafter referred to as DCNR, issues this Invitation to Bid (ITB) to identify qualified and experienced Vendor(s) to manage and operate food and beverage (also referred to as F&B) services at four premier Alabama State Parks: *Joe Wheeler State Park, DeSoto State Park, Lakepoint State Park, and Oak Mountain State Park*. Additional Parks and locations may be added at the request of DCNR. BIDDERS ARE NOT REQUIRED TO BID ON EVERY LOCATION. INSTEAD, BIDDERS MUST SPECIFY EACH STATE PARK(s) THAT THEY ARE INTERESTED IN SERVICING.

This ITB encompasses comprehensive food and beverage management services with the goal of creating, expanding, modernizing, and improving the conditions of F&B facilities and services to visitors. The scope of work encompasses:

1. **Joe Wheeler State Park:** Lodge restaurant (including dining room, kitchen, banquets, bar, alcohol, and retail) and related food, beverage, and retail services.
2. **DeSoto State Park:** Lodge restaurant (including dining room, kitchen, banquets, bar, alcohol) and related food, beverage, and retail services.
3. **Lakepoint State Park:** Lodge restaurant (including dining room, kitchen, banquets, bar, alcohol) and related food, beverage, and retail services, including the Marina Grill.
4. **Oak Mountain State Park:** Pro Shop Grill.
5. Other locations and properties as requested by DCNR.

The Concessionaire(s) will be responsible for all aspects of food and beverage operations within these facilities, including but not limited to: dining room management, kitchen management, banquet service, alcohol sales, facility maintenance within the concessioned area, and guest relations. THE CONCESSIONAIRE(S) SHALL BE FULLY RESPONSIBLE FOR THE UPKEEP, MAINTENANCE, AND REPAIR OF ALL EQUIPMENT FOR THE FOOD AND BEVERAGE OPERATION, as well as for the PURCHASE of new equipment as needed.

The primary purpose of this ITB is to enhance the overall guest experience while ensuring operational excellence, financial sustainability, and alignment with the Alabama State Parks mission of conservation, recreation, and high-quality public service. The Concessionaire(s) is expected to deliver services that meet or exceed industry benchmarks for hospitality, with an emphasis on the State Park character, environmental sustainability, and seamless integration with overall park operations. The selected Concessionaire(s) must demonstrate the ability to manage multi-functional hospitality services in a public park setting while maintaining brand consistency, ensuring regulatory compliance, and promoting tourism within Alabama's state park system.

DCNR seeks to enter a results-driven partnership that rewards Concessionaires that prioritize quality while balancing sustainable profitability. Bid proposals are to describe how the Concessionaire's business model aligns its profitability with maintaining the facilities as first-class destination lodges. Accordingly:

- Concessionaire(s) will be empowered to propose additional capital improvements, subject to DCNR approval, that enhance guest experience and drive revenue.
- Concessionaire(s) shall be evaluated annually on financial performance, facility condition, guest satisfaction, and reinvestment outcomes.

SECTION 2: OBJECTIVES

The purpose of this Invitation to Bid (ITB) is to award a concession contract or contracts to a responsible and responsive Bidder(s) who will operate the Concession(s) in the best interests of the State and public. BIDDERS ARE NOT REQUIRED TO BID ON EVERY LOCATION. INSTEAD, BIDDERS MUST SPECIFY EACH STATE PARK(s) THAT THEY ARE INTERESTED IN SERVICING. However, DCNR may give preference to a single responsive Bidder that has the capability to provide all the services outlined herein. DCNR reserves the right to cancel or modify this Invitation to Bid; to award by item, groups of items; to divide the award; to reject any and all bids in whole or in part, and to waive any informality or technical defects if, in its judgment, the best interests of DCNR and the State of Alabama will be served.

The anticipated initial term of the contract shall be up to (3) three consecutive years, or for a length of time at DCNR's discretion, subject to anticipated extensions of (3) years by mutual agreement of the Parties as allowed by law and under the same or improved terms for DCNR. At the end of the contract period, or upon termination of the Contract, Concessionaire will promptly and fully remove its operation at its own cost. The Bidder(s) will negotiate a Concession Agreement(s) with DCNR after being informed of its selection pursuant to this ITB. Concessionaire(s) agrees to comply with all applicable federal, state, and local laws, Parks rules, and regulations, including public health ordinances. Concessionaire further agrees that it will be responsible for obtaining and maintaining any and all necessary approvals, licenses, and permits.

Section 3: GENERAL CONDITIONS AND PROVISIONS

1. **Duties.** DCNR seeks to partner with a Concessionaire committed to building a long-term relationship through reinvestment in park facilities. Whether operating in newly constructed properties or facilities in need of substantial upgrades, the selected Concessionaire(s) will be expected to provide the general services outlined in **Exhibit A**.
2. **Remittance.** The selected Bidder must remit to DCNR the concession fee percentage of gross receipts. "Gross Receipts" generally means the total amount received or realized by, or accruing to, the Concessionaire from all sales for cash or credit, of services, materials, equipment, and other merchandise made pursuant to the rights granted by the Concession Agreement. The Bidder agrees to designate in its Bid Proposal the amounts for remittances to DCNR, for example:
 - For **Joe Wheeler State Park (to be designated by Bidder)**:
 - a) ____% percentage designated in its bid of the gross receipts (alternatively, or a combination thereof), and
 - b) _____ any other proposed remittance identified by Bidder.
 - For **DeSoto State Park (to be designated by Bidder)**:
 - a) ____% percentage designated in its bid of the gross of receipts (alternatively, or a combination thereof), and
 - b) _____ any other proposed remittance identified by Bidder.
 - For **Lakepoint State Park (to be designated by Bidder)**:
 - a) ____% percentage designated in its bid of the gross of receipts (alternatively, or a combination thereof), and
 - b) _____ any other proposed remittance identified by Bidder.
 - For **Oak Mountain State Park (to be designated by Bidder)**:
 - a) ____% percentage designated in its bid of the gross of receipts (alternatively, or a combination thereof), and
 - b) _____ any other proposed remittance identified by Bidder.

3. **Compensation.** DCNR intends to invest in capital improvements, subject to availability of funds, at Joe Wheeler State Park, DeSoto State Park, Oak Mountain State Park, and Lakepoint State Park during Fiscal Year 2026. The Concessionaire must create a maintenance and component renewal reserve account for future improvements for both facility maintenance as well as capital improvements. DCNR recommends 5% of gross revenue for a maintenance reserve to be used for routine and non-routine repairs while and an additional 3% of gross revenue for a component renewal reserve for major system replacement or infrastructure renewals.
4. **Award.** The award of any contract(s) will be made consistent with Section 9-14-20, et seq. of the Code of Alabama. DCNR may give preference to a single responsive Bidder that has the capability to provide the full scope of services outlined herein. However, DCNR reserves the right to award by item, groups of items; to divide the award; to reject any and all bids in whole or in part, and to waive any informality or technical defects if, in its judgment, the best interests of DCNR and the State of Alabama will be served. DCNR anticipates selecting the Bidder(s) that presents the highest percentage of gross receipts to DCNR while meeting the minimum annual remittance, and specifications, terms, and conditions of the ITB and bid documents referenced herein, in consideration of the best interests of the State of Alabama and public. DCNR also reserves the right to add additional properties to this ITB as well as to the contract.
5. **Code of Alabama.** The Concession Agreement(s) will be granted pursuant to the provisions contained in Section 9-14-20, et seq., Code of Alabama (1975). Website link for Code of Alabama - <http://alisondb.legislature.state.al.us/alison/codeofalabama/1975/coatoc.htm>
6. **Performance Bond.** The selected Bidder(s) will be required to provide proof of a faithful performance bond in an amount specified by DCNR of no less than \$50,000 per location.
7. **Insurance Coverage.** The selected Bidder(s) will be required to provide proof of insurance coverage in an amount not less than \$1,000,000.00 (one million dollars) for general liability coverage, issued by a company acceptable to DCNR and authorized to conduct business in the State of Alabama. Such policy of insurance shall be maintained throughout the term of this agreement.
8. **Contract Timeline.** The awarded Bidder(s) shall execute the Concession Agreement and furnish all required bonds, letters of credit, insurance policies, and supporting documentation as soon as possible, but within 20 (twenty) days of receipt of the contract. In the event the successful Bidder(s) has not performed in the time limit presented, such failure shall be treated as a refusal if the Commissioner so elects.
9. **Anticipated Contract.** The concessionaire is expected to adhere to DCNR's standard contract. Any agreement is subject to early termination by DCNR.
10. **Registration.** In addition to holding the required local business licenses, Bidders must be registered with the Secretary of State to conduct business in the State of Alabama, if selected. For more information, visit the Secretary of State's website at www.sos.alabama.gov.
11. **Taxes.** The selected Bidder must pay any applicable city, county, and state taxes.
12. **Accounting.** The selected Bidder(s) must maintain all books, receipts, and records of the Concessionaire available for inspection and audit by DCNR at all reasonable times. Such documents shall be made available to DCNR and its

designee, as well as the Examiner of Public Accounts. The Concessionaire shall conduct a year-end reconciliation to ensure and verify correct and proper remittances have been submitted to DCNR for the full value of amounts due of gross receipts. DCNR reserves the right to conduct audits throughout the year in order to ensure compliance with remittance commitments and obligations.

13. **Permits and Licenses.** The selected Bidder(s) must pay all permit fees and license fees as required by law to provide the services or items rendered under this Agreement. The concessionaire shall comply with all state, federal, county, and city laws, statutes, ordinances, and regulations, including but not limited to, all applicable health and sanitation requirements.
14. **Supporting documentation.** A Bidder must provide the following forms with its bid:
- a. Immigration Status Form - [IMMIGRATION STATUS form.pdf](#)
 - b. Vendor Disclosure Statement, Notarized - [AL Vendor Disclosure Statement.pdf \(SECURED\)](#)
 - c. Certificate of Compliance - [Certificate of Compliance.pdf](#)
 - d. E-Verify MOU (all pages needed) - [Enrolling in E-Verify | E-Verify](#)
 - e. W-9 (current year)

Section 4: ANTICIPATED SCHEDULE OF EVENTS

The following ITB Schedule of Events represents the DCNR's best estimate of the schedule that will be followed. Unless otherwise specified, the time of day for the following events will be between 8:00 a.m. and 5:00 p.m., Central Time.

The DCNR reserves the right, at its discretion, to adjust this schedule as necessary. Notification of any adjustment to the Schedule of Events will be provided via the Outdoor Alabama website under the ITB Section.

EVENT	DATE
ITB Publication Date	September 3, 2025
Mandatory Pre-Bid Meeting	September 17, 2025
Deadline for Submitting Written Questions by <u>12:00 PM (NOON) Central Time</u>	September 24, 2025
DCNR's Response for Information (RFI) (<i>posted on OutdoorAlabama.com</i>)	October 1, 2025
Deadline for Submitting Bid Proposals to DCNR by <u>12:00 PM (NOON) Central Time</u>	October 8, 2025
Submittals Opened Publicly at 9:00 AM Central Time	October 9, 2025
Evaluation Process begins:	Week of October 13 th
Possible In-person interviews and presentations	Week of November 3 rd
Notice of Selection and Contract Negotiation	November 2025

Section 5: REQUEST FOR INFORMATION AND SUBMITTALS

Public Pre-Bid Meeting is scheduled for September 17, 2025, at 10:00 AM CENTRAL at 64 N. Union Street Suite 538, Montgomery AL, 36130. A virtual meeting link will be provided upon request by e-mail to Coordinator Sarah Wood.

The DCNR has assigned the following ITB identification name – it must be referenced in all communications regarding the ITB:

**DCNR ITB: Facility Operations
ITB Number: DCNR-ASP-9-25**

The integrity of the ITB process is of paramount importance to the DCNR and will not be compromised. From the date this ITB is issued through the evaluation process, BIDDERS and their associates and representatives must not initiate communication with any DCNR staff, State staff, officials, or representatives regarding this ITB except as provided herein. Any unauthorized contact regarding this ITB may disqualify the VENDOR from further consideration.

Questions or inquiries regarding the ITB, or the selection process, will be considered only when submitted as directed by the provisions of this ITB. All communications must be via e-mail to the ITB Coordinator at the e-mail address noted within. Any oral communications will be considered unofficial and non-binding to the DCNR.

The ITB Coordinator is:

Sarah Wood
64 North Union Street, Room 538
Montgomery, AL 36130
Sarah.Wood@DCNR.Alabama.gov

Deadline for Submitting Written Questions is by 12:00 PM (NOON) Central Time, September 24, 2025. This ITB and all notices, amendments, and public communications regarding this ITB will be posted on the following website:

<https://www.outdooralabama.com/request-Proposals>

All requests for information should go through the ITB Coordinator including any site visits.

The ITB Coordinator must receive these requests via e-mail by the deadline specified in this document. The ITB Coordinator will review the questions with the DCNR and provide an official written answer to all questions received. The questions and answers will be posted on Outdoor Alabama's website under the ITB Section.

Communications that result in a significant change to the ITB may be listed as an amendment. Only posted responses to e-mailed communications will be considered official and binding upon the DCNR. DCNR reserves the right, at its sole discretion, to determine appropriate and adequate responses to BIDDER questions and requests for clarification.

Interested parties must submit a SEALED BID no later than **October 8, 2025, at 12:00 PM (NOON) CST**. Bid proposals are to be submitted by U.S. Mail, or Overnight Courier to:

Attn: Sarah Wood, **DCNR-ASP-9-25**
Department of Conservation and Natural Resources
64 North Union Street, Room 538
Montgomery, AL 36130

Public bid opening is scheduled for October 9, 2025, at 9:00 AM at 64 N. Union Street, Montgomery AL, 36130.
Virtual Meeting Link: A virtual meeting link will be provided upon request by e-mail to Coordinator Sarah Wood.
Submittals should at a minimum include, but not limited to, the following items:

- Brief qualification of the Company
- Brief summary as to what distinguishes your company
- Clear explanation of proposed remittance per scope, per State Park
- Organizational structure and description of the team supporting the project
- Key personnel and their roles and responsibilities in this project
- Proof of at least five (5) years actual experience in the operation of similar activities, subject to verification.
- Commentary on the State Park Facility layouts
- Individual and/or aggregated financial operating results for Year End 2024 with similar facilities
- Complete financial statement to include comparable statements from the last three years.
- Project Term Sheet with a summary list of all services and terms
- A list or description of which hotel functions would be performed centrally
- A list of the costs for any shared services or centrally performed functions
- Up to five (5) company references and contact information
- Identify current or previous work, if any, with or within the State of Alabama or other State or Federal Agencies.

BIDDERS must submit three (3) signed original hardcopy bid proposals and one (1) electronic copy USB flash drive of the entire Proposal to the ITB Coordinator, Sarah Wood, in a sealed package.

Section 6: EVALUATION PROCESS

Bid proposals will be scored using the following weighted criteria:

Evaluation Category	Description	Weight (%)
1. Experience & Qualifications	Proven experience managing comparable hospitality operations (lodges, resorts, or state/national park concessions) for a minimum of 5 (five) years of actual experience.	20%
2. Operational Plan	Quality, detail, and feasibility of proposed operating plans across guest services, F&B, housekeeping, maintenance, and retail.	25%
3. Staffing & Training Approach	Organizational structure, staffing plan, local hiring efforts, training programs, and customer service philosophy.	10%
4. Marketing & Branding Strategy	Ability to market the lodge and cabins in alignment with Alabama State Parks brand standards; digital presence, promotions, and reputation response.	10%
5. Financial Proposal	Reasonableness of Concessionaire's proposed rates and charges to the public; sufficiency of financial resources reflected in Bidder's complete financial statement; revenue share model, capital investment commitment, and long-term financial viability.	20%
6. Sustainability & Local Integration	Use of local vendors, sustainable practices, community engagement, and heritage alignment.	5%
7. References & Past Performance	Quality of references and performance at similar sites; guest satisfaction data if available.	10%

Section 7: RESERVATIONS AND MISCELLANEOUS

1. **Authority**: This process is only for the benefit of DCNR and is to provide DCNR with competitive information to assist it in the process of selecting a concessionaire. All decisions on compliance, evaluation, terms, and conditions related to the ITB will be made solely at the discretion of DCNR. Issuance of this ITB in no way constitutes a commitment by DCNR to award a contract. DCNR reserves the right to accept or reject, in whole or part, all bid proposals submitted and/or cancel this ITB if it is determined to be in DCNR's best interest. DCNR also reserves the right to withdraw this ITB at any time or terminate the contract resulting from this ITB upon thirty (30) day notice without penalty. DCNR reserves all rights available to it, contractually and at law.
2. **Disclaimers**: DCNR reserves the right to cancel or modify this ITB; to award to multiple Bidders; to award by item, groups of items; to divide the award; to reject any and all bids in whole or in part, and to waive any informality or technical defects if, in its judgment, the best interests of DCNR and the State of Alabama will be served. DCNR may seek clarification of the bid proposal from Bidder at any time, and failure of the Bidder to timely respond may be cause for rejection. Clarification is not an opportunity to change the bid proposal. The submission of a bid proposal confers on Bidder no right of selection or to a subsequent contract. This process is for the benefit of DCNR only and is to provide DCNR with competitive information to assist in the selection process. All decisions on compliance, evaluation, terms, and conditions will be made solely at the discretion of DCNR and made to favor the State of Alabama.
3. **Alterations**: DCNR reserves the right to alter any deadlines or revise any part of this ITB by issuing an addendum to the ITB at any time. Addenda, if any, will be posted on DCNR's website. It is the responsibility of the interested concessionaire to check the website for addenda. DCNR reserves the right to request clarification of information submitted and to request additional information of one or more Bidders.
4. **Errors and Omissions in Proposal**: DCNR reserves the right to make corrections or amendments due to errors identified in bid proposals by DCNR or by the Concessionaire. DCNR, at its discretion, has the right to request clarification or additional information.
5. **Compliance with Laws**: Concessionaires acknowledge and agree to comply with all applicable State regulations, ordinances, and laws, Federal regulations and laws, and DCNR policies, guidelines, and standards.
6. **PCI Compliance**. The selected Bidder must have a reservation system that is PCI Compliant.
7. **Non-Assignability**: The anticipated agreement(s) may not be assigned or otherwise transferred without the express written consent of DCNR.
8. **No-Boycott/Open Trade**: By submitting an application, the Bidder represents that he/she and the business entity he/she represents is not currently engaged in the boycott of a person or an entity based in or doing business with a jurisdiction with whom the State of Alabama can enjoy open trade, as defined in Act 2016-312. Economic Boycott. In compliance with Ala. Act No. 2023-409, by signing this Agreement, Bidder provides written verification that Bidder, without violating controlling law or regulation, does not and will not, during the term of the Agreement engage in economic boycotts as the term "economic boycott" is defined in Section 1 of the Act.
9. **Public Information**: All responses received will be subject to the Alabama Open Records Act, Ala. Code § 36-12-40, (1975), as amended, and may be subject to public disclosure upon request. The Open Records Act is remedial and should therefore be liberally construed in favor of the public. The Alabama Trade Secrets Act is Ala. Code §§8-27-1 to 8-27-6,

(1975), as amended. Bidders are cautioned to be familiar with these statutes. The burden is on the one asserting the trade secret to show that the information sought to be protected meets the definition of a Trade Secret as defined in the Act. Any response submitted that contains confidential, trade secrets, or proprietary commercial information must be conspicuously marked on the outside as containing confidential information, and each page upon which confidential information appears must be conspicuously marked as such. Identification of the entire bid proposal as confidential is not acceptable unless the Bidder enumerates the specific grounds or applicable laws which support treatment of the entire material as protected from disclosure according to the foregoing statutes or other applicable Alabama law. The owner of the confidential information shall indemnify and hold the State of Alabama and the Department of Conservation and Natural Resources, and any and all of its officers, agents, and employees harmless from all costs or expenses including, but not limited to, attorney fees and expenses related to litigation concerning disclosure of said information and documents.

10. **Changes and/or Withdrawal of Proposal:** Any proposal may be withdrawn until the date and time set above for the submission of the proposals. To accomplish this, a written request signed by the authorized representative of the Bidder must be emailed to the addresses referenced herein. No additions or changes to an original bid will be allowed unless specifically requested by Bidder. Any proposals not so withdrawn shall constitute an irrevocable offer, to provide DCNR with the services set forth in this Bid, until one or more of the proposals have been awarded.
11. **Costs of Preparation:** Costs of preparation of a response to this request are solely those of the Bidder. DCNR assumes no responsibility for any such costs incurred by the Bidder. The Bidder also agrees that DCNR bears no responsibility for any costs associated with any administrative or judicial proceedings resulting from the solicitation process.
12. **Maintaining Adequate Records:** The Bidder awarded this contract shall maintain adequate records to justify all charges, expenses, and costs incurred in estimating and performing the work for at least three (3) years after completion of the contract resulting from this ITB. DCNR shall have access to all records, documents, and information collected and/or maintained by others in the course of the administration of the agreement. This information shall be made accessible at the awardees place of business to DCNR, including the Comptroller's Office and/or its designees, for purposes of inspection, reproduction, and audit without restriction.
13. **Non-Appropriation and Proration.** As applicable, when funds are not appropriated or otherwise made available to support the continuation of performance in a subsequent fiscal period, the contract shall be canceled, and, to the extent permissible by law, the supplier shall be reimbursed for the reasonable value of any nonrecurring costs incurred but not amortized in the price of the supplies or services delivered under the contract. To the extent permissible by law, this cost of cancellation may be paid from any appropriations available for that purpose. In the event that proration of appropriated funds from which the State is to pay the supplier is declared by the Governor pursuant to Section 41-4-90 of the Code of Alabama, the contractor shall have the option, in addition to the other remedies of the contract, of renegotiating the contract to extend or change payment terms or amounts or terminating the contract. In all circumstances, it is agreed that the terms and commitments of this contract shall not constitute a debt of the State of Alabama in violation of Section 213 of the Constitution of Alabama, as amended.
14. **GOVERNING LAW; SOVEREIGN IMMUNITY; VENUE.** This ITB and related matters shall be construed in accordance with and governed by the laws of the State of Alabama, including but not limited to the State's right of immunity from suit as provided by Article 1 Section 14 of the Official Recompilation of the Constitution of Alabama of 1901, as amended, without regard to its conflicts of law provisions.

EXHIBIT A GENERAL SCOPE OF SERVICES

The Concessionaire shall be responsible for all operations and management under the following service areas:

1. Guest Services

- a. Operate a full-service restaurant within the lodge with professional, uniformed staff consistent with hours of operation.
- b. Offer seasonal menus and cuisine that fits the local atmosphere.
- c. Operate catering services 7 days a week is necessary to provide for banquets and events at the Lodge locations.
- d. Deliver restaurant services that meet or exceed industry standards (e.g. prompt, courteous, and professional service).
- e. Provide efficient order-taking, timely food delivery, and proper table maintenance.
- f. Maintain customer service metrics (e.g., complaint resolution within 30 minutes).
- g. Use a modern Point of Sale system (POS) integrated with State Park reservations systems where applicable.
- h. Maintain ADA compliance in guest service delivery.

2. Health, Safety, and Cleanliness

- a. Daily cleaning of dining room, kitchen, and concessioned areas to industry standards.
- b. Public/common area sanitation and presentation.
- c. Compliance with Alabama Department of Public Health (ADPH) Guidelines maintaining at score of 90 or above.
- d. Conduct quality control inspections on a weekly basis.
- e. Must be ServSafe certified
- f. Maintain compliance and licensing with Alabama Alcohol and Beverage Control (ABC).
- g. Must participate in the responsible vendor program and maintain records according to ABC guidelines.

3. Retail Operations

- a. Operate retail space selling park-branded merchandise, partnered merchandise, and local crafts if needed. Retail space is limited at DeSoto.
- b. Maintain an inventory system with quarterly reviews.
- c. Ensure retail aligns with Alabama State Parks' brand and sustainability values.
- d. Partner with local Alabama vendors/artisans where feasible to reflect park identity.

4. Facility Maintenance

- a. Provide routine and preventive maintenance for all dining room and kitchen equipment.
- b. Maintain cleanliness and safety of concessioned areas.
- c. Coordinate with park staff for any structural, major, or capital repairs requiring agency involvement.
- d. Maintain documentation of all inspections, preventive maintenance logs, and repairs.
- e. Concessionaire will purchase dish washer detergent, LP gas, purchase/lease beverage machines, coffee, tea, maintain banquet needs, such as sterno burners, etc.
- f. Concessionaire will be responsible for locking and securing their areas each day. Key Park staff and security will have copies of keys for safety and security purposes.

- g. The Concessionaire must create maintenance and component renewal reserves for future improvements in both facility maintenance and capital improvements. DCNR recommends 5% of gross revenue for a maintenance reserve to be used for routine and non-routine repairs while and an additional 3% of gross revenue for a component renewal reserve for major system replacement or infrastructure renewals.

5. Capital Improvements

- a. Initial Capital Investment by State:
 - i. DCNR may provide the selected Concessionaire(s) with capital improvement funds to address initial facility upgrades at each park. Detailed start-up costs should be clearly stated in the proposal.
- b. Remittance Holdback Option:
 - i. DCNR is open to holding back a portion of annual remittances for a defined period to allow the Operator to make additional capital improvements needed to bring the facility up to standard.
- c. Operator-Funded Improvements (Post-Initial Period):
 - i. After the initial investment window, capital improvements become the responsibility of the Operator, subject to DCNR approval.
 - ii. All capital investments must be aligned with projected revenues and within the Operator's established budget.
 - iii. Operator shall provide a yearly capital improvement forecast updated annually.
 - iv. All improvements must be ADA-compliant and meet applicable building codes.

6. Marketing and Communications

- a. Maintain an active and updated web presence with availability and promotions.
- b. Manage social media accounts and online reputation (responding to reviews within 48 hours).
- c. Track key marketing metrics including ROI, reach, and engagement.
- d. Collaborate with DCNR on photography, brand messaging, and style guide usage.

7. Financial Requirements

- a. Monthly Profit and Loss Statement
- b. General Ledger
- c. Balance Sheet and Cash Flow Analysis
- d. Owners written critique of the monthly report
- e. Bank Statements and reconciliations
- f. Group booking pace report and narrative
- g. Full Year Profits and Loss Forecast
- h. Capital Projects
- i. Annual Business Plan
- j. DCNR reserves the right to audit Concessionaire's financial records upon request.

8. Specific Concessionaire Requirements

- a. Demonstrated experience in hospitality management of similar scale and scope.
- b. Must use industry-standard food and beverage platforms for operations, accounting, and customer engagement.
- c. Proven ability to operate food, beverage, and retail services profitably and to quality standards.
- d. Compliance with all applicable laws, permits, and licensing (health, safety, labor).

- e. Willingness to align with Alabama State Parks branding and guest service standards.
- f. Financial capability to invest in operations and ongoing improvements.

9. Performance Expectations

DCNR will evaluate Concessionaire performance using the following key indicators:

- a. Guest satisfaction scores (target $\geq 90\%$)
- b. ADPH score
- c. ABC compliance
- d. Facility inspection scores
- e. Marketing impact (e.g., online engagement, booking growth)
- f. Staff professionalism, training, and retention

10. Employee Transition and Staffing Plan

- a. The concessionaire shall give priority consideration to existing DCNR restaurant employees or current concessionaire.
- b. The operator must submit a transition plan that includes:
 - i. Timeline and process for interviewing and onboarding staff
 - ii. Retention incentives
 - iii. Integration and training plans for newly onboarded employees.
- c. Staff Requirements: The Concessionaire shall maintain adequate staffing levels to meet service standards, with documented training programs:
 - i. Orientation
 - ii. Ongoing professional development
 - iii. Quarterly performance reviews
- d. Responsible for hiring, training, and managing all staff for kitchen, dining room, and banquet servers.
- e. Must be in uniform
- f. Meet weekly with Lodge staff to review food and beverage operations within Lodge banquets and to ensure all needs are met with clients.

11. Emergency and Safety Preparedness

- a. The Operator must maintain a current Emergency Operations Plan addressing:
 - i. Natural disasters
 - ii. Evacuations
 - iii. Fire and life safety
 - iv. Severe weather and power outages
- b. All staff must be trained in emergency procedures, with documentation maintained.

EXHIBIT B

FACILITIES OVERVIEW

Facility Overview: Joe Wheeler State Park

Joe Wheeler State Park, located in **Rogersville, Alabama**, is a premier destination in the Alabama State Parks system, offering a wide array of outdoor recreation and resort-style accommodations. Nestled along the Tennessee River and Wheeler Lake, the park spans 2,550 acres and features a resort lodge, convention center, marina, championship golf course, campground, cabins, and hiking trails.

Park History & Overview

Joe Wheeler State Park was established in 1949, named in honor of General and U.S. Congressman Joseph Wheeler. Originally acquired for its strategic location on the Tennessee River and recreational potential, the park has grown into one of Alabama’s most visited and versatile parks. Its lakefront setting provides ample opportunities for boating, fishing, swimming, and wildlife observation, making it a favorite for families, outdoor enthusiasts, and event organizers alike.

Joe Wheeler State Park Lodge & Restaurant

Joe Wheeler State Park Lodge has 75 modern hotel rooms, each with balconies facing the scenic Tennessee River, a convention center with a capacity of up to 300, and multiple meeting rooms sizes, offering a wide variety of layout options from small to large groups. Visitors will find a full range of outdoor recreational activities and resort amenities. Among its most notable features is the on-site Lakeside Restaurant, a full-service dining facility that serves both park guests, the local community, and groups such as weddings, family reunions, and corporate functions.

Key features of the restaurant:

Scenic Waterfront Location

- Ideal lakeside setting with panoramic views of Wheeler Lake and the marina—enhancing the dining experience with natural beauty.

Spacious Dining Options

- Indoor seating for around 150 guests, featuring floor-to-ceiling windows for optimal lake visibility.

Flexible Service Formats

- Breakfast buffets and dinner buffet capabilities
Waitress Station
Mobile bar stations for functions and events

Banquet & Event Integration

- Seamless connectivity to adjacent lodge meeting rooms and banquet halls—perfect for weddings, family reunions, conferences, and holiday gatherings.

Full-Service Commercial Kitchen

- Equipped with walk-in coolers, prep stations, ovens, grills, fryers, and efficient dishwashing systems, supporting varied menu needs and high volume.

Guest Demographics Served

- Lodge, cabin, and campground guests.
Boaters and anglers visiting the marina.
Day-use visitors exploring park amenities.
Event attendees for private functions and group bookings.

Staffing & Access

Staff members commute from surrounding communities with travel times ranging from 10 to 45 minutes. Proximity to the University of North Alabama, Athens State University, and Northwest Shoals Community College, and Calhoun Community College supports potential seasonal or part-time staffing opportunities.

Averages & Financial Overview

Guest Demographics:

- 50% AL, 16% TN, 3% GA, 3% FL, 28% Other US States and Canada
- Average Length of stay: 2 nights

Performance Metrics:

- Average Number of Guests Past 3 Years: 50,307
- Food and Beverage Sales Per Guest FY24: \$11.52
- Salaries to Total Revenue: 43.39%

Facility Overview: DeSoto State Park

DeSoto State Park, located atop Lookout Mountain in Fort Payne, Alabama, spans over 3,500 acres of forested terrain, waterfalls, and scenic mountain views. The park offers a wide range of accommodations including improved RV campsites, primitive sites, historic cabins, chalets, and a 25-room lodge with an on-site restaurant. Visitors can enjoy over 30 miles of hiking and biking trails, an Olympic-size seasonal pool, a nature center, picnic areas, and access to DeSoto Falls just minutes away. The park also features fishing, kayaking, and interpretive programs, making it a year-round destination for outdoor recreation and relaxation.

History & Overview

DeSoto State Park, originally designated as State Park No. 5 in 1935 and officially dedicated on May 24, 1939, was largely shaped by the efforts of the Civilian Conservation Corps (CCC) during the Great Depression. Enrollees of CCC Company 472 built trails, roads, cabins, massive stone structures, picnic shelters, and an ambitious but unfinished bridge using locally quarried sandstone—a quarry that still bears the drill marks visible today. The park's nearly 950-acre initial land donation from local residents grew into the current 3,502-acre preserve atop Lookout Mountain in northeastern Alabama. After the CCC was disbanded in 1942, the facility evolved with expansions in the 1970s and later lodging and trail facilities, and in 2013 the CCC Museum was opened in the original contact station to honor the legacy of those Depression-era works.

DeSoto State Lodge & Restaurant

Nestled in the original Civilian Conservation Corps–built sandstone lodge perched on a canyon-edge overlooking the West Fork of Little River, the **Mountain Inn Restaurant** offers a cozy, scenic dining experience within DeSoto State Park. Open year-round (closed Mondays–Thursdays, open for select hours Fridays through Sundays), it serves three meals daily from a regular American menu and features weekend breakfast buffets and Sunday lunch buffets. Guests often remark on the rustic atmosphere, panoramic canyon views, and home-style comfort fare—with beer and wine available—which make it an inviting spot for park visitors and groups alike

Key features of the restaurant:

Historic setting & scenic views:

- Nestled in the original CCC-built sandstone lodge perched on a canyon edge, the restaurant offers cozy indoor dining with panoramic views of the West Fork of Little River.

Dining schedule & buffets:

- It operates year-round (Friday–Sunday) with buffets offered during select times of the year.

Menu variety:

- Serves full breakfasts, classic sandwiches, salads, soups, and dinner entrées ranging from burgers and catfish to steaks, seafood platters, and Southern comfort dishes.

Casual, rustic atmosphere:

- Patrons appreciate its home-style cooking, friendly service, and relaxed mountain-lodge ambiance, though there are occasional service inconsistencies noted in reviews.

Staffing & Access

Staff members commute from surrounding communities with travel times ranging from 10 to 45 minutes. Proximity to Northeast Community College supports potential seasonal or part-time staffing opportunities. The City of Fort Payne can potentially provide employment opportunities.

Averages & Financial Overview

Guest Demographics:

- 52% AL, 5% TN, 11% GA, 8% FL, 24% Other US States and Canada
- Average Length of Stay: 2 days

Performance Metrics:

- Average Number of Guests Past 3 Years: 14,176
- Food and Beverage Sales Per Guest FY24: \$13.04
- Salaries to Total Revenue: 37.99%

Meeting Space Information may be obtained upon e-mail request to ITB Coordinator Sarah Wood.

Facility Overview: Lakepoint State Park

Lakepoint State Park, nestled on 1,220 acres along the western shore of the 45,000-acre Lake Eufaula in southeastern Alabama, blends lakeside recreation with modern resort comfort. The park's centerpiece is the Lakepoint Resort Lodge & Convention Center, offering 101 hotel rooms, 29 renovated cabins, and lakeside cottages—many pet-friendly or ADA accessible—along with an on-site full-service restaurant and lounge. Guests enjoy amenities including a marina with boat slips & rentals, a swimming pool complex, hiking and off-road vehicle trails (the latter developed from a former golf course), tennis courts, and playgrounds. With excellent bass fishing (including tournament access), abundant wildlife viewing—including birding and occasional alligator sightings—and proximity to Eufaula National Wildlife Refuge, the park offers diverse outdoor activities for families, anglers, and nature lovers alike.

History & Overview

Lakepoint State Park in Barbour County, Alabama, began in 1968 when the state acquired 768 acres on the shoreline of Walter F. George Reservoir (now Lake Eufaula), eventually expanding to about 1,220 acres. In 1972, an 18-hole golf course was added, followed by campground and day-use facilities in 1974. The lodge and convention center, originally built in the late 1960s, was extensively renovated and reopened in August 2009 with updated guest rooms and meeting spaces. Decades later, budget realities led to the golf course's closure in November 2015, and the course was eventually repurposed into a seven-mile off-road vehicle (ORV) recreation course unveiled in June 2022, part of a larger effort to expand the park's modern amenities. More recently, Lakepoint has partnered on the Kayak Eufaula initiative, launching in summer 2025, to offer guided kayaking tours and water-based education programs on Lake Eufaula.

Lakepoint State Park Lodge & Restaurant.

Lakepoint Resort's **Water's Edge Dining Room**, housed inside the Convention Center at the lodge, offers casual lakeside dining with sweeping views of Lake Eufaula. The restaurant serves breakfast, lunch, and dinner from a traditional American menu, and also features popular seasonal buffet nights: seafood on Fridays, prime rib on Saturdays, and brunch-style Sunday lunch buffet. With seating for up to approximately 225 guests (plus up to 450 in adjoining banquet space), it's a favored spot for resort visitors, anglers docking their boats, weddings, and group gatherings. While patrons often praise the scenic ambiance, some reviews highlight inconsistency in service quality and food execution on buffet nights.

Key features of the restaurant:

- **Scenic lakeside setting:**

Located within the Convention Center and lodge, this dining room offers expansive views of Lake Eufaula, making it an ideal spot for watching the sunset while enjoying a meal.

- **Dining options and schedule:**

Open Wednesday through Sunday (closed Monday and Tuesday) for breakfast, lunch, and dinner.

Featured buffets include an all-you-can-eat seafood buffet on Friday evenings, a prime rib buffet on Saturdays, and a Sunday lunch buffet.

- **Menu flexibility:**
Guests can choose from either the buffet or à la carte menu, which features American classics, seafood, and Southern comfort foods.
- **Ample capacity for groups:**
The main dining area seats approximately 225 guests. Additional convention and banquet space is available, making it a strong option for events, weddings, and meetings.
- **Ambiance and service notes:**
Visitors enjoy the relaxed, lodge-style atmosphere and friendly environment. However, recent customer reviews have noted inconsistent service and variability in buffet food quality.

Summary:

The Water's Edge Dining Room offers scenic and casual lakeside dining with both buffet and menu options. It has the capacity to host large events and provides a relaxed atmosphere. Guests should be aware that the dining experience may vary depending on staffing levels and buffet execution.

Staffing & Access

Staff members commute from surrounding communities with travel times ranging from 10 to 45 minutes. Proximity to Southern Union State Community College or Troy University's regional campuses supports potential seasonal or part-time staffing opportunities. The City of Eufaula can potentially provide employment opportunities, as well as the Barbour County labor pool.

Averages & Financial Overview

Guest Demographics:

- Lakepoint: 45% AL, 2% TN, 21% GA, 13% FL, 19% Other US States and Canada
- Average Length of Stay: 2 days

Performance Metrics:

- Average Number of Guests Past 3 Years: 36,804
- Food and Beverage Sales Per Guest FY24: \$21.73
- Salaries to Total Revenue: 43.92%

Meeting Space Information may be obtained upon e-mail request to ITB Coordinator Sarah Wood.

Lakepoint State Park Marina Grill.

Lakepoint Marina Grill is a casual, waterside dining spot located right at the park's full-service marina on Lake Eufaula. Normally, the grill serves lunch to anglers, boaters, and day-use visitors from 11 a.m. to 4 p.m. Monday–Tuesday and Thursday–Saturday, and is closed on Wednesday and Sunday. However, recent economic challenges have caused the grill to close. With outdoor terrace seating overlooking the docks, the grill is ideal for a relaxed meal after fishing, boating, or launching from the marina. It complements the marina store, which stocks fuel, bait, tackle, snacks, and park supplies, creating a convenient one-stop hub for lakeside recreation. Whether you're wrapping up a morning on the water or fueling up before heading out, the Marina Grill offers a scenic and accessible dining option tucked into the heart of Lakepoint's boat-friendly core.

Key features of the grill:

- **Prime Lakeside Location:**
Situated right at the marina, the Restaurant & Grill offers outdoor patio dining with views of Lake Eufaula's docks—perfect for boatside meals amid fishing or boating activities.
- **Flexible Lunch Service:**
Operates midday to serve anglers, boaters, and day-use visitors taking breaks from the lake. Recently closed due to lack of staff and business.
- **Convenient Marina Amenities:**
Guests can pair their meal with resources from the adjacent marina store, including snacks, drinks, ice, bait & tackle, fishing licenses, and boat supplies.
- **Tournament Hub:** Recognized as a meal stop during major fishing tournaments—Lakepoint hosts over 90 tournaments annually, drawing large crowds of anglers who dine at the marina grill between matches.
- **Complement to Full-Service Marina:**
The grill is seamlessly integrated into a full-service marina offering boat rentals, covered/uncovered slips, showers, fishing facilities, and launch ramps.
- **Casual Dining Style:**
Offers unpretentious meals suitable for family outings and sporting groups, making it a laid-back, functional waterfront option rather than a formal dining experience.

Summary:

These features together make the Lakepoint Marina Grill a practical and scenic spot for fueling up during a day on Lake Eufaula—whether you're fishing, boating, or relaxing by the water.

Staffing & Access

Staff members commute from surrounding communities with travel times ranging from 10 to 45 minutes. Proximity to Southern Union State Community College or Troy University's regional campuses supports potential seasonal or part-time staffing opportunities. The City of Eufaula can potentially provide employment opportunities, as well as the Barbour County labor pool.

Averages & Financial Overview

Guest Demographics: Same as Lakepoint Restaurant

Performance Metrics:

- Currently Closed
- When it was open, monthly revenue: \$1700 per month (limited hours and days)

Meeting Space Information may be obtained upon e-mail request to ITB Coordinator Sarah Wood.

Facility Overview: Oak Mountain State Park

Oak Mountain State Park, Alabama's largest state park at over 11,000 acres, offers a diverse array of facilities and amenities designed to support outdoor recreation, education, and overnight stays. The park features a full-service campground, cabins, and group lodges, as well as a pro shop and 18-hole golf course, BMX track, and fishing lakes. It includes more than 50 miles of hiking, biking, and equestrian trails, plus a beach area with paddle boat rentals. Visitors also enjoy the Oak Mountain Interpretive Center, Wildlife Center, and demonstration farm, all of which contribute to the park's role as a hub for both adventure and environmental learning.

History & Overview

Oak Mountain State Park was established in 1927 when the Alabama State Lands Act set aside land for public recreation, with significant development beginning in the 1930s through the efforts of the Civilian Conservation Corps (CCC) and Works Progress Administration (WPA). These New Deal programs built much of the park's early infrastructure, including roads, trails, and cabins. Originally encompassing a smaller area, the park has expanded over the decades to more than 11,000 acres, becoming Alabama's largest state park. Its growth reflects a long-standing commitment to conservation and outdoor recreation, serving generations of visitors while preserving the natural beauty of the southern Appalachian foothills.

Oak Mountain State Park Grill at The Oaks Golf Course

Located within the Oaks Golf Course clubhouse, The Grille offers casual breakfast and lunch fare amid scenic surroundings and is open to the public (excluding Mondays and Tuesdays) from 7 a.m. to 2 p.m. Patrons can relax on the balcony with coffee, sodas, beer, or simple meals—choices include burgers, chili, and other snacks—making it an ideal spot to recharge either before or after a round of golf, or even following a hike to nearby trails such as King's Chair. While the park fee is required for entry, The Grille does not have its own separate admission and can be enjoyed by all visitors.

Key features of the restaurant:

- **Convenient location:**
Within The Oaks Golf Course clubhouse offering easy access before or after a round of golf.
- **Public-access dining:**
Open Thursday through Monday from about 7 a.m. to 2 p.m., serving both golfers and non-golfing visitors alike.
- **Casual menu offerings:**
Including breakfast and lunch items such as burgers, chili, sandwich-style snacks, along with beverages like coffee, soda, and beer.
- **Scenic outdoor seating:**
On a balcony overlooking the course, perfect for relaxing in the Alabama sun after play or a hike

- **Integration with a full-service golf operation:**

With a fully stocked pro shop providing equipment rentals, a Wi-Fi hotspot, and practice facilities such as driving range, chipping and putting greens. Opportunity to utilize golf course to provide cart service selling snacks, drinks, and alcohol on the course.

- **Excellent value and popularity:**

Supported by the most-played golf course in Alabama's state parks in 2024 with over 38,000 rounds and ranked among the top 75 public courses in the U.S. by Golf Digest.

Summary:

These features combine to make The Grille a pleasant, accessible, and well-supported dining option for golfers and park visitors alike.

Staffing & Access

Staff members commute from surrounding communities with travel times ranging from 10 to 45 minutes. Proximity to University of Alabama at Birmingham (UAB), Samford University, and local community colleges supports potential seasonal or part-time staffing opportunities. The City of Birmingham and its surrounding towns such as Pelham has the highest potential to provide employment opportunities being in one of the largest and most populated counties in Alabama.

Averages & Financial Overview

Guest Demographics: 50% in state; 50% out of state

Performance Metrics:

- Average Number of Golf Rounds Past 3 Years: 33,674 (37K in FY2024)
- Average Number of Park Visitors: 700,000 – 800,000
- Food and Beverage Sales Per: \$105,510
- Cart Service: \$5,000 per month (only been open two months)

Meeting Space Information may be obtained upon e-mail request to ITB Coordinator Sarah Wood.