

National Park Service  
U.S. Department of the Interior  
Commercial Services Program



# Concession Contract Proposal Best Practices

National Park Service  
Commercial Services Program  
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# Topics Covered

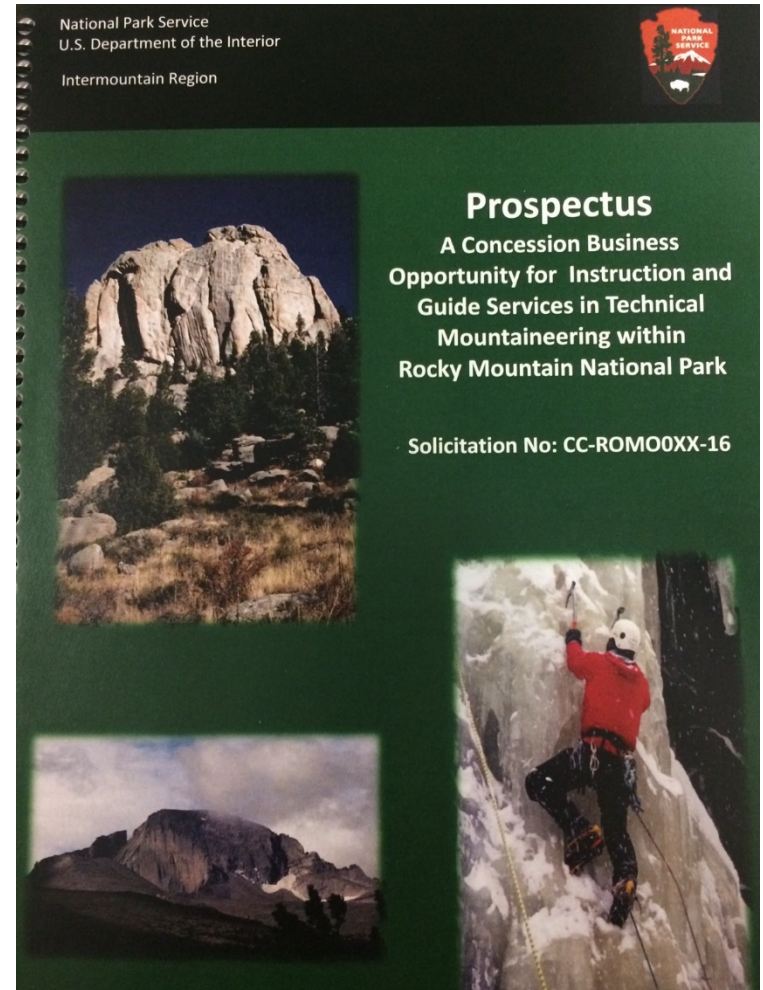


- Due diligence
- Content
- Presentation

# Due Diligence



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



# Due Diligence – Prospectus



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



# Due Diligence – Site Visit



- Attend to learn logistics of operation
- If none scheduled, arrange one as described in the Business Opportunity



# Due Diligence – Q and A Submissions



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

# Content of Your Proposal



- Completeness



## Preliminary Market Analysis

### DENA001: Prospectus Development Support

Bus Tour, Shuttle, Retail, Food and Beverage, Camping and Other Services

Denali National Park and Preserve

October 21, 2011

# Content - Completeness



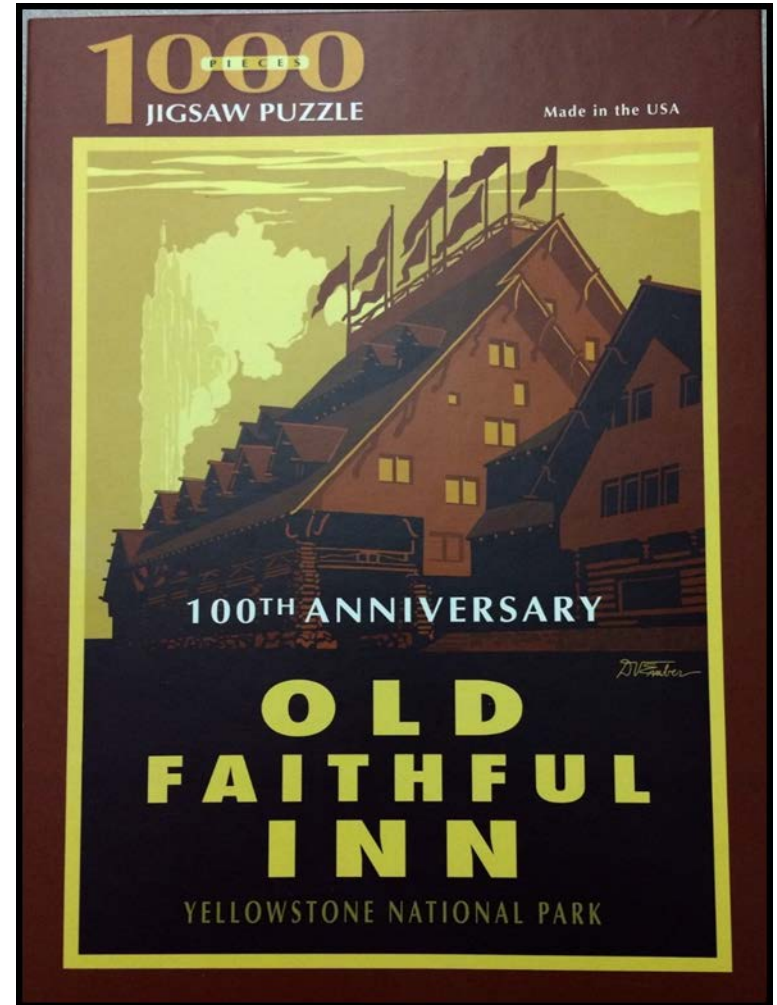
- Respond to every Selection Factor
- Make your commitments clear
- Clearly identify the Offeror and Offeror-Guarantors and have appropriate party/parties sign the transmittal letter
- Tie PSF 3 together
- Provide every document we request – PSF 4



# Presentation of Your Proposal



- Format rules
- Readability



# Presentation – Format Rules



- Follow the format instructions in the Proposal Package
  - Page limits
  - Font size
  - Margins
  
- Beware of cross references
  
- Use the forms provided
  
- Consequences

# Presentation - Readability



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