

# Part I

## BUSINESS OPPORTUNITY

Firewood Sales

within

Rocky Mountain National Park

National Park Service

Department of the Interior

**Concession Contract No.**

**CC-ROMO004-26**



**TABLE OF CONTENTS**

**INTRODUCTION ..... 1**

    THE NATIONAL PARK SERVICE AND ITS MISSION ..... 1

    ROCKY MOUNTAIN NATIONAL PARK MISSION ..... 2

**KEY ELEMENTS OF THE BUSINESS OPPORTUNITY ..... 6**

    OVERVIEW OF THE BUSINESS OPPORTUNITY ..... 6

    TERM AND EFFECTIVE DATE OF THE DRAFT CONCESSION CONTRACT ..... 6

    REQUIRED SERVICES AND AUTHORIZED SERVICES ..... 6

    CHARACTERISTICS OF THE REQUIRED AND AUTHORIZED SERVICES ..... 6

    NO PREFERRED OFFEROR ..... 8

**INVESTMENT ANALYSIS ..... 8**

    LEASEHOLD SURRENDER INTEREST ..... 8

    ESTIMATED INITIAL INVESTMENT ..... 8

    PERSONAL PROPERTY AND INVENTORY ..... 9

    INSURANCE REQUIREMENTS ..... 9

    UTILITIES ..... 9

    RATES ..... 9

    MINIMUM FRANCHISE FEE ..... 9

**HISTORICAL CONCESSION OPERATION ..... 10**

    PREVIOUS CONCESSIONS OPERATION ..... 10

    HISTORICAL FINANCIAL DATA ..... 10

**SITE VISIT ..... 10**



---

## INTRODUCTION

---

The National Park Service (Service) has determined that certain visitor services are necessary and appropriate to enhance the visitors' comfort and enjoyment of the Park Unit while ensuring that the resources are protected.

The Service intends to award one concession contract for the sale of firewood within Rocky Mountain National Park. The contract is for the sale of firewood at four (4) National Park Service (NPS) campgrounds on the east side of the park. This Prospectus describes in general terms the previous business and the future business opportunity for the services allowed pursuant to Solicitation No. CC-ROMO004-26. Offerors are responsible for reviewing all sections of this Prospectus and, specifically, the terms and conditions of Draft Contract No. ROMO004-26, including exhibits, to determine the full scope of a future Concessioner's responsibilities under the Draft Contract.

The Service is conducting this solicitation in accordance with the National Park Service Concessions Management Improvement Act of 1998 (Public Law 105-391) as implemented by the Service in 36 C.F.R. Part 51. The term "Concessioner" as used in this Prospectus refers to the entity that will be the Concessioner under the Draft Contract. The term "Previous Concessioner" refers to Silver Peaks Enterprises, Inc., the entity that held the previous concession contract CC-ROMO004-13 ("Previous Contract") from January 1, 2013 to December 31, 2023. Links to the above-mentioned regulations and instructions on how to obtain a copy of the Previous Contract can be found in the Appendices Table of Contents.

In the event of any inconsistency between the terms of this Prospectus and 36 C.F.R. Part 51, 36 C.F.R. Part 51 will prevail. In the event of any inconsistency between the description of the terms contained in this Prospectus and the Draft Contract, the Draft Contract will prevail.

### THE NATIONAL PARK SERVICE AND ITS MISSION

America's National Park Service was created by Congress to:

*...conserve the scenery and the natural and historic objects and the wildlife therein and to provide for the enjoyment of the same in such a manner and by such means as will leave them unimpaired for the enjoyment of future generations. (16 U.S.C. § 1)*

Additionally, Congress declared that the National Park System should be:

*...preserved and managed for the benefit and inspiration of all the people of the United States. . . . (16 U.S.C. §1a-1)*

The Service has as its overall mission the preservation and public enjoyment of significant aspects of the nation's natural and cultural heritage. To learn more about the National Park Service, visit [www.nps.gov](http://www.nps.gov). This site includes information about the Service's mission, policies, and information on individual park units.



## ROCKY MOUNTAIN NATIONAL PARK MISSION

The National Park System preserves outstanding representatives of the best of America's natural, cultural, and recreational resources of national significance. Rocky Mountain National Park (Park) is a vital part of America's national system of parks and other preserved resources. The National Park Service not only directly and indirectly preserves these myriad national treasures; it also makes them available to millions of visitors from throughout the country and the world every year.

Rocky Mountain National Park is the 10th oldest National Park in the United States. It is located in north central Colorado and visited by over 4,000,000 people each year.

The mission of the National Park Service at Rocky Mountain National Park is rooted in and grows from the park's enabling legislation as established by an Act of Congress in 1915. Containing over 265,800 acres, the park was set-aside as "...a public park for the benefit and enjoyment of the people...and for the preservation of the natural conditions and scenic beauties thereof."



View of Moraine Park Area

Rocky Mountain National Park contains one of the most rugged sections of the Continental Divide as well as significant cultural resources reflective of the human history of the area. The Park is managed primarily as wilderness. As such, the National Park Service preserves some of the finest examples of physiographic, biologic and scenic features that typify the southern Rocky Mountains including alpine tundra, snowy peaks and glaciers.

The Service has determined that certain visitor services and facilities are necessary and appropriate to enhance visitor enjoyment of the park while ensuring that the resources are protected. Services and facilities provided through concessions contracts in Rocky Mountain National Park include: guided horseback rides, guided climbing trips, campground firewood sales, and a merchandise and snack bar operation.

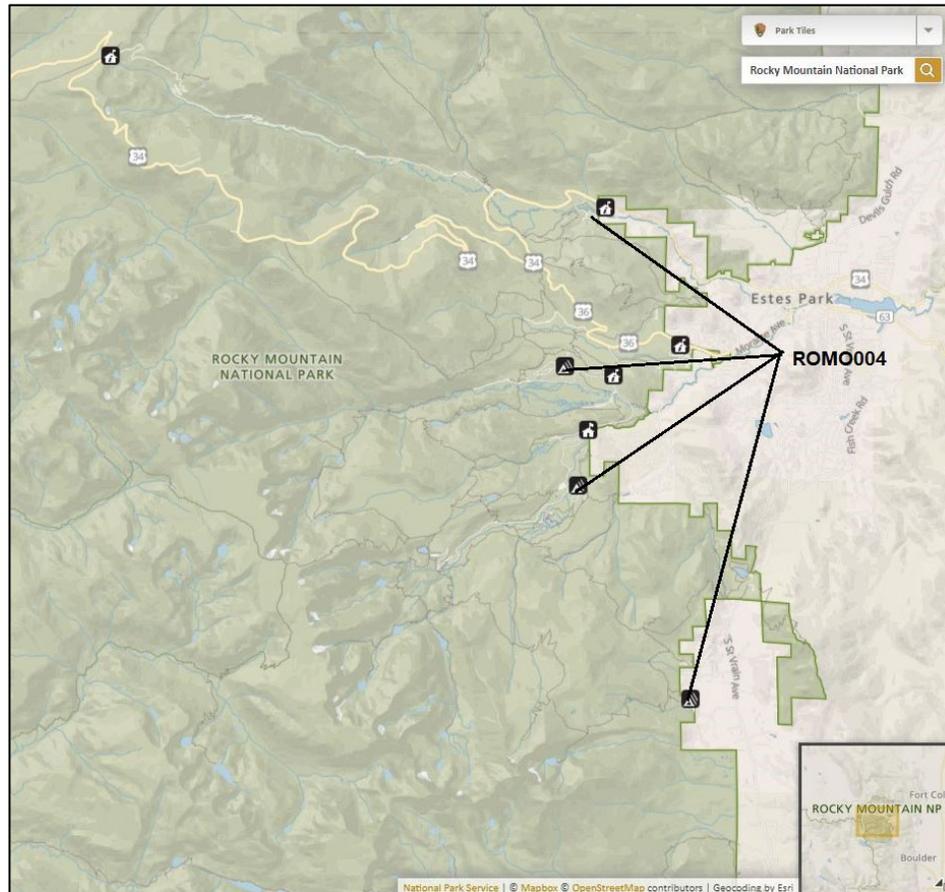
Official information on Rocky Mountain National Park can be found on the park website at <https://www.nps.gov/romo/index.htm>.



## Park Map

An interactive park map showing campground locations is available online at: <https://www.nps.gov/romo/planyourvisit/maps.htm>

**Figure 1 Map of Rocky Mountain National Park**



## Park Visitation Trends

Timed Entry Permit Reservations are required to enter Rocky Mountain National Park between late May and mid-October. Visitors with campground reservations will use those permits as their timed entry reservations. Official NPS information on Rocky Mountain National Park Timed Entry can be found on the park website at <https://www.nps.gov/romo/planyourvisit/timed-entry-permit-system.htm>.

Figure 2 presents recreation visitation to Rocky Mountain National Park from 2014 through 2023. Recreational visitation for this period reached a high of over 4.6 million visitors in 2019 and was lowest in 2014 at nearly 3.5 million. Total average visitation per year was 4,196,232.

**Figure 2 Annual Recreation Visitation to Rocky Mountain National Park**

Year	Recreation Visitors
2015	4,155,916
2016	4,517,585
2017	4,437,215
2018	4,590,493
2019	4,670,053
2020	3,305,199
2021	4,434,848
2022	4,300,424
2023	4,115,837
2024	4,154,349

As shown in Figure 3, park visitation is highest during the summer and early fall, with visitation from June through October accounting for nearly seventy six percent (76%) of yearly visitation<sup>1</sup>.

**Figure 3 Five Year Average Recreational Visitation by Month (2020-2024)**

Rank (most visitation)	Month	Average Visitation	Percent of Total Average Visitation
1	July	786,590	19.4%
2	August	654,605	16.1%
3	June	601,606	14.8%
4	September	576,599	14.2%
5	October	383,467	9.4%
6	May	268,828	6.6%
7	November	148,567	3.7%
8	March	140,096	3.4%
9	April	132,234	3.3%
10	December	130,796	3.2%
11	January	125,176	3.1%
12	February	113,567	2.8%

<sup>1</sup> Source NPS.



As shown in Figure 4, Park camper visitation is highest June through September.

**Figure 4 Five Year Average Recreational Tent and RV Stays by Month<sup>2</sup>**

Month	Tent Campers Overnight Stay	Percent of Total Average Tent Camper Stays	RV Campers Overnight Stay	Percent of Total Average RV Camper Stays
January	147	0.2%	125	0.2%
February	152	0.2%	169	0.3%
March	428	0.5%	247	0.5%
April	889	0.9%	809	1.6%
May	5,333	5.7%	3,527	7.0%
June	19,403	20.7%	11,595	23.0%
July	25,573	27.3%	10,808	21.5%
August	22,522	24.1%	11,959	23.8%
September	16,058	17.2%	8,699	17.3%
October	2,469	2.6%	1,846	3.7%
November	431	0.5%	377	0.7%
December	255	0.2%	165	0.3%

**Figure 5 Four Year Average Annual Campground Occupancy Rocky Mountain National Park<sup>3</sup>**

Campground	Total Number of Sites	Avg. Occupancy 2021-2024	Reservation
Aspenglen	52	88%	Yes
Glacier Basin	150	88%	Yes
Moraine Park	244	88%	Yes
Longs Peak Campground	28	N/A	No



Visitor Campsite at Moraine Park Campground

<sup>2</sup> Source NPS.

<sup>3</sup> Source NPS.



## KEY ELEMENTS OF THE BUSINESS OPPORTUNITY

### OVERVIEW OF THE BUSINESS OPPORTUNITY

The following document presents the key elements of the business opportunity for the CC-ROMO004-26 solicitation. If any inconsistency exists between the terms of the Draft Contract and this Business Opportunity, the Draft Contract will prevail. This section of this Prospectus describes the commercial visitor services required and authorized under the Draft Contract.



Firewood sales area at Moraine Park Campground

### TERM AND EFFECTIVE DATE OF THE DRAFT CONCESSION CONTRACT

The CC-ROMO004-26 Draft Contract has a term of seven (7) years beginning on January 1, 2026 and ending on December 31, 2032.

### REQUIRED SERVICES AND AUTHORIZED SERVICES

The following describes the Required Services (i.e., must be provided by the Concessioner), Authorized Services (i.e., may be provided at the option of the Concessioner), and service locations as described in the Draft Contract. The required and authorized services under this business opportunity are not materially changed between the Previous Contract and the Draft Contract; however, in the Draft Contract, **staffed sales are no longer a required service.**

**Figure 6 Required and Authorized Visitor Services Under the CC-ROMO004-26 Draft Contract**

Required Service	Location
Firewood sales, staffed or unstaffed	Glacier Basin and Moraine Park Campgrounds
Authorized Service	Location
Firewood sales, staffed or unstaffed	Longs Peak and Aspenglen Campgrounds
Limited retail, staffed	Aspenglen, Glacier Basin and Moraine Park Campgrounds

### CHARACTERISTICS OF THE REQUIRED AND AUTHORIZED SERVICES

#### Firewood Sales (Required)

The required service under the Draft Contract is the sale of pre-cut, bundled firewood and kindling (firewood sales) at Service-managed campgrounds.

CC-ROMO004-26 requires the sale of firewood on the east side of Rocky Mountain National Park in two (2) Service-managed campgrounds, Glacier Basin and Moraine Park Campgrounds, at which Concessioner staff/employees may be present or not during daily operations.

#### Firewood sales (Authorized)

The sale of pre-cut, bundled, firewood and kindling is authorized at Aspenglen and Longs Peak Campgrounds, at which Concessioner staff/employees may be present or not during daily operations.



### Locations

A description of the areas assigned to the Concessioner is included in Draft Contract Exhibit C, Assigned Land and Real Property Improvements. The Concessioner is responsible for the maintenance of its assigned areas that make up the Concession Facilities, as described in the Draft Contract, Exhibit E Maintenance Plan. New construction and capital improvements to existing structures are not permitted under the Draft Contract.

The Concessioner under CC-ROMO004-26 must supply basic personal property structures for firewood storage and sales at Moraine Park and Glacier Basin; and, if providing the Authorized service, at Aspenglen and Longs Peak Campgrounds

Additional NPS information on park managed campgrounds is located at <https://www.nps.gov/romo/planyourvisit/camping.htm>.

### Operating season and hours

The required operating season is from approximately May through September when campgrounds are open for summer camping, informed by Service annual seasonal campground opening and closing dates and weather conditions. The Concessioner may request to open earlier or operate later than the minimum required season depending on campground location and if conditions allow. Requests for modifications to the minimum operating season must be approved by the Superintendent. See Draft Contract Exhibit A, Operating Plan for additional details.

**Figure 7 Annual Opening and Closing Dates of Campgrounds**

Campground	2024 Opening Date	2024 Closing Date
Aspenglen	May 22	September 28
Glacier Basin	May 22	September 7
Moraine Park <sup>4</sup>	N/A	N/A
Longs Peak Campground	Early July	Early September

Firewood sales must be available seven days a week. The Draft Contract Exhibit A, Operating Plan, provides that firewood sales may be conducted using an un-staffed self-pay (honor) system. The Concessioner may choose to staff locations. The Concessioner may choose to alternate between self-pay and staffed systems to meet the seven days a week requirement.

The Moraine Park Campground is currently closed for a rehabilitation project. The Service anticipates the project will be complete by Summer 2025 and will not affect the Draft Contract.

### Wood source

Wood must be sourced from within Northern Colorado and not known to contain any invasive species, and split and bundled in biodegradable packaging, such as hemp/sisal twine or cardboard boxes. The

---

<sup>4</sup> Closed in 2024 for a rehabilitation project. If 2024 were a typical year, operating season would have been May 22 through October 15 for reservations, then would have transitioned to first-come first-served for the winter.



Concessioner is required to join Colorado Forest Product Program (or equivalent). This is a no cost program. More information can be found at <https://csfs.colostate.edu/cowood/cfp/>.

### Restrictions

Fire restrictions, including fire bans, may be enacted in Park campgrounds due to extreme fire conditions. A fire ban may occur at any time and may last for an indefinite period. Fire bans are often specific as to the types of fuels prohibited. For example, sometimes the use of charcoal is permitted but wood fires are not allowed. During a fire ban, concessioners may not sell products, such as firewood and kindling, that are prohibited under the fire ban.<sup>5</sup>

### **Limited Retail (Authorized)**

The Concessioner is authorized to sell limited retail items at the locations described in the Authorized Services table above. This limited retail may be provided only if locations are staffed; vending machines are prohibited. Retail items are limited to what is approved by the Superintendent. Currently approved items include:

- Pre-packaged cubed ice
- Bags of charcoal briquettes
- Charcoal starter
- Pre-packaged frozen novelties.
- Soft drinks and/or sports drinks
- Drinking water when campground water supply is not functioning.

See Draft Contract, Exhibit A Operating Plan for more details.

### **NO PREFERRED OFFEROR**

The Director has determined that no preferred offeror for this Draft Contract exists pursuant to the terms of 36 C.F.R. Part 51. This solicitation for commercial services is fully competitive.

---

## **INVESTMENT ANALYSIS**

---

### **LEASEHOLD SURRENDER INTEREST**

Leasehold Surrender Interest is a compensable interest in real property improvements. The Previous Concessioner has no Leasehold Surrender Interest in Concession Facilities, and there will be no Leasehold Surrender Interest in the Draft Contract. New construction and capital improvements to existing structures are not permitted.

### **ESTIMATED INITIAL INVESTMENT**

The Service expects the Concessioner will incur start-up costs prior to commencing operations, including working capital, supplies, and inventory. Offerors must make their own determinations of the investment

---

<sup>5</sup> <https://www.nps.gov/romo/learn/fire-information-and-regulations.htm>.



required to support their operations. As described in the Proposal Package section of this Prospectus, Offerors must demonstrate sufficient start-up funds in their proposals.

## **PERSONAL PROPERTY AND INVENTORY**

The Concessioner under the Draft Contract will be required to provide such equipment, personal property, and inventory necessary for the proper and efficient operation of the services under the Draft Contract. The Previous Contract does not require the Previous Concessioner to sell its personal property, merchandise, inventory, or supplies used in the operation to the Concessioner. The Previous Concessioner's personal property investments included vehicles, trailers, basic firewood storage and sales structures, coolers, refrigeration equipment, etc.

## **INSURANCE REQUIREMENTS**

The Service has included minimum insurance requirements in the Draft Contract. Interested parties should consider these requirements in preparing their proposals. Insurance requirements are found in the Draft Contract Exhibit F, Insurance Requirements.

## **UTILITIES**

The Service provides solid waste and recycling removal within the campground areas. The Service provides electricity to the Moraine Park, Glacier Basin, and Aspenglen campgrounds. The Service will charge the Concessioner for electricity services in accordance with Director's Order 35B. For electricity, the Service estimates the electricity rate will be \$1.21 per kw/h. Historic combined electrical use at Moraine Park and Glacier Basin campgrounds amounted to an average of \$250 annually. There is no electricity available at the Longs Peak campground. No other utilities are provided.

## **RATES**

The rate approval method for the Draft Contract is Competitive Market Declaration (CMD). The Concessioner may adjust rates without the specific administration of the Superintendent, but rates are subject to review to ensure they remain comparable to similar services offered outside the Park. For more information see the Draft Contract Exhibit B Operating Plan Section 4(B) Rate Determination and Approval Process and the Rate Administration Guide.

A copy of the Rate Administration Guide is available on the Commercial Services website at <https://www.nps.gov/subjects/concessions/rate-administration.htm>.

## **MINIMUM FRANCHISE FEE**

The annual minimum franchise fee is three percent (3.0%) of the Concessioner's annual gross receipts for the preceding year for the term of the Draft Contract. An Offeror may offer a higher franchise fee under Principal Selection Factor 5 in the Proposal Package, Part III of this Prospectus.

In determining the minimum franchise fee, the Service, using available industry data, considered the probable value to the Concessioner of the privileges granted by the Draft Contract. This probable value is based upon a reasonable opportunity for net profit in relation to capital invested and the obligations of the contract including anticipated revenues and expenses.



## HISTORICAL CONCESSION OPERATION

### PREVIOUS CONCESSIONS OPERATION

The Previous Contract CC-ROMO004-13 expired on December 31, 2023. Under the Previous Contract, the Previous Concessioner operated seasonally May-September (except the season was limited in 2020 due to the effects of COVID-19).

The Previous Concessioner provided the sale of pre-cut, bundled firewood in four (4) Service managed campgrounds located on the east-side of Rocky Mountain National Park: Aspenglen, Moraine Park, Glacier Basin and Longs Peak. The Previous Concessioner maintained a personal property woodshed in each assigned campground area. Personal property structures were equipped with electrical service except there is no electrical service available at Longs Peak. The Previous Concessioner provided sales of firewood and limited retail items through staffed sales during limited hours from its personal property woodsheds.

The Previous Concessioner sold firewood at an approved rate of \$7.50 per bundle in its most recent season.

### HISTORICAL FINANCIAL DATA

The Proposal Package requires Offerors to develop financial projections based on the Required Services under the Draft Contract. In order to assist Offerors in the development of these projections, the Service has provided information regarding historical gross revenue, franchise fees, and visitor use. Offerors should be appropriately cautious in the use of historical information. Offerors are responsible for producing their own pro forma financial projections and relying upon their own financial predictions.

Historical annual gross revenue for the Previous Contract is presented below. Neither 2022 nor 2023 financial data was available at time of solicitation.

**Figure 8 Historical Annual Gross Revenue for CC-ROMO004-13**

2019	2020	2021
\$114,232	\$44,482	\$53,275

**Figure 9 Franchise Fees Paid for CC-ROMO004-13**

Required Franchise Fee	2019	2020	2021
3% of Gross Receipts	\$3,427	\$1,335	\$1,598

## SITE VISIT

The Service will not conduct a site visit. Offerors are encouraged to visit the area to become familiar with physical conditions and limitations involved in this Business Opportunity.

-- END Part I: Business Opportunity --

