

# CONCESSION LEASE OPPORTUNITY

## Pinnacle Mountain State Park

Visitor Center

9600 Hwy 300, Roland, AR 72135



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 business proposals from a qualified, private enterprise to provide concession services in retail, food and beverage, or other suitable commercial activities to the public, within the concession space at the Pinnacle Mountain State Park Visitor 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.

Concession space and associated facilities are provided. Hours of operation, fees, and other Concession Lease Agreement terms and conditions are negotiable. All proposals meeting the criteria listed herein will be reviewed and evaluated for consideration.

### **3. CONCESSION SPACE AND FACILITIES**

- a. The concession space is located at the newly constructed Pinnacle Mountain State Park Visitor Center facility and includes approximately 342 square feet of conditioned finish space with a hand-washing sink, ice maker connection, electric service window, and lighting fixtures. Space may accommodate certain food service equipment (see Exhibit ‘A’ - Lease Area Layout and Exhibit ‘B’ – Lease Area Photos). Associated facilities include parking, restrooms, mechanical room, and janitorial closet with mop sink.
- b. The physical address is: 9600 Hwy 300, Roland, AR 72135 (see Exhibit ‘D’ – Location Map)
- c. The Concessionaire may implement personal property necessary to conduct operations, such as furniture and equipment used in business operations including, but not limited to professional appliances, food service equipment, and concession materials as well as janitorial supplies.

- 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

Sharon Allen, Administrative Specialist  
Arkansas Department of Parks, Heritage and Tourism  
State Parks Division  
Email: [Sharon.Allen@arkansas.gov](mailto:Sharon.Allen@arkansas.gov)  
Phone: (501)682-7743

#### 5. LEASE AGREEMENT TERM

- a. The term of the Concession 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, 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.
  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, and proposed Owner revenues may be a qualifying factor in the selection of the Concessionaire.
- D. Describe the proposed term (years/months) of the Concessionaire Lease Agreement. The Owner reserves the right to negotiate final lease terms based on proposals received.
- E. 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’ as your subject line to:

Sharon Allen, Administrative Specialist  
Arkansas Department of Parks, Heritage and Tourism  
State Parks Division  
1100 North St  
Little Rock, AR 72201  
Email: [Sharon.Allen@arkansas.gov](mailto:Sharon.Allen@arkansas.gov)

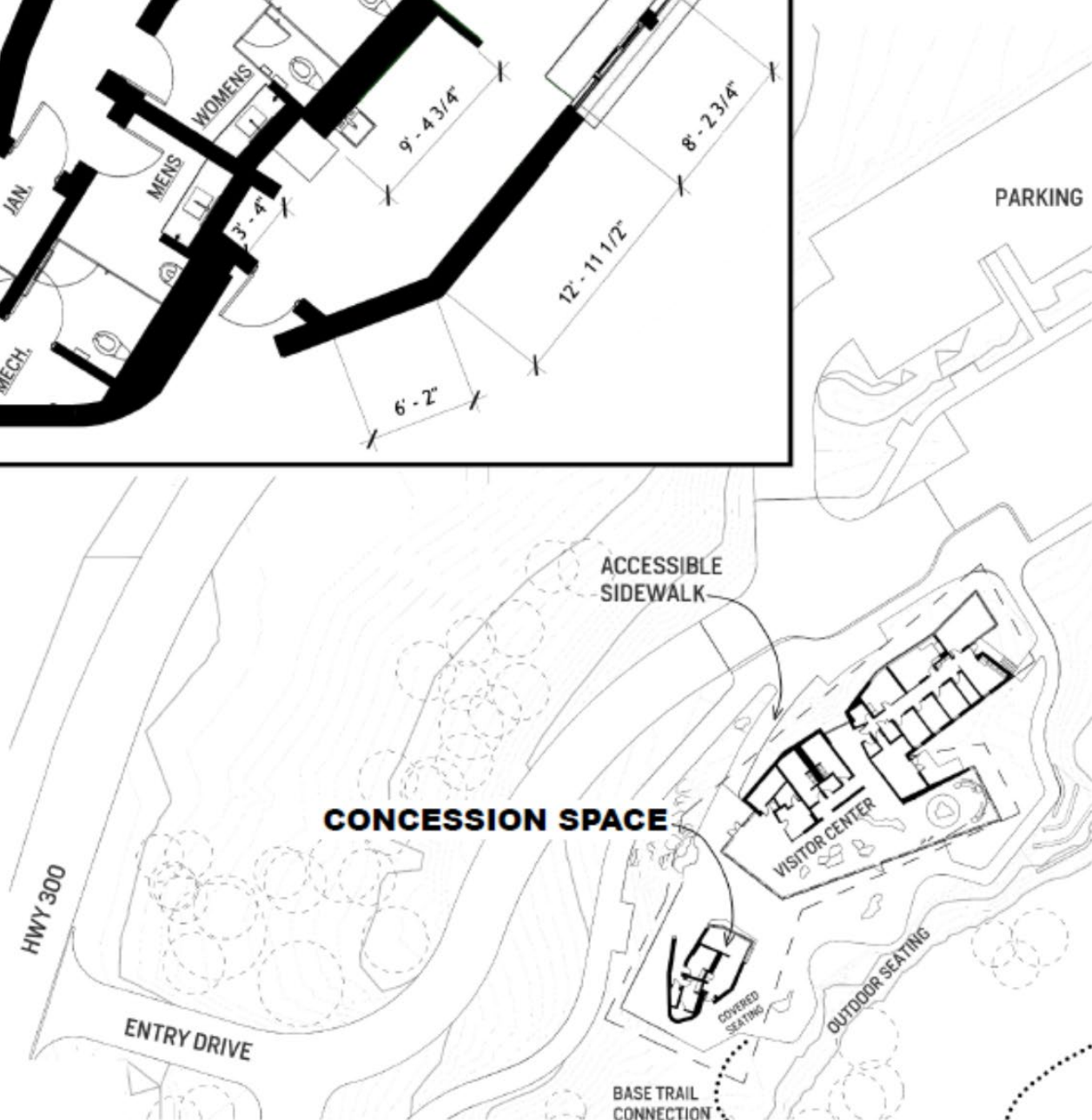
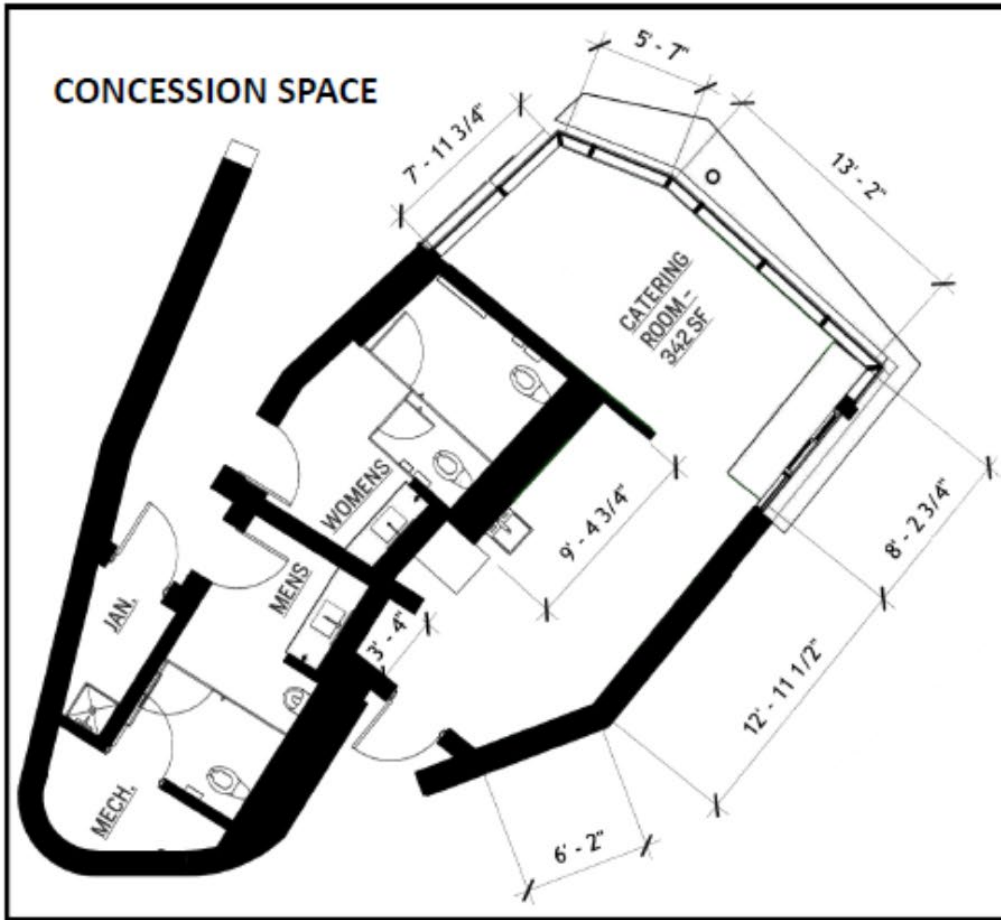
## 3. SELECTION PROCESS

- a. Initial review of concession proposals will be conducted on April 20, 2026. 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' – LEASE AREA LAYOUT



**EXHIBIT 'B' – LEASE AREA PHOTOS**



# EXHIBIT 'C' – NATURAL STATE INITIATIVE OPPORTUNITY ZONE



Arkansas Department of  
Parks, Heritage and Tourism  
Office of Outdoor Recreation

## NATURAL STATE INITIATIVE ECONOMIC OPPORTUNITY ZONES

Established in 2023, the Natural State Initiative (NSI) Economic Opportunity Zones were created to encourage private investment and enhance the visitor experience at four Arkansas State Parks. In conjunction with this initiative, the Arkansas Tourism Development Incentive Program was amended to provide increased sales and income tax credits for businesses that open or expand within these designated zones.



Each NSI Economic Opportunity Zone includes land within the park boundaries and an area extending one mile immediately outside the park perimeter. The four designated zones are Pinnacle Mountain State Park, Petit Jean State Park, Delta Heritage Trail State Park, and Queen Wilhelmina State Park. Qualifying projects may be located either on privately owned land as a private venture or on State Park property operated as a concessionaire, as long as they fall within the designated zone.

### SALES TAX CREDITS

- 15% in a low unemployment county
  - \$150,000 minimum investment
- 25% in a high unemployment county
  - \$50,000 minimum investment

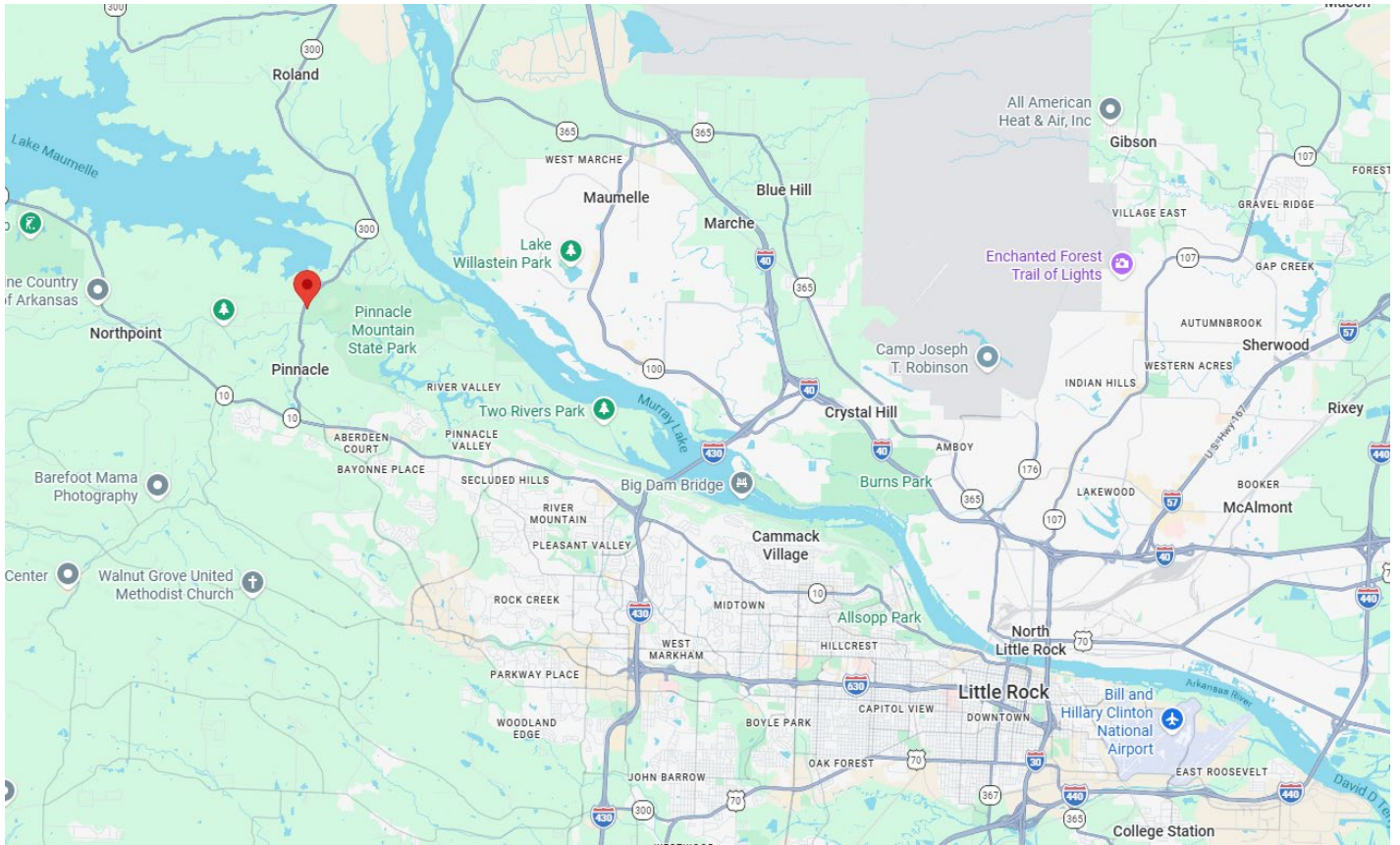
### INCOME TAX CREDITS

- 4% of the total payroll of new, full-time permanent employees
  - May be earned for a period of 5 years and carried forward for up to 9 years.
- Minimum payroll thresholds based upon the most current Arkansas Incentive Tier Map\*

*\*Can be found on Arkansas Economic Development Commission's website*

*Counties designated as high-unemployment for FY 2025: Ashley, Chicot, Izard, Jackson, Lafayette, Lee, Montgomery, Mississippi, Phillips, and St. Francis.*

## EXHIBIT 'D' – LOCATION MAP



**Pinnacle Mountain State Park Visitor Center | 9600 Hwy 300, Roland, AR 72135**