

California State Parks



Jim Luscutoff
Division Chief

Concessions, Reservations, and Fees

Innovative Partnership Workshop



CALIFORNIA STATE PARK SYSTEM

- 279 Units and Properties
- 1,564,237 Acres
- 1,633 Miles of Waterfront
- 17,772 Family Campsites
- 4,475 Miles of Trails
- 72 Million Visitors
- \$80 Million in System Revenue



What is a Concession?



Commercial activities which provide products or services that facilitate or enhance the park visitor's recreational or educational experience.

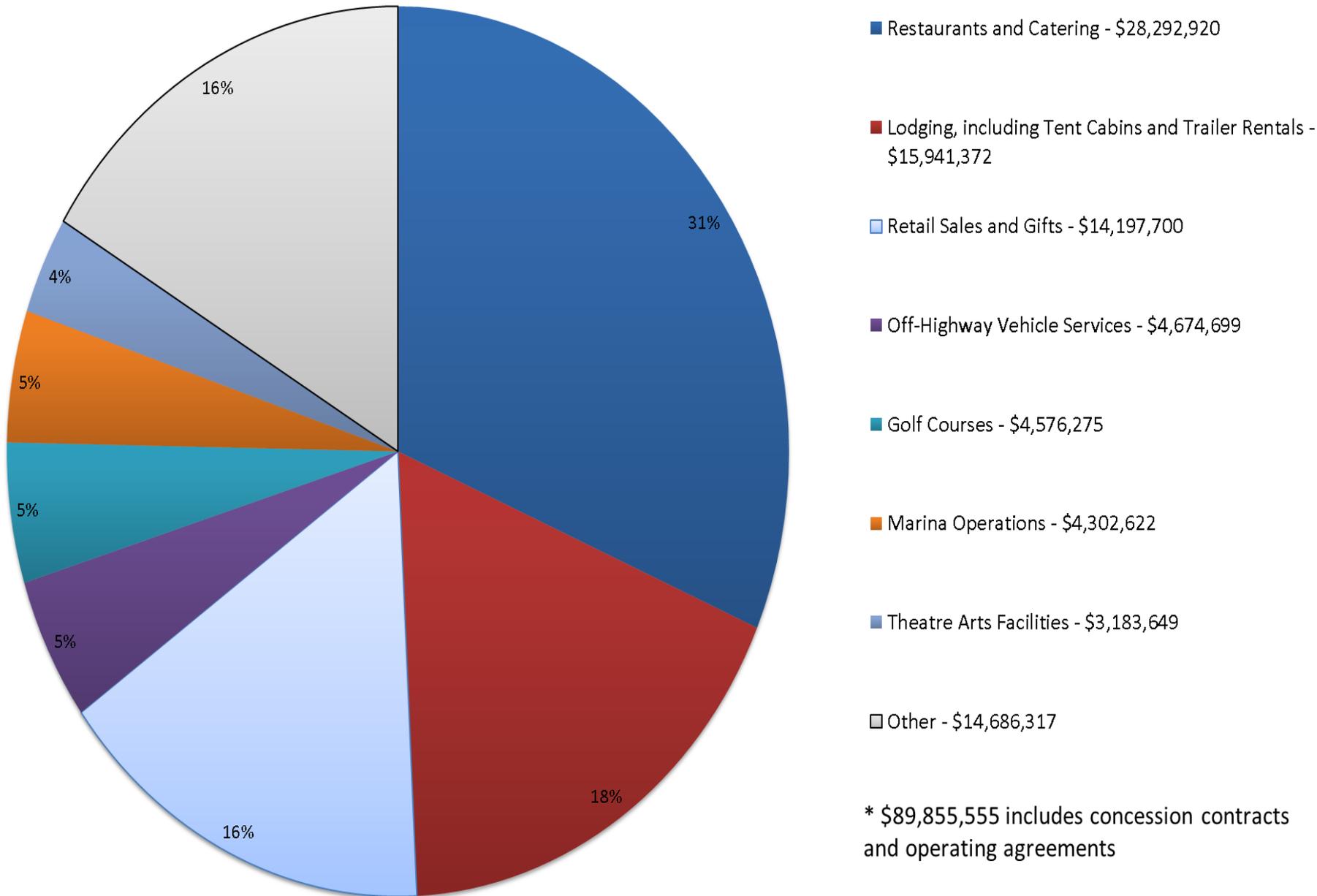
- Compatible with park unit classification and general plan.
- Terms typically 10-20 years; 30 for marinas and 50 for lodging development.
- Rent to State Parks.
- Generally subject to a competitive bid process.

CONCESSION STATS

- ❖ **190 Concession Contracts**
- ❖ **42 Concession Contracts exceeded \$500,000 in annual sales**
- ❖ **84 Negotiated Contracts**
- ❖ **Over \$12 million in CSP revenue**
- ❖ **Over \$2 million in facilities**



FY 09/10 SUMMARY BY TYPE OF OPERATION - Gross Receipts *



* \$89,855,555 includes concession contracts and operating agreements

Crystal Cove Beach Cottages



- 21 Historic Cottages
- 20-year contract that began 5/1/06
- Rent is \$50,000/year or 2.1% of gross
- \$890,210 for facility improvements
- Occupancy Rates 2010 96%
- Revenue 2010 \$912,148

Big Basin Tent Cabins



- 36 Tent Cabins
- 10-year contract that began 10/1/07
- Rent is \$5,000/month or 16.5% monthly gross receipts
- \$218,000 capital investment
- Occupancy Rates 2010 77%
- Revenue 2010 \$371,524

McArthur-Burney Falls Cabins



- 24 Cabins
- 20-year contract that began 6/1/04
- Rent is 14% of monthly gross receipts
- Occupancy Rates 2010 58%
- Revenue 2010 \$139,062

Wealthy Grower's Mansion



- **Term:** 50 years
- **Capital Outlay:** Minimum of \$3 million to construct a facility for overnight lodging
- **Minimum Annual Rent:** \$20,000 or 3% of Gross
- **RFP Proposals Due:** June 2011

Lake Oroville Marinas

Bidwell Canyon Marina



- **Term:** 30-year contract that began 12/1/09
- **Capital Outlay:** \$4.2 million in Capital Improvements
- **Minimum Annual Rent:** \$30,000 per year or 8.5% of the first \$1million, plus 10% of receipts over \$1million

Lake Oroville Marinas

Lime Saddle Marina



- **Term:** 30-year contract that began 11/1/07
- **Capital Outlay:** \$3.5 million in Capital Improvements
- **Minimum Annual Rent:** 3% of the first \$300,000 in receipts, plus 12% up to \$1.6 million and 15% over \$1.6 million

Cosmopolitan Hotel



- **Term:** Ten-year contract that began 6/1/05
- **Capital Outlay:** \$12.2 million in Capital Improvements
- **Minimum Annual Rent:** Rent is \$2 million/year or 8.5% of receipts up to \$18 million and 9% over \$18 million



Questions and Answers