



STATE OF ALABAMA
DEPARTMENT OF CONSERVATION AND NATURAL
RESOURCES
P.O. BOX 301452
64 NORTH UNION STREET
MONTGOMERY, ALABAMA 36130-1452



Kay Ivey
GOVERNOR

Christopher M. Blankenship
COMMISSIONER

Charlanna W. Skaggs
DEPUTY COMMISSIONER

Matthew W. Capps
DIRECTOR

Chadmon L. Davis
DEPUTY DIRECTOR

ADDENDUM No. 1
INVITATION TO BID

***Facility Operations at multiple locations, including:
Cheaha State Park: The Lodge, Bald Rock Lodge, Cabins, and Chalets
Lake Guntersville State Park: The Lodge, Chalets, Lakeside Cabins***

Issued: August 22, 2025

To All Potential Respondents: This Addendum is issued to modify the previously issued ITB documents and/or is provided for informational purposes, and is hereby made a part of the ITB documents:

RFI 1. What legal restrictions apply to the use of facilities financed with tax-exempt bonds?

Response: Some of the facilities at Cheaha State Park and Lake Guntersville State Park are being funded in part with proceeds of tax-exempt bonds issued by the State of Alabama. Accordingly, the use of those facilities is subject to the limitations on private business use set forth in the Internal Revenue Code and Treasury Regulations. Any contract resulting from the Invitation to Bid for Concession Services (ITB) will be structured to satisfy the safe harbor against creating private business use set forth in IRS Revenue Procedure 2017-13. By responding to the ITB, a respondent affirms that it is familiar with the requirements of Revenue Procedure 2017-13 and that it is willing to enter into a contract with DCNR structured to comply with the requirements thereof, subject to the parties reaching an agreement as to terms.

RFI 2. How do you want us to submit proposals if we want to submit for both or just one?

Response: One complete bid proposal package must be submitted, clearly identifying in the cover letter and supporting documents whether the proposal is for both locations or designating one. The proposal packet must include five (5) signed original hardcopy bid proposals and one (1) electric copy USB flash drive of the entire Proposal in a sealed package.

RFI 3. As it relates to the \$2M investment per property, what is the time frame that this is to be awarded and invested into each property? For this investment, is the complete amount dedicated to FF&E and both properties?

Response: To clarify Page 4, Section 3 of the ITB, DCNR intends to invest a *total* of \$2,000,000.00, subject to the availability of funds, toward capital improvements at Lake Guntersville State Park and a *total* of \$2,000,000.00, subject to the availability of funds, toward capital improvements at the Lodge at Cheaha State Park. Capital improvements encompass significant enhancements that increase the value and/or useful life of the facilities, which may also include expenditures for FF&E (furniture, fixtures, and equipment) that maximize return on investment.

The funds are scheduled to be disbursed monthly in 10 (ten) equal installments of \$200,000, subject to the availability of funds, beginning with FY2026, and after the successful Bidder(s)' submission of a detailed capital improvement plan approved by DCNR. At DCNR's discretion, the timeline for funding may be adjusted based on the availability of funds, the successful Bidder's substantiated request, in order to meet a facility's needs.

RFI 4. What are additional Capital investments that the State is looking for by property? What are the top three priorities for each park?

Response: Very broadly, the guest lodging facilities at both Parks are due for extensive renovations and updates. The successful Bidder(s) should propose the best use of the funds to maximize return on investment and increase customer satisfaction.

RFI 5. What is the anticipated start dates of contracts for each location?

Response: The anticipated start date is November 2025.

RFI 6. Is the Maestro account transferrable? If so, what is the term and costs?

Response: DCNR is open to allowing the Operator to use our system; however, use is not required. The current terms and costs are not transferable, so if the successful bidder chooses to utilize this system, the remittance should be adjusted to reflect these overhead costs.

RFI 7. Is the Aloha account transferrable? If so, what is the cost?

Response: DCNR is open to allowing the Operator to use our system; however, use is not required. The current terms and costs are not transferable, so if the successful bidder chooses to utilize this system, the remittance should be adjusted to reflect these overhead costs.

RFI 8. What Yield Management programs are currently being used and who manages these platforms?

Response: The Alabama State Parks Reservation Section manually collects and inputs data to establish hurdles and determine occupancy-based pricing for each facility type.

RFI 9. Is the Central Reservation System internal or third party?

Response: The Alabama State Parks currently partners with Brandt Information Services as a third party to manage our reservation system. Brandt serves as the primary vendor, with their platform supporting all campgrounds, point-of-sale functions, marinas, programs, and select cabins across various parks. Maestro, a subcontractor to Brandt, manages reservations for our lodges as well as certain cabins and chalets. Another subcontractor, Aloha, supports our food and beverage operations, while ForeUp provides systems for our golf operations.

RFI 10. What is included in the 4.25% resort fee? Will this fee continue to be required by the State under the new contract? Will this fee also be applied to future room reservations at Cheaha?

Response: Generally, the resort fee helps support amenities such as hiking trails, educational programs, and day-use activities. Its allocation could be negotiable based on forecasted revenue and the agreed-upon remittance.

RFI 11. Would this fee revenue remain with the State or go to Concessionaire?

Response: This could be negotiable, depending on the Bidder's(s) proposal(s) and anticipated return on investment.

RFI 12. As it relates to room rates, how are rates set? Who will be responsible for the approval process?

Response: The Alabama State Parks Reservation Section sets hurdles and occupancy-based pricing for each facility type. DCNR envisions that the Operator will provide rate recommendations to the State for review and approval pursuant to Alabama Code 9-14-24(c) and (d).

RFI 13. Is there any employee housing available for concessionaire employees?

Response: Currently, there is no staff housing available at either Park. However, the State is open to working with the successful Bidder(s) to explore options, at no cost to the State, as there is an area within the park that could potentially accommodate housing for one or two staff members.

RFI 14. As it relates to trash collection, what is the scope of responsibility for the concession?

Response: The successful Bidder(s) will be responsible for the daily collection and transport of trash within the lodge, restaurant, meeting spaces, and other concession-operated facilities.

RFI 15. Can historical utility costs be shared for each park property, including electric, fuel/gas, water?

Response: Utilities found at Cheaha State Park include power, propane, and TV. The average cost per year is approximately \$127,000 (based on a 5-year average). The

Cabin, Chalets, and Group Lodge average about \$56,000. The Lodge averages about \$41,000, and the Restaurant averages about \$32,000.

Lake Guntersville State Park's utilities include water and electricity, with an average annual cost of \$821,000. Of this total, cabins account for approximately \$296,000, the lodge for about \$294,000, and the restaurant for around \$232,000. Since the Park operates with a single utility meter, these figures are estimates based on percentage allocations.

RFI 16. As it relates to Wi-Fi services, who provides this service and is the contract transferrable?

Response: The State internet provider for Cheaha State Park is AT&T and for Lake Guntersville State Park we use Spectrum. The Operator will be responsible for providing internet services.

RFI 17. As it relates to the alcohol license, are they transferable?

Response: The licenses are under the jurisdiction of the Alabama Alcoholic Beverage Control Board (ABC), and they are generally transferable with ABC approval. However, the State of Alabama will retain our alcohol license for our golf course at Lake Guntersville State Park.

RFI 18. As it relates to the grounds and landscaping, what is the responsibility of the concessionaire for mowing, snow, ice, roads, grounds?

Response: The Operator will be responsible for maintaining the grounds immediately surrounding the Lodge, cabins, chalets, and any other related facilities.

RFI 19. As it relates to the Cabins/Chalets, what are the condition of the roofs? When are they scheduled for replacement?

Response: At Cheaha State Park all roofs were replaced within the years of 2019-2024. The Cabin and Chalet roofs at Lake Guntersville State Park are in serviceable condition. All chalet roofs except 407 and 408 were replaced during chalet renovation in 2022.

RFI 20. Are there any major equipment issues for the boilers, HVAC, plumbing that needs immediate attention?

Response: Both facilities are reporting no major equipment issues at this time. Any known issues requiring immediate attention will be disclosed. Lake Guntersville State Park did report that the lodge has some outstanding maintenance needs on the HVAC system.

RFI 21. At Cheaha, when will reservations be opened for the grand opening of the new lodge?

Response: We do not have a formal date set for a grand opening. As of now, construction is scheduled to be completed by March of 2026. Of course, that is subject to change with any type of weather delays and other contingencies.

RFI 22. At Cheaha, what is anticipated opening date?

Response: We will work collaboratively with the Operator to determine the opening date, as it will generate significant media attention.

RFI 23. As it relates to employees:

- a. Can we get employee count FT/PT/Seasonal/J1/H2B?

Response: DCNR only has employees in the status FTE, PTE, and Seasonal

Park	FTE	Seasonal
Cheaha	20	10
Lake Guntersville	39	27

- b. Can the current wage structure be provided?

Response: The Resort Workers' pay scale ranges from around \$11 to \$17 per hour according to guidelines from the Alabama State Personnel Department.

- c. Can we get the employee roster with hire dates?

Response: That information may be made available to the successful Bidder(s) upon request.

- d. What is current benefit package?

Response: Each employment classification under the State Personnel Department offers a different set of benefits. Examples of benefits available to employees include state-provided insurance, retirement benefits, paid holidays, and the opportunity to work in some of the most pristine natural landscapes in the country with a group of passionate colleagues.

- e. Staff Retention?

Response: State Parks is not currently tracking this information.

RFI 24. As it relates to the linen inventory, will this be transferred to incoming concessionaire?

Response: Yes.

RFI 25. As it relates to other inventory (China, glass, silver, and restaurant linen), will this be transferred to concessionaire?

Response: Yes, in reference to Lake Guntersville State Park. However, the new lodge at Cheaha will require new inventory to be provided by the successful Bidder(s).

RFI 26. What is the expectation of the State to maintain their staff and for what specific needs at each park? Is the State planning to release all current staff to the concessionaire? What is the expectation for the concessionaire to hire outside of the current staff at each park?

Response: DCNR encourages the successful Bidder(s) to give hiring preference to current Alabama State Parks employees at each location. While DCNR values the experience and institutional knowledge of existing staff, we recognize that the Operator must ultimately manage staffing in a manner consistent with its business needs and performance standards.

The State does not plan to release all current staff to the concessionaire; however, certain positions may no longer be retained under State employment, depending on the operational structure adopted by the Operator. In such cases, the concessionaire will have the opportunity to interview and consider these individuals for employment.

If a current State Park employee is hired by the Operator, their continued employment will be based solely on the Operator's performance expectations and requirements.

RFI 27. At Cheaha, as it relates to the laundry and maintenance building, will that facility be assigned to concessionaire or remain with the State under the new contract?

Response: The new hotel will feature its own laundry facilities and storage areas on each floor. The housekeeping shed, constructed in 2024, could be made available to the successful Bidder(s). Cheaha will retain its existing maintenance buildings to support operations for managing the nearly 2,800 acres that comprise the park. DCNR will work to provide the Operator with designated space within the maintenance area, as feasible.

RFI 28. Is there current a program used to track maintenance/PM? If so is that transferable?

Response: Currently, the Parks do not have a preventive maintenance or work order system.

RFI 29. At Cheaha, will the purchase of all new soft goods be done by the State or the concessionaire?

Response: DCNR currently has all existing mattresses and linens in storage. The Operator may inspect these soft goods to determine whether they meet DCNR standards. Any items that do not meet these standards will be the responsibility of the Operator to replace.

RFI 30. At Cheaha, who will be responsible for outfitting the kitchen?

Response: DCNR is currently in the process of determining the kitchen equipment, and this will be provided by DCNR. However, if there is something else required by the Operator, then it would be on the Operator to provide.

RFI 31. Can the historical ADR for the Chalets be provided at both properties?

Response: The Average Daily Rate for the cabins and chalets is as follows:

Parks	ADR 2023	ADR 2024
Cheaha	\$166.20	\$166.11
Lake Guntersville	\$130.35	\$175.18

RFI 32. We would like to formally request a copy of ‘Exhibit B – Facility Financial Review’.

Response: Please contact the ITB Coordinator, Sarah Wood, via e-mail for a copy of Exhibit B.

RFI 33. We would like to formally request a copy of ‘Exhibit D – F&B Operational Assessment 2022’.

Response: These documents can be requested by others any time before the proposals is due. Please contact the ITB Coordinator, Sarah Wood.

RFI 34. Can we be provided a copy of the plans / schematics for the new lodge at Cheaha?

Response: Please schedule with ITB Coordinator Sarah Wood to view a set of plans, which will be made available for viewing at 64 North Union Street, Suite 538, Montgomery, AL 36104, Monday through Friday between 8:00 a.m. and 4:00 p.m. If accommodations are requested, please contact via e-mail the ITB Coordinator, Sarah Wood.

RFI 35. Can 3-year historical financials be provided for both locations? If possible, can gross revenues be categorized by lodging, food and beverage, special events, and retail?

Response: Please contact Sarah Wood, ITB Coordinator, directly for this information, and DCNR will email the additional financial statements to the attendees of the pre-bid meeting.

RFI 36. As it relates to insurance, are the actual property assets insured by the State or will it be expected by the awarded concessionaire to procure property insurance?

Response: DCNR maintains insurance coverage for each facility through the State of Alabama Risk Management Department and aims to continue covering this cost. The Operator’s remittance should reflect this covered cost.

RFI 37. Are there any major improvements planned by the state that may disrupt operations over the next 3-5 years?

Response: DCNR is not aware of any major improvements that will disrupt overnight accommodations operations.

RFI 38. As it relates to crisis management, what are the life support services and emergency response jurisdictions that would be responsible for each park location?

Response: As it relates to Cheaha State Park, in the event of a fire, hiker rescue, injury, or other medical emergency, primary response is provided by the Shinbone Valley Fire Department and the Hollis Fire Department. Additional assistance may be provided by the Clay County Rescue Squad and the ALEA Aviation Unit when needed. Law

enforcement services are handled by both the Clay County and Cleburne County Sheriff's Departments. DCNR is in the process of planning and constructing a fire and rescue facility within the park's maintenance area, which will be staffed by the two volunteer fire departments.

Lake Guntersville State Park is located within the city limits of Guntersville in Marshall County. Local emergency management agencies, including city police, fire, and EMS, maintain jurisdiction for all emergency responses. Detailed contact protocols will be provided to the Operator.

RFI 39. Are the current employees all state employees or are they outsourced through an agency or alternative company? Has there historically been labor used from correctional facilities?

Response: All employees are state employees or volunteers at the parks. As mentioned in other responses, we also have additional concessionaires within some of our parks, and those employees work directly for those companies.

RFI 40. Will all existing personal property be transferred to the concessionaire/operator, and if so, can you provide a list of those assets?

Response: It is our understanding that "personal property" refers to the existing FF&E within the facilities. Based on this understanding, the Operator may utilize any existing FF&E, but they will remain the property of the State of Alabama. If the Operator wishes to remove any items, they must coordinate directly with the Park Manager.

RFI 41. Can you provide any recent inspection reports, including, but not limited to health and food inspection, fire marshal, mechanical (elevator, underground storage tanks, etc.)?

Response: Information will be made available upon request to the successful Bidder(s).

RFI 42. Can the most recent copies of F&B menus be shared for food and beverage dining operations and both park locations?

Response: Information will be made available upon request to the successful Bidder(s).

RFI 43. What is the seating capacity for the restaurant and for the lounge at Lake Guntersville lodge as well as at Bald Rock Lodge?

Response:

	Seating Capacity
Bald Rock Lodge	100
LGSP Pinecrest Dining Room	155
LGSP Pinecrest II	55
LGSP Hickory Lounge	125

RFI 44. What will the seating capacity be for the future dining location at Cheaha?

Response:

	Seating Capacity
Lounge area	6
Café pick-up area	4
Lobby	55
Roof Top Lounge	50

RFI 45. How many weddings were hosted at Lake Guntersville State Park in 2024?

Response: 30

RFI 46. Who will be the prime points of contact at each respective park for approvals on pricing rooms, food and beverage changes, and other marketing decisions? Will it be the local Park Managers onsite, or alternative process?

Response: The management company will report directly to the State Park Director and Deputy Director. Of course, the management company will have a local team that will work with the local State Park management team.

RFI 47. Have any of the CHMGS assessment's recommendations for F&B tracking, staffing, or offerings been implemented?

Response: DCNR has been able to implement the software system, Aloha. However, without any food & beverage manager within the park system, we are not able to utilize the software to its potential.

RFI 48. What accounting system is currently in use?

Response: The State of Alabama's accounting system is STAARS.

RFI 49. What kind of management staffing exists at each property currently?

Response: Historically, Lake Guntersville State Park has been managed by a District Park Manager responsible for Lake Guntersville State Park, Buck's Pocket State Park, and DeSoto State Park. The District Park Manager was supported by an Assistant Park Manager and a Lodge Manager. Within the lodge, there were also dedicated Sales and Food & Beverage Managers.

Currently, staffing at Lake Guntersville includes the District Park Manager, Assistant Park Manager, and a Sales Manager. Our Regional Operations Supervisor has recently been relocated to be based at Lake Guntersville State Park. This Regional Operations Supervisor oversees all state parks located north of Montgomery, AL.

At Cheaha State Park, the management team includes the Park Manager, the Assistant Park Manager, and a Sales Manager. The Park Manager reports to the District Park Manager, who is based at Oak Mountain State Park in Birmingham, AL.

RFI 50. Are there marketing budgets for each property and/or historical records of sales and marketing spending?

Response: At this time, the individual parks do not have dedicated marketing budgets. All advertising placements are managed through the State Park Headquarters in Montgomery, AL. Because these advertisements promote multiple facilities, we are unable to directly attribute sales to specific marketing expenditures.

RFI 51. How many FTE's are there historically?

Response: Please reference the response to RFI 23.

RFI 52. Are there floor plans available you can provide?

Response: We have attached a meeting space brochure that has some basic floor plans of the lodges. For formal plans, please schedule with ITB Coordinator Sarah Wood to view a set of plans at 64 North Union Street, Suite 538, Montgomery, AL 36104, Monday through Friday between 8:00 a.m. and 4:00 p.m.

Questions for Cheaha State Parks

RFI 53. Are there any revenue figures to share regarding the Bald Rock Lodge? Understanding the occupancy of approximately 30 weekends per year however, inquiring as to the rental amounts per night usage.

Response: In FY24, revenue was under \$200,000 for Bald Rock Lodge and we aim to increase revenue.

RFI 54. Will there be an operational account established to fund first year operational costs? If so, what is the minimum working capital or does the \$2M need to fund the FF&E, OS&E and operational costs?

Response: No, DCNR will not be establishing an operational account to fund the first year. DCNR aims to provide a total of \$2 million, contingent upon availability of funds, to help support capital improvements.

RFI 55. What is the expectation or current thoughts for food service – breakfast, lunch, and dinner - or is that determined by the management company post opening?

Response: DCNR believes the hours of operation should be proposed by the successful Bidder(s), subject to DCNR approval. However, offerings may vary based on occupancy levels and guest demand.

RFI 56. When does the \$200K per month capital investment begin?

Response: The Operator will develop a capital improvement plan. Upon approval, DCNR will provide the agreed capital investment. Once the Operator is under contract, DCNR will connect them with the design professional for the new lodge to receive a project briefing. Because this is a new build, DCNR may approve a lump-sum payment, subject to the availability of funds.

Questions for Lake Guntersville State Park:

RFI 57. Are there any other F&B revenues to share other than the \$200k-\$250K in annual event revenue denoted in the ITB? Are you able to share outlet revenues?

Response: The financial documents include information related to food and beverage operations; however, DCNR does not provide a breakdown of revenue by outlet, such as separating bar sales from restaurant sales.

RFI 58. Will there be an operational account established to fund first year operational costs? If so, what is the minimum working capital?

Response: No, DCNR will not be establishing an operational account to fund the first year. DCNR aims to provide \$2 million, subject to the availability of funds, to help support the Furniture, Fixtures, and Equipment.

RFI 59. When does the \$2M to fund the capital improvements occur? And will the \$200K per month for 10 months begin at the same time, allowing for a total potential capital budget for 2026 of \$4M?

Response: The successful Bidder(s) will develop a capital improvement plan. Upon approval, DCNR will provide the anticipated capital investment. At DCNR's discretion and as sufficiently justified, DCNR may approve a lump-sum payment based on the approved capital improvement plan and subject to the availability of funds.

RFI 60. What is the expectation or current thoughts for food service – breakfast, lunch, and dinner - or is that determined by the management company post opening?

Response: DCNR believes the hours of operation should be determined by the Operator. However, offerings may vary based on occupancy levels and guest demand.

Food and Beverage (F&B) Questions:

RFI 61. May we review past three year's cover counts

Response:

NUMBER OF GUESTS 23-24	57,363
NUMBER OF GUESTS 22-23	58,194

NUMBER OF GUESTS 21-22

55,750

RFI 62. F&B outlet concepts – open to rebranding?

Response: DCNR is certainly open to rebranding the food & beverage operations within Lake Guntersville State Park Lodge at no cost to DCNR. The concept for the F&B Operations within Lake Guntersville State Park has been more geared towards a buffet style.

RFI 63. Is there a concept for F&B at the new lodge at Cheaha?

Response: At this time, the concept has not been fully developed. However, we are envisioning a bistro-style operation rather than a full commercial kitchen, as space is limited. We are also considering that a 32-room lodge may not generate the demand necessary to support a full kitchen.

Marketing Questions:

RFI 64. Who does marketing for the sites (in-house, external partner, combination). What program does each handle? Who will be responsible for the budget?

Response: The Alabama State Parks marketing team manages all marketing and promotional efforts, including the website, social media platforms, and newsletter. Our team collaborates with the DCNR marketing team on the development of marketing collateral, such as rack cards. The individual parks do not maintain separate marketing budgets.

RFI 65. If state park brand standards are adhered to, can the website be redone?

Response: DCNR is certainly open to a secondary website at no cost to DCNR. We currently do this with our partners. For example: [Reservations | Cheaha](#) (is our reservation site for Cheaha and on the left side you will see “Timberline Safari Tents” if you click on that link it will take you to Timberline Glamping’s reservation page.

RFI 66. What collateral exists that can be re-used?

Response: Please see the attached rack cards

RFI 67. During the meeting and in the ITB, it was stated we needed to follow the State Park marketing directives. What options exist to rebrand? Is a State Park approval process for all marketing decisions required, or can we move with preapproved standards and move quickly to execute on any opportunities

Response: DCNR will work collaboratively with the Operator to ensure marketing efforts are both effective and aligned with the Alabama State Parks brand standards. While the Operator will be encouraged to pursue creative and innovative marketing opportunities, all branding and marketing initiatives must maintain consistency with the overall State Park System identity.

Rebranding opportunities can be explored; however, any significant changes to the name, visual identity, or core brand elements must be reviewed and approved by DCNR prior to implementation. For day-to-day marketing activities and campaigns that fall within preapproved brand guidelines, the Operator may proceed without additional approvals, allowing for quick execution of opportunities.

Our goal is to make this process as efficient as possible while ensuring the Alabama State Parks brand is protected, consistently represented, and integrated into the broader statewide marketing strategy.

RFI 68. Is Alabama State Parks open to using current amenities and activities like golf and ziplines for discount packaging with accommodations?

Response: Yes, DCNR is open to partnering with the Operator to develop packages and discounts. However, some third-party concessionaires are under contract with and DCNR cannot speak on their behalf.

Rooms Questions:

RFI 69. What hours are the front desks operated? Do the hours change seasonally?

Response: The Front Desk at the Lodge at Lake Guntersville is staffed 24 hours a day, seven days a week. The new plans for Cheaha will change the park's current operating model. These plans include relocating the gatehouse farther up the hill, which will allow visitors to access the lodge without passing through the park gatehouse.

RFI 70. How many rooms do the Housekeepers clean

Response: Cheaha State Park: Housekeepers are responsible for cleaning 11 cabins, 5 chalets, and 12 rooms in the Group Lodge, as well as the soon-to-open 32-room lodge. Lake Guntersville State Park: Housekeepers are responsible for cleaning 112 rooms, 20 chalets, and 16 cabins, along with the public restrooms and public spaces throughout the lodge.

RFI 71. What team members are included in "personnel" expenses on the P&L?

Response: Those persons who were directly related to the operations of the restaurant.

RFI 72. Do you have a segmentation report, breaking down Group, Leisure/Transient, Packages, etc.?

Response: Currently, DCNR does not have any segmentation reports.

Facilities and Engineering Questions:

RFI 73. Are there PM programs in place for all FF&E items?

Response: Currently, the Parks do not have any preventative maintenance software nor do we have any programs in place for FF&E items.

RFI 74. Are service agreements used for all significant equipment, i.e. chillers, fire suppression, elevators, etc.?

Response: Cheaha State Park: We maintain service agreements for key systems and equipment. Tactyne monitors the fire alarm and fire suppression systems at Bald Rock Group Lodge. Fire Guard conducts annual inspections of extinguishers, fire suppression systems, and kitchen hoods. Central Fire Protection performs pump testing and assists with maintenance of the fire pump at the Group Lodge. Generators at the Group Lodge and Store are maintained by Taylor Generator, while the site-wide generator is maintained by TREC.

Lake Guntersville State Park: Annual service agreements are in place for major equipment, including elevators, fire suppression systems, chillers, boilers, and HVAC systems. These agreements cover annual and quarterly inspections.

RFI 75. How are major renovation/construction projects handled (E&C)?

Response: Generally, the Park Manager is responsible for identifying needed renovations or repairs. Each year, these projects are included in the park's budget planning. If the park's budget cannot support a renovation, it is added to the larger capital project list. The Regional Operations Supervisor then prioritizes the project along with other projects within the region.

RFI 76. Is there an equipment plan available for the new lodge (laundry and F&B) at Cheaha State Park?

Response: A set of plans is available for viewing at 64 North Union Street, Suite 538, Montgomery, AL 36104, Monday through Friday between 8:00 a.m. and 4:00 p.m. If you are unable to visit in person, you may request a hard copy; however, a non-disclosure agreement must be signed, and the plans must be returned with your proposal or by the proposal due date.

General Operations Questions:

RFI 77. The financials we received were for FY22/23. Can we receive more recent copies of financial results and the current year budget?

Response: Please contact Sarah Wood, ITB Coordinator, directly for this information, and DCNR will email the additional financial statements to the attendees of the pre-bid meeting.

RFI 78. To whom will the management company report?

Response: The management company will report directly to the State Park Director and Deputy Director. Of course, the management company will have a local team that will work with the local State Park management team.

RFI 79. Can we receive the past three year's completed capex list, the current year's plan and any future capex programs being contemplated?

Response: Over the past three years, DCNR has focused primarily on major renovations and bond projects, resulting in limited capital spending within the parks. At Cheaha State Park, approximately \$100,000 was invested in renovations to Bald Rock Lodge and select cabins. At Lake Guntersville State Park, approximately \$2,000,000 was spent to renovate several cabins, fully renovate all chalets, and replace the boilers.

RFI 80. Is Accounting expected to be completed by the mgmt. company or through the state offices?

Response: Accounting should be performed through the management company.

RFI 81. What is the make-up of the staff? FT vs PT, Seasonal, J1, H2B?

Response: Please see the response to RFI 23

RFI 82. What is the staff turnover?

Response: Please see the response to RFI 23

RFI 83. Is a Wage Study available for staff in the area(s)

Response: DCNR does not have a wage study for these areas, as the State Personnel Department sets the wage rates.

RFI 84. Can the parks provide org charts that are currently in place?

Response: We have attached the Alabama State Parks organization chart for your review.

RFI 85. Who manages the activities and other amenities (golf, Timberline, camping, zip lines, kayaks/boats, etc.)

Response: At Lake Guntersville State Park the following activities and amenities are managed by the following organizations:

Golf/ Kayaks/Boats/Marina/Beach/Campground/Tiny cabins/Educational Programs – State of Alabama

Glamping campsites – [Timberline Glamping Co.](#)

Zipline – [Screaming Eagle Aerial Adventures](#)

Horseback – [Alabama Horseback Adventures](#)

At Cheaha State Park the following activities and amenities are managed by the following organizations:

Campground/Day-Use/CCC Museum/Educational Programs – State of Alabama

Glamping campsites – [Timberline Glamping Co.](#) (we are currently working with Timberline on helping us manage a kayak rental operation at the lower lake).

RFI 86. Can we be provided a list of all systems in use at the site, which might include: Accounting, PM, Work Order, Website, Booking Engine, Channel Manager, and Inventory

Response: Accounting System – Alabama Buys and STARRS, PM - N/A, Work Order – N/A, Website – www.alapark.com , Booking Engine – Brandt (please see response for question 8), Channel Manager – N/A, Inventory – Assets Works

RFI 87. Who is responsible for utilities?

Response: DCNR is looking into adding additional meters at these facilities if they are not already there so that we can transfer this cost to the Operator.

RFI 88. Who are the utility providers?

Response: At Cheaha, the following utility providers are Utility Providers: TREC (Power), Alabama Power (Power), Blossman Gas (Propane), and Direct TV (Satellite Provider)

At Lake Guntersville, the following utility providers are Guntersville Electric Board, Guntersville Water, Marshall County Gas Board, Guntersville Sanitation, AT&T Fiber, and Spectrum Cable

RFI 89. What is the current recycling program?

Response: The Parks currently don't have a recycling program in place.

RFI 90. What reservation system is currently in use?

Response: Please see the response for question 8.

RFI 91. Does the Bidder or DCNR handle pool maintenance?

Response: The pool maintenance at Lake Guntersville will be handled by the successful Bidder(s). There is no pool at the Cheaha.

RFI 92. How large is the current retail space?

Response: We have attached the Facility Meeting Space Brochure for your review.

RFI 93. Marketing and Brand Strategy: may we have a copy of the Alabama State Parks marketing initiatives?

Response: We have included the State Parks Division's rack cards, along with links to our social media accounts, website, and program events. We have also provided links to the Department's overall brand, which can be found on its website and social media platforms.

RFI 94. Can the DCNR provide a copy of the Alabama State Parks Brand Standards and a copy of the Style Guide?

Response: We have attached the style guide for the Alabama State Park logo below.

RFI 95. Are there any successful marketing campaigns that you can share with us regarding Cheaha State Park and Lake Guntersville State Park?

Response: The State Park Marketing team uses general promotions when promoting our facilities not targeted promotions for one specific park or facility.

RFI 96. Are there any specific challenges the Alabama State Parks have had in getting visitors to Cheaha State Park and/or Lake Guntersville State Park?

Response: Cheaha numbers are down due to construction. Lake Guntersville believes that staffing issues have resulted in changing the operational hours of the restaurant, and that has impacted what we can do for our guests.

RFI 97. Is there a comprehensive report available on visitors' demographics and behaviors as it relates to Alabama State Parks? And specifically, for Cheaha State Park and Lake Guntersville State Park?

Response: At this time, DCNR does not have a comprehensive report on visitor demographics or behaviors. However, based on informal reports, the majority of our guests live within approximately an hour's drive of the park. Our internal analysis also indicates that women between the ages of 35 and 55 are most often the primary point of contact when making reservations.

RFI 98. Can the DCNR provide a list of the kitchen equipment at Lake Guntersville with the approximate age and working condition?

Response: Most kitchen equipment was purchased between 2005-2008 during Lodge renovation. All fryers were replaced in 2021.

RFI 99. Can the DCNR tell us how many walk-ins, hoods, fridge/freezers are in the kitchens?

Response:

At Lake Guntersville State Park:

6 gas fryers

- **1 front line / 2021**
- **3 midline / 2021**
- **2 back line / 2008**

3 gas flat top cookers - All 2008

1 Gas Grill - 2008

3 stoves w/ ovens underneath - 2008

5 stackable ovens - 2008

1 Auto Shaam - 2008

- 2 prep coolers - 2008**
- 2 reach-in freezers**
 - **1 front line / 2025**
 - **1 midline to the side / 2023**
- 1 two door reach-in cooler - 2008**
- 1 three door reach-in cooler - 2008**
- 6 roll around food warmers (2 door) - 2008**
- 3 big hoods (one for front line , one mid , and one back line)**
- 2008, Each hood has 3 sections to it**
- 1 dish machine hood - 2008**
- 5 ice machines**
 - **4 in lodge**
 - **2 in hotel wings (one for each wing)**

At Cheaha State Park

- 1 flat top stove with hood and oven;**
- 1 refrigerator**
- 1 stand up freezer at the Bald Rock Lodge.**

RFI 100. How much air conditioning is assigned to the kitchen area from the current HVAC system?

Response: At Cheaha's Bald Rock Lodge, the HVAC system supplies air directly to the kitchen area. At Lake Guntersville, a single air handler supplies air from the chiller to the kitchen, while two separate air handlers supply air to the dining room.

RFI 101. Can the DCNR provide any building maps, layouts, floorplans, and/or schematics of the facilities at each Park?

Response: A set of plans is available for viewing at 64 North Union Street, Suite 538, Montgomery, AL 36104, Monday through Friday between 8:00 a.m. and 4:00 p.m. If accommodations are requested, please contact via e-mail the ITB Coordinator, Sarah Wood.

RFI 102. Can the DCNR provide floorplans and/or schematic for the main lodges?

Response: A set of plans is available for viewing at 64 North Union Street, Suite 538, Montgomery, AL 36104, Monday through Friday between 8:00 a.m. and 4:00 p.m. If accommodations are requested, please contact via e-mail the ITB Coordinator, Sarah Wood.

RFI 103. Can the DCNR provide a deferred maintenance list?

Response: At this time, DCNR does not have a deferred maintenance list for these facilities.

RFI 104. Do the kitchens have in-ground grease traps? External grease traps? How many? What size?

Response: Cheaha State Park: The grease trap at Bald Rock Lodge is located in the basement of the building and is relatively small, with an estimated capacity of approximately 50 gallons.

Lake Guntersville State Park: There are two grease traps. The first is an in-ground, two-lid, 1,500-gallon unit located by the service dock that collects all kitchen grease. The second is an above-ground container, provided by a vendor, which is used for recycling fryer oil.

RFI 105. Which cabins and chalets have been most recently updated?

Response: Cheaha State Park: The chalets received new roofs approximately two years ago. Interior repainting and redecorating were completed about five years ago.

Lake Guntersville State Park: All standard chalets, except units 401, 402, 403, 407, and 408, were renovated in 2022. Chalets 401, 402, and 403 received partial exterior renovations around 2012. Chalet 407 (Executive Chalet) was destroyed by fire in 2010 and subsequently rebuilt. Chalet 408 (Honeymoon Chalet) underwent renovations around 2008 during the Lodge renovation.

Only three cabins — units 423, 424, and 428 — have been fully renovated in the past six to seven years. Several cabins received partial renovations after the 2011 tornadoes, including roof replacements and interior wall upgrades to sheetrock in 2012. All cabin flooring was upgraded to Centiva LVP in 2019. In the past year, all cabins had their lakeside windows replaced due to carpenter bee and woodpecker damage.

RFI 106. What would DCNR like the hours of operation to be at the restaurants?

Response: DCNR believes the hours of operation should be determined by the Operator. However, offerings may vary based on occupancy levels and guest demand.

RFI 107. Can the DCNR provide a list of current staff numbers; both permanent and seasonal?

Response: Please see the response for Question 22.

RFI 108. The latest revenue data is from 2023, can the DCNR provide any more recent revenue for each Park broken out by unit type?

Response: Please contact Sarah Wood, ITB Coordinator, directly for this information, and DCNR will email the additional financial statements to the attendees of the pre-bid meeting.

RFI 109. Can the DCNR provide clarification on how the Park will determine where to allocate the intended capital improvement investments?

Response: Very broadly, the guest lodging facilities at both Parks are due for extensive renovations and updates. The successful Bidder(s) should propose the best use of the funds to maximize return on investment and increase customer satisfaction.

RFI 110. Due to the amount of time to respond to the questions, can there be an extension on the submittals?

Response: Yes,

Deadline for Submitting Bid Proposals to DCNR by 2:00 PM Central Time	September 12, 2025
Submittals Opened Publicly at 9:00 AM Central Time	September 15, 2025
Evaluation Process begins:	Week of September 15th
Possible In-person interviews and presentations	Week of Oct. 13th
Notice of Selection and Contract Negotiation	Late October 2025

Marketing Materials:

Website:

Alabama State Parks Website: alapark.com

Outdoor Alabama: outdooralabama.com

Social Media:

Alabama State Parks – Facebook ([ALStateParks](https://www.facebook.com/ALStateParks))

Alabama State Parks – Instagram ([alstateparks](https://www.instagram.com/alstateparks))

Lake Guntersville State Park – Facebook ([lakeguntersvilleSP](https://www.facebook.com/lakeguntersvilleSP))

Lake Guntersville State Park – Instagram ([lakeguntersville](https://www.instagram.com/lakeguntersville))

Cheaha State Park – Facebook ([CheahaStatePark](https://www.facebook.com/CheahaStatePark))

Cheaha State Park – Instagram ([cheahastatepark](https://www.instagram.com/cheahastatepark))

Outdoor Alabama – Facebook ([OfficialOutdoorAlabama](https://www.facebook.com/OfficialOutdoorAlabama))

Outdoor Alabama – Instagram ([outdooralabamaofficial](https://www.instagram.com/outdooralabamaofficial))

Advertisements:



The advertisement is a two-page spread with a blue background. The left page features the text "Alabama State Parks" in large white serif font, followed by "STAY | PLAY | EXPLORE" in a dark blue box, and "It's Natural!" in a white script font. Below this, it says "WHETHER YOU'RE A CAMPER, GLAMPER, OR A FRIEND OF OUR BEAUTIFUL LODGES, COTTAGES, AND CABINS, WE HAVE A PLACE FOR YOU." The right page has the text "Choose your Adventure!" in a white script font, followed by three small photos of people hiking, fishing, and cycling. Below the photos, it says "FROM MOUNTAINTOP HIKES TO BEACHSIDE BREAKS AND EVERY DYNAMIC TRAIL IN BETWEEN, NATURAL BEAUTY AND RECREATIONAL ACTIVITIES AWAIT AT 21 ALABAMA STATE PARKS! FILL YOUR TIME WITH ADVENTURE, REST, OR A LITTLE BIT OF BOTH!" At the bottom of the right page, it says "PLAN YOUR LODGE STAY, ROAD TRIP, OR CAMPING GETAWAY TODAY!" and "Alabama STATE PARKS ALAPARK.COM".

Alabama State Parks

STAY | PLAY | EXPLORE

It's Natural!

WHETHER YOU'RE A CAMPER, GLAMPER, OR A FRIEND OF OUR BEAUTIFUL LODGES, COTTAGES, AND CABINS, WE HAVE A PLACE FOR YOU.

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- LAKE GUNTERSVILLE STATE PARK
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to start planning your wedding!




Rack Cards:

LAKE GUNTERSVILLE STATE PARK

Park Features




Overlooking the expansive 69,000-acre Gunterville Reservoir in the Tennessee Valley, Lake Gunterville State Park offers abundant outdoor recreational opportunities.

Located at the top of Taylor Mountain, the park offers breathtaking views and overnight accommodations to fit every adventure, including resort lodge amenities, a spacious modern campground, lakeside cabins, and ridge-top chalets.

Among its highlights are an 18-hole championship golf course, beach complex, boat rentals, and a network of hiking, biking, and horse trails. The park also provides day-use area access and hosts interactive nature programs.


The panoramic view from Taylor Mountain promises an unforgettable experience, making this park a premier recreational destination.

Lake Gunterville State Park Lodge and Conference Center features a full-service restaurant and a conference venue spanning over 13,500 sq. ft. of meeting space. These facilities can comfortably host groups of up to 300 individuals for banquets or conferences. Multiple break-out rooms are also available.



Lake Gunterville State Park
1157 Lodge Drive
Guntersville, AL 35976

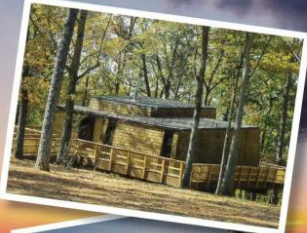

Park Office: (256) 571-5444
Lodging & Sales: (256) 571-5440
Campground: (256) 571-5455
Toll Free: (800) 548-4553
Email: guntersville.statepark@dcnr.alabama.gov




Scan QR Code with your Smartphone Camera

MCP-RC01 10/2024

LAKE GUNTERSVILLE STATE PARK



**ALABAMA
STATE PARKS**
Alapark.com

GUNTERSVILLE, ALABAMA

CHEAHA STATE PARK

Park Features










At 2,407 feet above sea level, Cheaha State Park is the highest point in Alabama. Located atop Cheaha Mountain, the park offers breathtaking views and adventure-filled recreational activities. This 2,799-acre mountaintop retreat is known for spectacular sunsets, hiking trails with beautiful vistas, and a spring-fed 6-acre lake.

The park welcomes overnight guests and day visitors, providing a wide range of activities and relaxation opportunities. Overnight accommodations include a hotel, cabins, chalets, and RV and tent camping. For retreats, family reunions, meetings, and weddings, the historic Bald Rock Group Lodge is a charming venue, with its 12 bedrooms, private baths, grand hall, conference room, patio and pavilion, and full kitchen.

In addition to lodge rooms, cabins, and A-frame chalets, Cheaha State Park offers improved camping in the park, semi-primitive camping near the highest point, and primitive camping near Cheaha Lake. Featuring a nature center, dog park, two museums, playgrounds, pavilions, and numerous picnic tables to enhance park experiences for guests, the park is located within the Talladega National Forest. All of this makes Cheaha the perfect base camp to explore the Kentucky ORV-ATV Trail, local waterfalls, and the Pinhoti National Recreation Trail.



Cheaha State Park
19644 Hwy 281
Delta, AL 36258

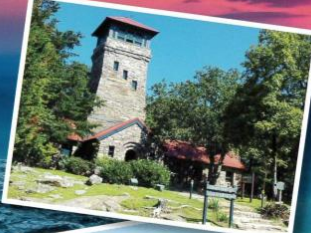

General Info: (256) 488-5111
Lodging: (800) 610-5801
Email: cheaha.statepark@dcnr.alabama.gov




Scan QR Code with your Smartphone Camera

MCP-RC01 10/2024

CHEAHA STATE PARK





















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STATE PARKS**
Alapark.com

DELTA, ALABAMA

Program Events:

<p>Aug 15 Guntersville</p>  <p>Creature Teacher Encounter</p> <p>Stop by the Outdoor Classroom to meet our Creature Teachers, Cotton & Nagini!</p> <p>FREE</p> <p>Multiple Dates/Times</p>	<p>Aug 21 Guntersville</p>  <p>Shoreline Birding Walk</p> <p>Grab your binoculars & join the Naturalist at the Outdoor Classroom to go on a birdwatching adventure! Fees may apply.</p> <p>Fee: \$5</p> <p>Multiple Dates/Times</p>	<p>Aug 23 Guntersville</p>  <p>Fishing 101</p> <p>Wild Wonders: Fishing 101</p> <p>Aspiring anglers of all ages are invited for a fun morning of fishing safety and education!</p> <p>FREE</p> <p>Multiple Dates/Times</p>	<p>Aug 24 Guntersville</p>  <p>Shoreline Seining</p> <p>Roll up your sleeves and join the Naturalist in shoreline seining! Fees may apply.</p> <p>Fee: \$5</p> <p>Multiple Dates/Times</p>	<p>Aug 24 Guntersville</p>  <p>Crafting with Nature</p> <p>Join the Naturalist at the Beach Pavilion to get crafty with natural materials! Fees may apply.</p> <p>Fee: \$5</p> <p>Multiple Dates/Times</p>
<p>Aug 30 Guntersville</p>  <p>Step Smart: Hiking 101</p> <p>Join the Naturalist at the Outdoor Classroom to learn the basics of hiking and Leaving No Trace! Fees may apply.</p> <p>Fee: \$5</p> <p>Multiple Dates/Times</p>	<p>Aug 30 Guntersville</p>  <p>Sunset Paddle</p> <p>Join the Naturalist for a guided paddle along Town Creek! Fees may apply.</p> <p>Canoe Rental - \$50.00 Kayak Rental (Single) - \$45.00 Kayak Rental (Tandem) - \$55.00 No Rental - \$5.00</p> <p>Multiple Dates/Times</p>	<p>Sep 4 Guntersville</p>  <p>Wildlife Walk</p> <p>Wildlife Walk</p> <p>Take a walk on the wild side for National Wildlife Day and hunt for wild critters with the Naturalist! Fees may apply.</p> <p>Fee: \$5</p> <p>Multiple Dates/Times</p>	<p>Sep 6 Guntersville</p>  <p>BARK Ranger</p> <p>Bring your fluffy friend and learn what it takes for them to become an official LGSP Bark Ranger! Fees may apply.</p> <p>Fee: \$5</p> <p>Multiple Dates/Times</p>	<p>Sep 6 Guntersville</p>  <p>NATURE JOURNALING</p> <p>Nature Journaling</p> <p>Unleash your creativity while enjoying nature at this guided journaling event! Fees may apply.</p> <p>Fee: \$5</p> <p>Multiple Dates/Times</p>
<p>Sep 12 Guntersville</p>  <p>HISTORY BY LANTERN LIGHT</p> <p>History by Lantern Light: Kings Chapel Cemetery</p>	<p>Sep 13 Guntersville</p>  <p>Crafting with Nature - Girl Scouts Love State Parks</p> <p>Crafting with Nature - Girl Scouts Love State Parks</p>	<p>Sep 13 Guntersville</p>  <p>Guided Paddle</p> <p>Guided Paddle - Girl Scouts Love State Parks</p>	<p>Sep 20 Guntersville</p>  <p>Fishing 101</p> <p>Wild Wonders: Fishing 101</p> <p>Aspiring anglers of all ages</p>	<p>Sep 20 Guntersville</p>  <p>Tree Talk</p> <p>Wild Wonders: Tree Talk - All About Invasives</p>

ASP Logo Style Guide:

Alabama State Parks logo usage guideline

Brand colors and display options



Logo/Brand Colors

Pantone 301c	CMYK = 100/45/0/18	RGB = 0/101/164	#0065a4
Pantone 356c	CMYK = 95/0/100/27	RGB = 0/133/63	#00853f
Pantone 116c	CMYK = 0/16/100/0	RGB = 255/210/0	#ffd200

One-Color Logo Options



Reversed Logo Options



Ideally, the logo should be used on a white background. In instances where it has to be imprinted on a dark background the logo must appear as white, at no less than a 70% screen. Avoid using over a photo, gradient or texture.