

## Letter of Interest

### 4.2.1 A) Executive Summary

Chili Bar Park has been an underused asset to the community and visitors who come to raft the South Fork of the American River. It is a beautiful location that could provide a wonderful semi isolated camping experience that is relatively close to town and easy to access. With the right management, Chili Bar could become a world class destination.

My business concept is fairly simple and based off of my nearly 30 years of working with the river community. I would like to see the store remodeled and open as a small cafe that serves limited menu breakfast and lunches. It would provide readily available snacks and drinks, limited river rafting, fishing and camping supplies and a small gift shop. The front patio area could be a great location for outdoor dining with the possibility of acoustic live music in the afternoons. A great spot for visitors to gather and enjoy the river park.

The current house is under need of repair but with its ideal location would be an excellent candidate for an Air BnB or potentially a hostel that could attract river users and tourist to this area. There is a lack of hostels in this county, which prides itself on its rich history and tourism. Hostels are a great way for single visitors or small groups to meet other people. They are standard in all countries and provide a safe place for international travelers and out of state visitors to explore new areas. Chili Bar would be a great spot for such a business as it is the launching spot for many local rafting companies, and this could be offered to the guests on a daily basis in the Summer. There is also the attraction of nearby mountain biking in the Georgetown area and a shuttle service could be provided to add this to the offerings to guests

There is a lack of camping available for visitors along this wonderful stretch of river. We would like to develop the campsite to allow for R.V. use along side limited camping spot and yurts. By changing some of the R.V spots to traditional camping spots it would allow access to a larger portion of the river users who do not own R.V.s. I would like to see potentially 5 R.V. spots, 3 camping spots that could together be combined to become a large group camping spot, and 3 yurts that would allow for an extended seasonal use as well as handicap accessibility. The remaining trailer area could be demolished and repurposed to provide this need, and the existing cinder block building remodeled into ADA compliant restrooms and showers.

The campground would need some landscaping to create a beautiful space that people could enjoy.

Highway 193 is the main road to the many locals that travel from the Georgetown Divide to and from work. By providing a convenient spot to grab a snack and refreshments it could greatly add to the local communities. The Chili Bar park is a lovely spot and with these added features could become well loved by locals and visitors alike.

#### 4.2.2 Business Model Discussion

##### A) Products and services offered.

The defunct store building that is on the Chili Bar Park property would be an excellent location to add services desired by the large number of people that enjoy rafting and kayaking the South Fork American River throughout the spring to fall seasons. In the 1980's to early 1990's the store was a well loved entity that deserves to be brought back in an even better manner. It would be a perfect location to have a small bakery/ cafe that provided simple breakfast sandwiches, burritos, as well as fresh hot coffee, smoothies, and fresh juices. Deli sandwiches that could be taken on the river or enjoyed on site during the day would be very popular. Seeing that the location is called Chili Bar, bowls of chili would fit right into the menu. I also make a variety of hot sauces that could be available for tasting and purchase in the shop. The ability to provide local fruits grown in El Dorado County would be a great way to show the quality this county offers. With the abundant wineries and breweries it would be a fantastic location to serve beverages in the afternoon along with live acoustic music and could become a very popular family friendly location to rival anywhere around. People could enjoy food on the patio or go picnic style down by the river.

##### B) Recreational Services

The Chili Bar Park is in the perfect location to provide some needed recreational services. The current rules of the county would not allow for rentals of any type to be used on the river. This rule is in place as it is a Class III river run and requires advanced skills. We could offer to connect people interested in the river with various local business providers such as rafting companies and kayaking schools. Upstream of this park at Nugget Campground is a great location for beginner kayaking courses that we could potentially use and take out at the Chili Bar Park.

The fishing in the area can be fantastic and is a hidden gem. It would be possible to provide fly fishing services here and could be a fantastic location for beginner lessons. We could easily offer lessons and fishing equipment rentals or sales from the shop.

Gold panning could be a fun tourist attraction and a great introduction to Gold Country history. Chili Bar has a long history of mining and we could offer gold panning lessons, equipment sales, as well as history lessons of the area.

Hiking trails bring a lot of tourist and Trail work and stewardship could be a great opportunity to expand the small trails currently available in the area. Working with local property owners and the BLM, it would be great to connect the Widman Hill parcel, starting from a trail head on Highway 193 and descending toward the American River. We could potentially offer guided walks in this area as well as work on connecting other trails on BLM land.

##### C) Why we chose this business model

The store is in a great location for providing river users, tourist exploring the Georgetown Divide area, and locals traveling on Hwy 193 with a much needed service. There would be nothing like it between Placerville and Georgetown. It is well suited to the needs of campground as well. Having a cafe on site with good food would bring people to the area as well.

##### D) Operational Requirements

To make this goal and project achievable the property will require a lot of work to get it up to code. The store would require a small commercial kitchen, proper refrigeration, air conditioning and ADA compliant access and bathroom. The existing house would require appropriate remodeling, painting, electrical work and inspections and much more. The campground would

require new bathrooms and showers and the removal of some concrete to allow traditional camping and the building of yurts. All electrical would have to be redone, as well as a new septic system and water filtration and storage.

Parking would have to be figured out to allow guests access to the store without taking away from ARC usage. ADA compliment parking would have to be put in place as well.

#### E) Hours of Business

Rafting and river usage is connected to the seasons. The peak of use is between June and August peaking in mid July. The release of water for rafting depends on the rain we receive each year so every year will be different. We would like business hours and days to correspond with river usage and seasonal changes. To make the business profitable it would require shutting down in the off season. It would be appropriate to be open March to October. March to May would be weekend business, June through August could be potentially open 6 to 7 days a week. September through October we would be open on weekends Friday through Sunday Hours of operation ideally would be from 8am until 5pm.

#### F) Refreshments & Offerings

Since Chili Bar park is the main public raft Put-In, It is expected to be busy in the morning hours and in the afternoon when people return to pick up their vehicles.

In the morning, coffee, tea, smoothies, juices could be available. A cooler of to go drinks such as sodas, teas, and such would be available. We would like to offer easy breakfast items such as breakfast burritos, baked goods like muffins and bars, easy river snacks, and possibly pre made sandwiches. We would like to offer beer and wine in the afternoon hours along with small bites, such as nachos, chicken wings, soups, chilis, panini sandwiches, potentially pizza and barbecue.

I believe that quick breakfast items and breakfast drinks would work well in the morning, snacks and local beers and wines would be a big hit in the afternoons. Chili could be a great winner as it perfectly fits the name and place and is a great way to warm up.

### 4.2.3. Mgmt. Plan Discussion

#### A) Work Experience

For the last 15 years I have been running Marcos Cafe In Lotus. It is a very popular spot for locals and tourist to enjoy in the Summertime. I am in charge of all aspects of the business, including hiring staff, scheduling, ordering, training, creating the menu, running our social media, hiring live entertainment, dealing with customers, payroll, taxes, and all the rest. In the last 15 years the gross sales have increased every year except for 2020, which we struggled to survive. It is a difficult tasks to keep a small restaurant up and running and successful but to do it for 15 years beats 90% of the restaurants out there. I would like to continue running Marco's into the future if possible, and would hire a full time manager to oversee the business so that I could move forward on this new and exciting project.

#### B) Operations

I would be the chief operator of the Chili Bar Park, and take a hands on approach to running the business. I would like to have a spot for one employee to live on site to manage the campground, as well as do security and take care of all after hours operations. I would personally come up with a menu and adjust it to what is working. It is impossible to tell what will really be successful until you try. I am not afraid of failure or change and can easily manage the staff that would be required to make this project a success.

### C) Relationships

I feel I personally have a great relationship with the many communities and groups that are involved in this area. I began working as a raft guide in 1994 straight out of El Dorado High School and continue to do some raft guiding to this day. I then worked on the river as a photographer, before working as a whitewater kayak instructor for 5 years on the South Fork and many other rivers around the world. I then worked for El Dorado County Parks seasonally for 6 years for the River Patrol, where I directly dealt with many different agencies working in the county including working with the Sheriffs department, as well as B.L.M, ARC, Search and Rescue, the Highway Patrol, State Parks, river rafting outfitters and the guides. . This job gave me a very diverse amount of experience dealing with the public and private sectors that use the river and was involved in many rescue operations including body recoveries. I also worked as an outdoor educator for Coloma Outdoor School and have a good knowledge of local history, flora and fauna. With all of this added on to my 15 years of running Marcos Cafe I am very comfortable in communicating with people. I look forward to working with the river community, the County, and all the rest that would be involved in this project.

#### 4.2.4

##### Timeline

It would be preferable to get the project started as soon as possible as there are so many things that need to get done. The timeline is dependent on the amount of time it takes to get plans approved and moving forward with the County. The store needs to get remodeled and working refrigeration and a small commercial kitchen added inside, which would require passing inspections with the Environmental Health Mgmt. This would take at least 6 months to one year

Bathrooms remodeled and showers added all ADA compliant -6 months to one year

Camping area fixed, trailer removed, yurts added- 6 months to one year

The house would have to get remodeled, which includes inspections, electrical work, painting, possibly engineering and plans - 1 year to 18 months

Septic System completely replaced- 1 year

Water system repaired or replaced, including new holding tank and filtration system- 6 months to 1 year

All of the structures would need to be inspected and all brought up to code and ADA compliant and until this happens it is hard to nail down what really needs to get done but 2 years for the project is not unrealistic. It is possible to get the campground done as it would need the least amount of work, followed by the Store, and the last project would be the house. All of this would require working with architects, structural engineers, planning department, health department, and various trades. The Opportunities and Constraints Analysis done on Chili Bar in 2021 lists the extensive amount of work and some cost for assessing those very accurately. It is a good starting point and can be reviewed further if needed.

#### 4.2.5. Concept plan

##### A) Drawing rough plan

please see attachments 4.2.5 A.1 and A.2

##### B)Improvements

The interior of the store room is open and inviting.It would require the bathroom to be ADA compliant and would need new electrical work and a small commercial kitchen created. The floors would be redone and the walls painted. Air conditioning would be added to provide a

comfortable experience inside during our hot summers. The space is very usable and would make a lovely cafe/ retail spot that I envision all walks of life enjoying

The exterior is rustic and goes along with the history of the area. It will need some work but could remain intact. The patio area has great potential but would require to be smoothed out to be ADA compliant. Picnic tables and patio tables would be put in place along with proper lighting.

The house would need to be thoroughly inspected to see the amount of work needed to be done. With new paint, flooring, lighting, remodeled bathrooms and kitchen equipment it could be a very popular rental. I envision it as a gathering spot for groups and possibly rented out for weddings along with the campground, it could be an amazing new venue for a variety of events.

Outdoor storage could remain behind the shop and in the garage on the side of the house. An additional shed would be great to add to this area along with increased lighting and security fences. The entire area would require security cameras as the location is easily accessed along Hwy 193. I would like to have a housing unit for an employee placed near the outdoor storage area and this would also be near the entrance to the campground.

#### 4.2.6. Other issues

##### A) Challenges of Concessions

There are always challenges to starting a business from scratch and concessions stands. The first challenge is figuring out what the people would like to see put in this location. Even though we have ideas it doesn't mean the general public would agree. I would put out surveys to get a general idea of the needs and wants. The location is destined to be seasonal as it is a cold dark place in the winter and the river is barely used that time of year. This is also a major hurdle for any business to overcome. Fortunately I have 15 years of experience successfully running a seasonal business in this county. It requires being flexible and to adjust to the seasons. This includes properly staffing and efficiency at ordering goods. A menu that changes with the season and keeps the public interested. Lately added stresses include wildfires, smoke and power outages. To combat this we need to install a back up generator and potentially install solar panels but a Tesla power wall would be nice as well.

To overcome this issues to would be important to start small, not overstaff, and keep a minimum of perishable goods on hand. Be flexible and adjust to the changes

##### B)Key Factors

To make this concession a success to would require a great relationship with the potential customers and community. This is the most important thing, to be open and willing to accommodate the wants and needs of the people who will make or break the business.

Fortunately I live on the Georgetown Divide in Garden Valley and as the crow flies it is only 7 miles away from my home to Chili Bar. I am a part of this community, I am a husband, father, business owner, boss, and actively involved in making this place such a great place to live and visit. Being involved with the river since 1994, it is a major part of my life and reason why I stayed in El Dorado County. It is a majorly overlooked resource that draws people from all around the world. It is a fantastic river to gain skills and confidence. It is important that the concessioner has a good working relationship with the river community as well as the surrounding areas.

Food quality is key as well. The food and service must be consistent and high quality. The environment must be welcoming and comfortable, without this people will not return.

### C)Site Improvements

There are so many site improvements necessary to make this location a successful concessionaire. The first and foremost is bringing everything up to current code and ADA compliant. A commercial kitchen would need to be installed in place to be able to sell fresh cooked food and beverages. This is the only way to make this a viable operation that has a chance of long-term success. Without a commercial kitchen the location would be undesirable to sublease. The chances of a store alone succeeding in this location are low. The amount of current traffic to the area would not be sufficient to survive. Making the location a destination by providing needed services such as a small cafe with outdoor seating along with a beautiful small campground and short term rental unit would create the wanted outcome.

The campground needs to be comfortable and attractive. It should make people want to stay here. It will require good design and a good flow.

Attachment A – Respondent Information Form

Respondent Information

Respondent Name: Justin Boyd  
Physical Address: 5252 AKSARBEN WAY, GARDEN VALLEY, CA 95633  
Mailing Address: P.O. Box 845 Lotus, CA 95651  
Email: Marcoscafelotus@gmail.com Phone: 530-320-3143

Existing Business Information

Business Name: Marco's Cafe Year Established: 2007  
Business Location: 7221 Hwy 49 Lotus CA 95651  
Type (partnership, corporation, etc.): SOLE-PROPRIETOR Website: marcoscafelotus.com

By signing and submitting this Attachment A along with your response to this RFI you hereby certify that the following statements are true and correct:

Public Records Act – I/We acknowledge that the submittal and its contents are not considered proprietary, OR I/We have identified the following portions of our submittal in detail that I/we wish to declare as proprietary and/or confidential and have included detailed reasons, including specific exemptions allowed by the California Public Records Act/Government Code. (Respondents shall list the portions and reasons following this statement. Please note that all submittals may be considered public information. Subsequent to the closing date and time of this RFI, all or part of any submittal may be released to any person or firm who may request it. Therefore, Respondents may request in their Cover Letter if any portion of their submittal should be treated as proprietary and not released as public information (refer to Section 11, Public Records Act, of the RFI for additional information)).

Conflict of Interest – I/We warrant that no official or employee of the County has an interest, has been employed or retained to solicit or aid in the procuring of the resulting contract, nor that any such person will be employed in the performance of such contract without immediate divulgence of such fact to the County in writing.

Non-Collusion – I/We warrant that this offer is made without any previous understanding, agreement or connection with any person, firm, or corporation submitting a separate submittal for the same project and is in all respects fair, without outside control, collusion, fraud or otherwise illegal action.

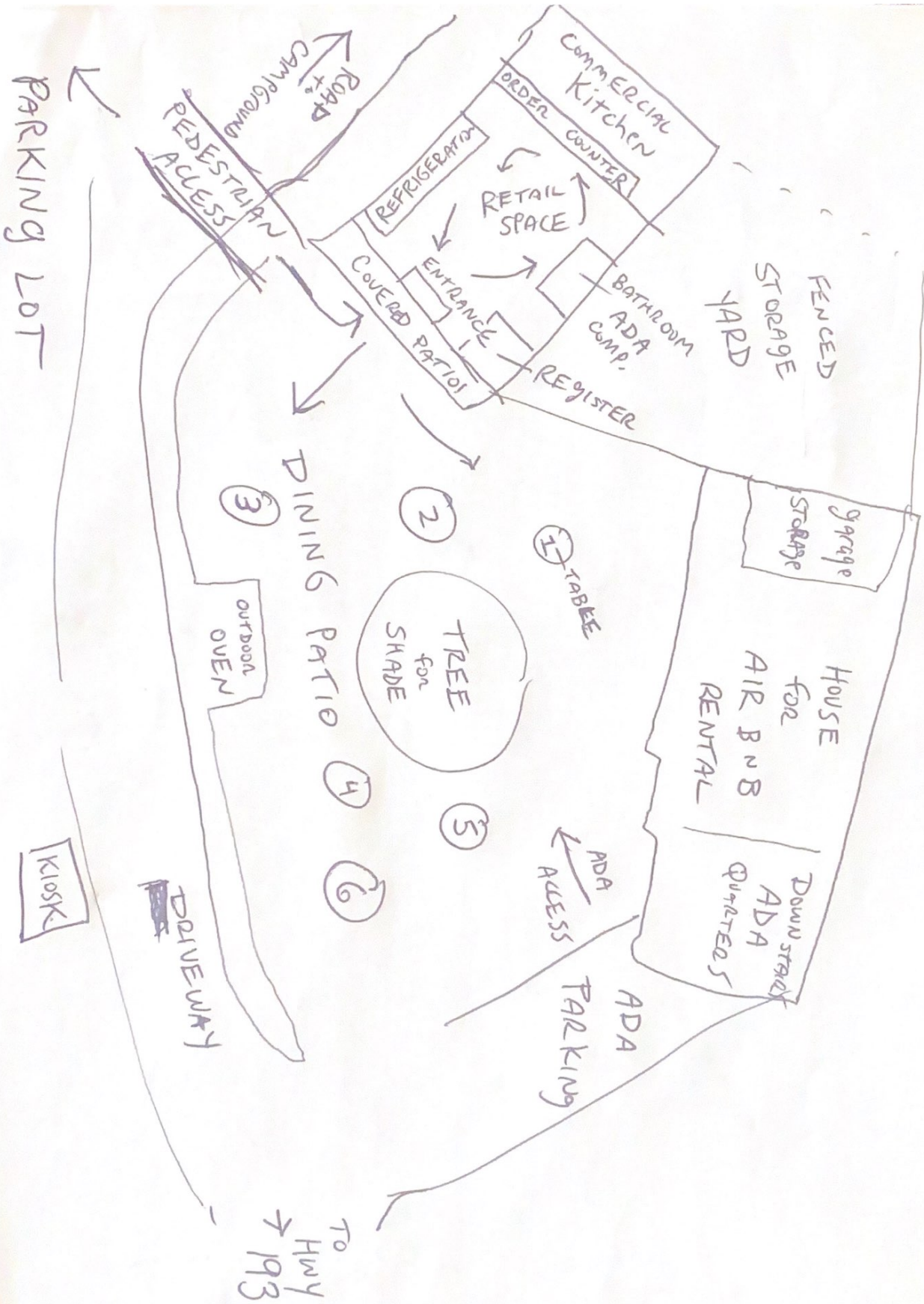
Debarment and Suspension Certification – Title 49, Code of Federal Regulations, Part 29 – Respondent certifies that, under penalty of perjury, except as noted, Respondent or any other person associated therewith in the capacity of owner, partner, director, officer, manager, including any proposed subconsultants:

- is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any Federal agency;
- has not been suspended, debarred, voluntarily excluded or determined ineligible by any Federal agency within the past three (3) years;
- does not have a proposed debarment pending; and
- has not been indicted, convicted, or had a civil judgment rendered against it by a court of competent jurisdiction in any matter involving fraud or official misconduct within the past three (3) years.

Any exceptions to the above are included in the Exceptions portion of our response, including to whom it applies, initiating agency, and dates of action. Note to Respondent: Exceptions will not necessarily result in denial of award but will be considered in determining the firm's responsibility. Providing false information may result in criminal prosecution or administrative sanctions. The above certifications are part of the Submittal.

Respondent Signature: Justin Boyd Date: 9.29.22

4.2.5 ATTACHMENT A-1 STORE AREA + PATIO





4.2.5 ATTACHMENT A.2- SITE MAP

