

CONCESSION LEASE OPPORTUNITY

Pinnacle Mountain State Park

Riverview Center

11901 Pinnacle Valley Road, Little Rock, AR 72223



ARKANSAS DEPARTMENT OF PARKS, HERITAGE AND TOURISM - DIVISION OF STATE PARKS

I. CONCESSION LEASE OPPORTUNITY

1. DEFINITIONS

- a. The “Owner” refers to the Arkansas Department of Parks, Heritage, and Tourism, State Parks Division.
- b. The “Park” refers to Pinnacle Mountain State Park.
- c. The “Concessionaire” refers to the entity that will be the Concessionaire under a proposed Concession Lease Agreement.
- d. The “Agreement” refers to a Concession Lease Agreement

2. CONCESSION DESCRIPTION

Arkansas Department of Parks, Heritage, and Tourism (ADPHT) is seeking proposals to lease the Riverview Center, which is the former visitor center, at Pinnacle Mountain State Park. ADPHT is seeking business proposals to provide concession services in food and beverage, outdoor recreation equipment rentals, retail, or other related amenities for the public, utilizing the Riverview Center.

Just west of Arkansas’ capital city of Little Rock, Pinnacle Mountain stands as the centerpiece of this geographically diverse state park. A day-use park, Pinnacle Mountain offers a variety of outdoor adventures on the Big and Little Maumelle Rivers, in the Arkansas Arboretum, and along over 33 miles of trails including more than 19 miles of challenging mountain bike trails, and a boat launch to Maumelle River. Approximately 600,000 visitors enjoy hiking, biking and boating at the State Park annually.

For decades, the Riverview Center welcomed park visitors with indoor exhibits, an outdoor deck, information services, a gift shop, and public restroom facilities. Located near the Jackfork Trail mountain bike trailhead and the eastern trailhead of the 223-mile-long Ouachita National Recreation Trail, the Riverview Center is ready to enter a new era of serving park visitors with amenities that enhance outdoor recreation experiences. ADPHT will prioritize proposals that include offerings for food and beverage, outdoor recreation equipment such as bicycle rentals, and services that enhance the park experience.

Hours of operation, fees, and other Concession Lease Agreement terms and conditions are negotiable. The Owner is committed to building improvements, outlined in section 3c below, and shown in Exhibit ‘B.’ All proposals meeting the criteria listed herein will be reviewed and evaluated for consideration.

3. CONCESSION SPACE AND FACILITIES

- a. The Riverview Center offers 4,358 SF of space, incredible views from an expansive deck, two large parking areas adjacent to the building, ADA accessible restrooms, and office facilities.

- b. The Riverview Center is located at the eastern access point to the Ouachita Trail, and it is adjacent to the Monument Trails system at Pinnacle Mountain State Park.
- c. Arkansas State Parks will make the following property improvements (Floorplan and renderings included in Exhibit 'B.'):
 - Rebuilding and expanding outdoor deck space
 - Addition of catering kitchen facilities
 - Opening the interior floorplan and creating a multi-purpose space
 - Additional restrooms to be built
 - Fresh paint and finishes
- d. For questions regarding the concession space and facilities, or to schedule a site visit, please refer to the point of contact listed herein.

4. POINT OF CONTACT

David Hathaway
Hathaway Group
5012 Kavanaugh Blvd.
Little Rock, AR 72207
Email: david@hathawaygroup.com

5. LEASE AGREEMENT TERM

- a. The term of the Concessionaire Lease Agreement will be negotiable to include a minimum term of one (1) year but may extend to include five (5) to twenty-five (25) years in length from the Agreement execution.
- b. Upon expiration of the initial term, options for continued services and term may be extended upon mutual agreement of the parties.

6. AUTHORIZED SERVICES

Services may include but are not limited to the sale of retail merchandise, consumable food and beverage items, equipment rentals, or other suitable commercial activities. All proposed services will be evaluated and considered for authorization.

7. INSURANCE REQUIREMENTS

The concessionaire shall maintain, in full force and affect, general liability insurance from a reputable insurer in an amount no less than \$100,000 per person in any single claim and no less than \$2,000,000 in the aggregate. Such policy shall name the "Arkansas Department of Parks, Heritage, and Tourism and its agencies" as an additional insured. Additional insurance may be required due to the nature of the proposed business.

II. PROPOSAL SUBMISSION

1. CRITERIA FOR PROPOSAL

- A. Describe in detail how you will conduct concession operations at Pinnacle Mountain State Park including, but not limited to, the following:
 - 1. The business plan for operations at the Riverview Center
 - 2. The experience of the professional or professionals in similar business operations.
 - 3. The record of performance of the professional or professionals in similar business operations.
 - 4. The level of service that is required for the business operation.
 - 5. The projected revenue to be garnered and shared from the business operation.
- B. Describe the entity with which the Owner will contract, specifying whether it is currently in existence or is to be formed. Existing entities that are a corporation or partnership must be in good standing with the Arkansas Secretary of State.
- C. Describe in detail your proposed revenue and cost sharing plan. The Owner reserves the right to negotiate revenue and cost sharing based on proposals received.
- D. The Concessionaire may submit any additional information that may assist the Selection Committee in reviewing this proposal or further demonstrate the qualifications of the Concessionaire. The additional information will only be utilized by the Selection Committee to clarify or enhance the review process.

2. INSTRUCTIONS FOR SUBMISSION

Provide one (1) electronic copy in PDF file format or hard copy with 'Pinnacle Mountain State Park Concession Proposal – Riverview Center' as your subject line to:

David Hathaway
Hathaway Group
5012 Kavanaugh Blvd.
Little Rock, AR 72207
Email: david@hathawaygroup.com

3. SELECTION PROCESS

- a. Initial review of concession proposals will be conducted on January 5, 2025. However, the Owner reserves the right to extend the review period until a qualified Concessionaire is determined.
- b. A Selection Committee, which shall be composed of at least three (3) members from the Department, appointed by the Secretary, or their designee, shall review the submitted proposals. Committee substitutions may only be made upon approval of the Secretary, or their designee.

- c. The Selection Committee may request a minimum of three (3) and a maximum of five (5) applicants to interview. If fewer than three (3) proposals are received, all shall be invited for interviews.
- d. The Selection Committee shall evaluate the proposals based on the Criteria for Proposal listed herein.
- e. The Selection Committee shall make a formal recommendation to the Secretary, or their designee, of the professional or professionals which it determines to be in the best interest of the state for the business opportunity. Recommendations are subject to approval by the State Parks, Recreation, and Travel Commission.
- f. Once the Secretary, or their designee, has decided on their action, the Selection Committee shall notify all Concessionaires of the Committee's action. If said action was the favorable selection of a proposal, the Owner shall begin negotiations with the selected Concessionaire to sign a Concessionaire Lease Agreement.

EXHIBIT 'A' -

CONCESSION SPACE PICTURES



Commercial
Real Estate

PROPERTY PHOTOS



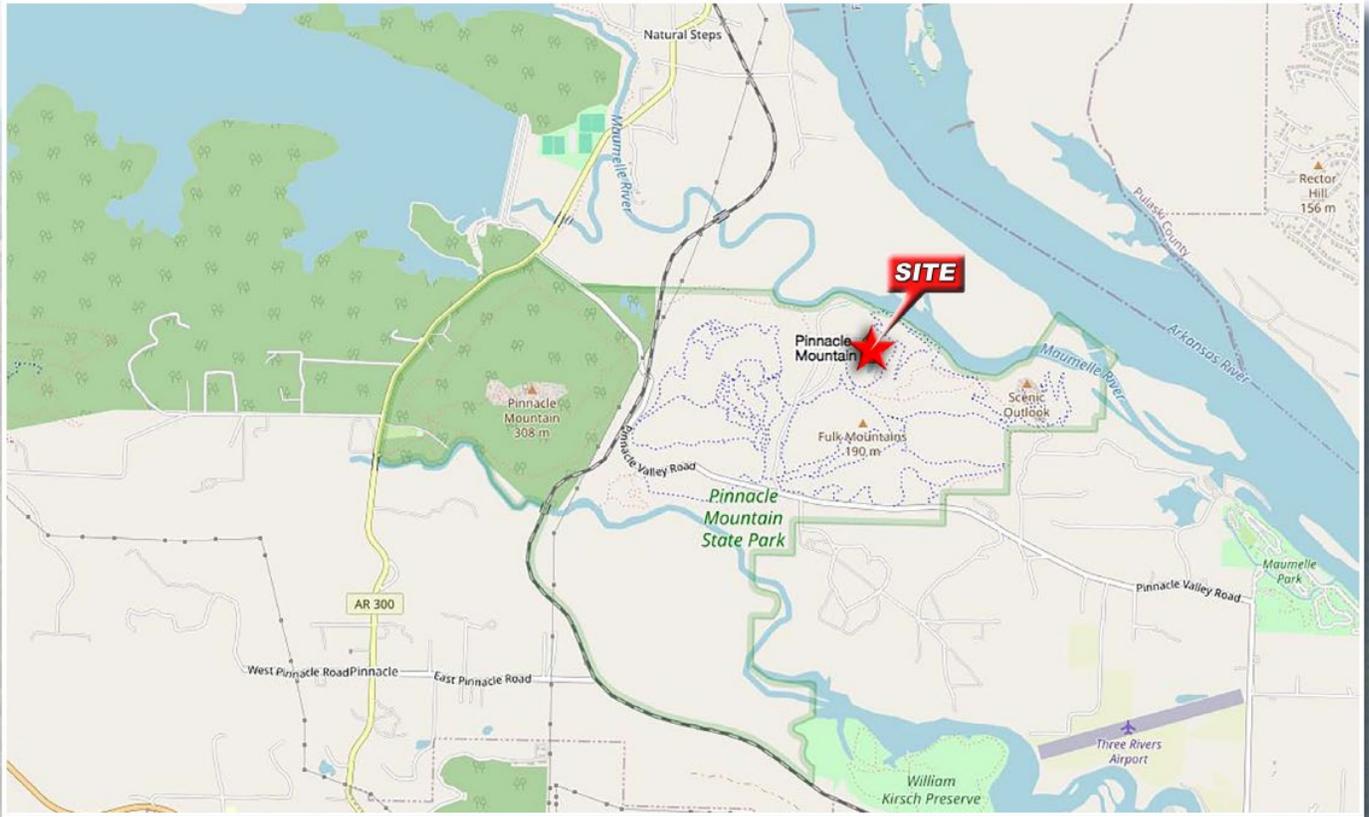
501.663.5400 | 2100 Riverdale Road, Suite 100, Little Rock, AR 72202 | HathawayGroup.com

Hathaway Group is the real estate broker exclusively representing the owner of the property described herein. Although the information included herein was obtained from sources deemed reliable, such information has not been verified and no representation is made as to its accuracy. All information herein is submitted subject to any errors, omissions, price changes, withdrawals without notice or other conditions, and to any special offering conditions imposed by Hathaway Group's client.

File # 5162



CONCESSION SPACE MAP



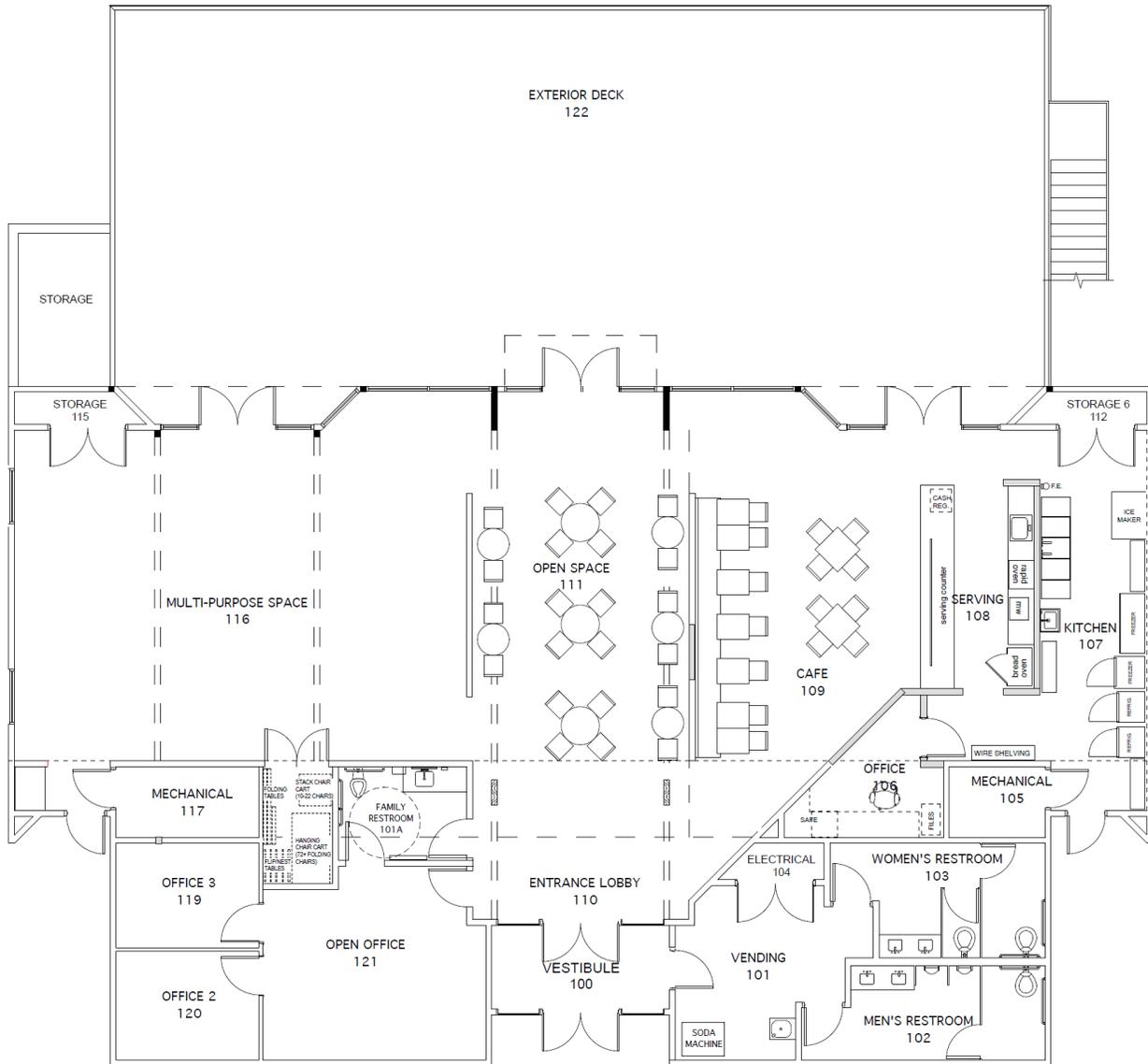
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EXHIBIT 'B' -

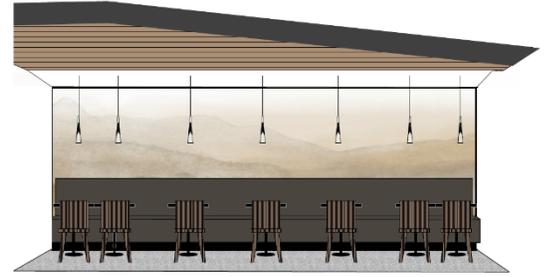
FLOOR PLAN AND RENDERINGS OF UPDATES TO BE MADE BY STATE PARKS



Above floor plan is a concept plan, and subject to refinement by Arkansas State Parks.



CAFE



CAFE



MULTI-PURPOSE



OPEN SPACE



CAFE