

**County of El Dorado  
Chief Administrative Office  
Procurement and Contracts Division**  
on behalf of the

**Chief Administrative Office – Parks Division**



**Request for Information (RFI)  
#23-961-014**

for

**Concessionaire at Chili Bar**

**Submittal Deadline:**

**October 7, 2022, not later than 3:00:00 PM (Pacific)**

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**1.0 INTRODUCTION**

The County of El Dorado (hereinafter referred to as County) is located in Northern California and is bordered by Sacramento, Placer, Amador and Alpine counties in California, and Douglas County, Nevada. The two (2) incorporated cities in the County are Placerville and South Lake Tahoe. The United States (US) Census estimates that, as of 2020, the population of the County is 194,940. The largest city in the County is South Lake Tahoe, a resort city located in the Sierra Nevada Mountains, with a reported US Census 2020 population of 22,487.

The County of El Dorado (hereinafter referred to as County) is soliciting this Request for Information (RFI) to gauge interest in and to solicit ideas on operating a new Recreational Vehicle (RV) Campground and refreshment concession building for operation at Chili Bar.

Chili Bar is a heavily used access point for the South Fork of the American River downstream of the Highway 193 Bridge and is approximately three and a half (3.5) miles from City of Placerville Main Street. The subject site is approximately sixteen (16) acres that includes an upper level for parking, structures, and the site of a previous mobile home park. The lower area of the property, located adjacent to the river, is operated for rafting and other river activities by the American River Conservancy (ARC) under the terms of a conservation easement and Management Agreement. A site map has been included with this RFI as Attachment B – Site Map.

This is the first part of a two-part process. The ideas and feedback received from this RFI would be incorporated into a Request for Proposals that would be used to select an operator and enter into a lease agreement for a future date. This RFI does not constitute a contract or an offer of employment and the County will not make any awards as the result of this RFI.

The following schedule for this RFI process is listed below for reference purposes and is subject to change:

RFI Issuance	September 12, 2022
Pre-Submittal Site Visit	September 19, 2022
Deadline for Final Questions	September 26, 2022
Answers Posted on or About	September 30, 2022
Due Date for Submissions	October 7, 2022

**Pre-Submittal Site Visit:** An optional Pre-Submittal Site Visit has been scheduled for September 19, 2022, beginning promptly at 10:00 am (Pacific) at 1669 Chili Bar Court, Placerville, CA 95667.

While attendance is not mandatory, interested Respondents are encouraged to attend, as written minutes and/or notes will not be available and this site visit will

not be recorded. The purpose of this site visit will be to offer interested Respondents a guided tour of the property and to clarify the contents of this RFI to prevent any misunderstanding.

In the event that it becomes necessary to revise any part of this RFI, written addenda will be issued and posted at:

<https://pbsystem.planetbids.com/portal/48157/portal-home> (“PlanetBids”).

Any amendment to this RFI is valid only if in writing and issued by the Chief Administrative Office, Procurement and Contracts Division. Verbal conversations or agreements with any officer, agent, or employee of the County that modify any terms or obligations of this RFI are invalid.

All interpretations or corrections, as well as any additional RFI provisions that the County may decide to include, will be made only as an official addendum that will be posted to PlanetBids and it shall be the Respondent’s responsibility to ensure they have received all addendums before submitting their response. Any addendum issued by the County shall become part of the RFI and shall be incorporated into the submittal.

County will not be bound by oral responses or inquires or written responses other than written addenda.

## 2.0 GOALS/OBJECTIVES

**The County is utilizing this two-part process to seek out an innovative business partner with experience and specialization in campground operations and services for visitors and river recreation users (hereinafter referred to as Operator).** Attention towards providing County residents and tourists access to the American River and revitalizing the area via new recreation activities is desired. Experienced campground and refreshment services operators, especially those with specialization in serving rafting, kayaking, and fishing enthusiasts are encouraged to respond to this RFI.

The County’s desired lease arrangement would include the upper terrace, which includes the old mobile home park and restroom/laundry facility (developed in 1963) for camping operations, the old store/concession area, the area to the north of the store where the original single-story residential structure was built in 1957, and outdoor and parking areas. The County would work with the future Operator to make improvements based on the future Operator’s specifications and business model, so early input is desired. The County would prefer to have a single Operator for both the store and the campground. The southern/lower portion of the site, Chili Bar Park, provides river access and is operated by ARC as part of a conservation easement and Management Agreement. This portion would not be operated by the future Operator but would be an asset as it provides public river access.

The County has budgeted funding for site clean-up, inspections for the state and operability of the septic and water availability, and to repair the existing building on site that operated as a store in the past. These efforts have begun and are anticipated to be completed by Fall 2023.

Additionally, the County has applied for grant funding through State Parks to implement plans for the redeveloped recreation area. There is also potential for the addition of a new restroom facility to be installed at the site. The likelihood of receiving additional grant funding is unknown, but any awarded funds could be used to make site improvements to the benefit of both the County and the Operator.

### 3.0 SITE INFORMATION

The subject area is located at Chili Bar, approximately three and a half (3.5) miles from the City of Placerville to the south and four (4) miles from the community of Kelsey to the North up the canyon. It is located west of Highway 193 and north of the South Fork of the American River adjacent to several residences and open space owned and managed by the Bureau of Land Management. The area is bounded on the south by White Water Drive and on the north by Chili Bar Lane, both private roads. It includes portions of Assessor's Parcel Numbers (APNs) 089-180-39 and 089-180-33, which are zoned as Open Space (OS) and One-acre Residential (R1A). Existing land use surrounding Chili Bar is predominantly low-density rural residential properties. East of Highway 193 is the Chili Bar Slate mine and another river put-in used primarily for commercial rafting. A bed and breakfast, the River Rock Inn, was formerly located west of the area at the end of White Water Lane but is not currently in operation.



*Figure 1 Old Aerial Photo of Chili Bar depicting Mobile Home Residences*

The subject area consists of a vacant store building, residence, small parking area, and the entire area to the west, which was a mobile home park. This area is located outside of the 100-year floodplain with the exception of the bottom of the slope connecting to the lower terrace. Near the entrance, to the North, lies a small parking area, patio area with a stone structure, and the old store building, which was previously used as a photography studio and general store. The store was last actively used approximately thirty years ago in the 1990s. The store will be renovated by the County to allow for use by the Operator for refreshment or other services. The original single-story structure residence was built in 1957. A two-story addition was added to the residence in 1980. The house is currently in poor condition, and could be repaired, remodeled, or demolished depending on the use of the area.

The mobile home park was developed in 1963. Sixteen concrete pads remain due to the removal of the old mobile homes, and one trailer remains to the far west of the area. The exact layout and composition of campsites would be determined by the Operator but could accommodate approximately nine RV campsites. Existing utility hook-ups to the campsites will likely be retained and modified as needed to serve the new campground. The existing mobile home will be demolished and removed, and this area could be used as a gathering space or for some other purpose. The mobile home area also contains a cinder block building that was previously used as a restroom and laundry facility. The existing restroom could be renovated to provide a public restroom, laundry facilities, etc. A steep stairway down from the upper terrace leads to White Water Lane to the south and to Chili Bar Park and river access.



*Figure 2 Mobile Home Concrete Pads, looking South*



*Figure 3 Mobile Home Concrete Pads, with Restroom/Laundry and Remaining Mobile Home in Background*



*Figure 4 Restroom/Laundry Building*



*Figure 5 Store Building, looking West*



*Figure 6 Residential Building, looking West*



The subject area of Chili Bar provides opportunities for development of additional recreational, commercial, or residential uses. Although structures and infrastructure are in deteriorated condition, much of the site is suitable for renovation. Electricity and potable water are available on the property. The proximity to the American River through the Chili Bar River Access located on the lower terrace is the primary existing recreational opportunity and supports rafting, fishing, birding, and other nature watching and enjoyment activities. Nearby public trails are not directly accessible from the property but provide a potential opportunity for recreation if access became available. Both continued river access and trail access would be compatible with day-use or overnight facilities on the upper terrace.

To the south of the subject area is Chili Bar Park, which is managed by ARC under a conservation easement and Management Agreement. The Park provides access to the American River via a shared driveway and a gravel loop road, which allows for river kayak and raft launch. Chili Bar Park is popular all year round for its river access, especially in the hotter months. The Park also features a lawn area with benches for viewing the American River, parking area, informational kiosk, bike racks, trash receptacles, interpretive signs, and portable restroom facilities. At the entry to the Park lies a large gravel parking lot, which is not part of the conservation easement. Currently, ARC leases this parking lot from the County for use by visitors. The parking lot also houses the ARC entry fee and informational kiosk.



*Figure 7 Kiosk and Upper Parking Lot view from Entrance*

The County Board of Supervisors has directed the exploration of the subject area to be used as a camper/RV camping site. All details for this new use of the site are to be determined, and ideas for the operation and management of the area are

needed as a starting point. The exact layout and composition of campsites would be determined by the Operator, but could accommodate approximately nine campsites. The existing mobile home will be demolished and removed. The store will be renovated to allow for use by the Operator. The house could be renovated to become the camp steward residence and possible rental use for overnight stays. Alternately, the residence could be demolished and a trailer pad provided for camp stewards to provide their own residence. To provide accessible access to the store front, the patio could be expanded to stretch from the store to the residence.

#### **4.0 SUBMITTAL REQUIREMENTS**

Each response to this RFI shall include the information described in this section. Failure to include all of the elements specified may be cause for rejection. Additional information may be provided, but should be succinct and relevant to the goals of this RFI.

All submittals shall contain the following elements, and in the order given:

**4.1** A completed and signed Attachment A – Respondent Information Form.

#### **4.2 LETTER OF INTEREST**

The following is a list of information to be included in a Letter of Interest submittal for the County to gauge interest in the opportunity and assist in refining the vision for the project based on feedback from Letters of Interest.

##### **4.2.1 Executive Summary:**

- a) Should not exceed two pages. Please provide a description of the business concept and how your business could enhance Chili Bar.

##### **4.2.2 Business Model Discussion:**

- a) What products and services could be sold/offered that would support a successful concessionaire operation at this site?
- b) Given the access and location on the American River, what recreation services could your business offer (rentals, gear, lessons, etc.)?
- c) Why would you choose this type of business for this location/setting?
- d) What operational requirements would you have?
- e) What do you think would be optimal days and hours of business operation for this site?
- f) Would you include refreshments/offerings at concession building? If so what refreshments/offerings do you think would be successful?

#### **4.2.3 Management Plan Discussion:**

- a) History of experience as a business owner, including past businesses owned, years of operation for each business, and reason why any past businesses closed.
- b) Explain, in brief, how you would manage operations and services.
- c) Describe your relationship with the community, if any, and how you would engage with patrons, ARC, and the County.

#### **4.2.4 Estimated Timeline for Operations:**

Provide an estimated time needed to get the site prepared and fully operational. What, if any, improvements would need to be made to the site, and what other arrangements would need to be in place prior to operation?

#### **4.2.5 Concept Plan**

- a) Provide rough drawing showing existing building locations, use of each site area/building, and proposed traffic flow on grounds and inside facilities.
- b) Describe any ideas for improving the inside and outside of the building(s); indoor space/office space, concession area, and any outdoor storage requirements.

#### **4.2.6 Other Issues**

The County is interested in understanding other issues that should be considered as part of this process. Please provide any comments/guidance you believe would be useful to the County regarding this process and opportunity, for instance:

- a) Are there particular challenges to this type of concession, and what are your recommendations for overcoming those challenges?
- b) What do you believe are the key factors that determine success for this concession?
- c) Are there site improvements that would be necessary or helpful in establishing the operation as a concessionaire or that would make the proposition to sublease the refreshments concession?

## 5.0 RESPONDENT QUESTIONS

- 5.1 Questions regarding this RFI must be submitted in writing by email or U.S. mail to the Procurement and Contracts Office, or using the PlanetBids website, and must be received no later than 5:00:00 p.m. (Pacific) on **September 26, 2022**.
- 5.2 All emails must have “**RFI #23-961-014 – QUESTION**” as their subject, and all envelopes or containers must be clearly marked “**RFI #23-961-014 – QUESTION**” for convenience purposes. Emails, envelopes, and/or containers not clearly labeled may be overlooked and not responded to.
- 5.3 Questions will **not** be accepted by telephone, facsimile (fax), or orally.
- 5.4 The County reserves the right to decline a response to any question if, in County’s assessment, the information cannot be obtained and shared with all potential organizations in a timely manner.
- 5.5 A summary of the questions submitted, including responses deemed relevant and appropriate by County, will be posted to the PlanetBids website on or about **September 30, 2022**. Any addenda to this RFI is valid only if in writing and issued by the County Procurement and Contracts Division.
- 5.6 All inquiries shall be submitted by email to: [jon.manning@edcgov.us](mailto:jon.manning@edcgov.us) or by U.S. Mail to:

County of El Dorado  
Procurement and Contracts  
330 Fair Lane  
Placerville, California 95667  
RFI #23-961-014 – Question

- 5.7 Respondents are cautioned that they are not to rely upon any oral statements that they may have obtained. Respondents shall direct all inquiries to the contact above and shall not contact the requesting department directly regarding any matter related to this RFI. Information provided by persons other than Procurement and Contracts staff may be invalid and responses which are submitted in accordance with such information may be declared non-responsive.

## 6.0 SUBMITTAL INSTRUCTIONS

- 6.1 Respondents are strongly encouraged to submit their responses online to assure a complete and timely response. To respond online firms must register with the County’s online bidding system, PlanetBids, at <https://pbsystem.planetbids.com/portal/48157/portal-home>. Respondents are cautioned that the timing of their online submission is based on when

the submittal is RECEIVED by PlanetBids, not when a submittal is initiated by a Respondent. Online submittal transmissions can be delayed in an “Internet Traffic Jam” due to file transfer size, transmission speed, etc. For these reasons, the County recommends that Respondents allow sufficient time to upload their response and attachment(s) (if applicable) and to resolve any issues that may arise. The closing date and time shall be governed by the PlanetBids’ web clock, which does not allow submittals after the closing date and time. PlanetBids will send a confirmation email to the Respondent advising that their online submission (eBid) was submitted. If you do not receive a confirmation email you are advised to contact the PlanetBids Support team by phone (818-992-1771 Monday through Friday between 7 a.m. and 5 p.m. Pacific, excluding statutory U.S. holidays) or by submitting a Support Ticket (visit: <https://solutions.planetbids.com/support/> to complete and submit the ticket form).

- 6.2** Respondents that decide to submit a hard-copy response do so at their own risk. All hard-copy submittals must include all of the same information required for online submittals. Incomplete submittals will be rejected as non-responsive. Respondents shall submit one (1) original copy and one (1) electronic copy of your submittal in PDF format on a flash/USB drive. All hard-copy submittals shall be submitted in a sealed envelope or container and clearly marked with the RFI number, title, and closing date and time noted on the outside of the parcel.
- 6.3** It is the sole responsibility of the Respondent to ensure that the submittal is received in the Procurement & Contracts Division prior to the RFI submittal deadline. All responses must be submitted not later than the date and time posted on PlanetBids. Hard-copy responses shall be submitted ONLY to:

County of El Dorado  
Procurement and Contracts Division  
330 Fair Lane  
Placerville, CA 95667

- 6.4** The County shall not be responsible for submittals delivered to a person or location other than specified herein. Submittals submitted to a location other than the above will not be considered duly delivered or timely. The County shall not be responsible for rerouting submittals delivered to a person or location other than that specified above.
- 6.5** Faxed or emailed submittals will not be accepted.
- 6.6** Late submittals will not be accepted or considered.

- 6.7 All submittals, whether selected or rejected, shall become the property of the County and shall not be returned.
- 6.8 The County reserves the right to waive minor defects and/or irregularities in submittals, and shall be the sole judge of the materiality of any such defect or irregularity.
- 6.9 All costs associated with submittal preparation and submission, including any interviews conducted at the sole discretion of the County, shall be borne by the Respondent.
- 6.10 Any hard-copy submittal received prior to the date and time specified for receipt of submittals may be withdrawn or modified by written request of the Respondent. Requests for modification must be received in writing, and in the same number of copies as the original submittal, prior to the date and time specified above for receipt of submittals.

## **7.0 EL DORADO COUNTY WEBSITE REQUIREMENTS**

It is the Respondent's responsibility to monitor the PlanetBids website for possible addenda to this RFI to inform him/herself of the most current specifications, terms, and conditions, and to submit his/her submittal in accordance with original RFI requirements and all required addenda. All available RFIs and related addenda can be found at:

<https://pbsystem.planetbids.com/portal/48157/portal-home>

Failure of Respondent to obtain this information shall not relieve him/her of the requirements contained therein. Those Respondents not acknowledging and returning Addenda as required will not be considered and will be rejected as "non-responsive."

## **8.0 REJECTION OF SUBMITTALS**

Respondents interested in being considered must submit a submittal in compliance with this RFI. Failure to meet the minimum requirements of the RFI shall be cause for rejection of the submittal. The County reserves the right to reject any or all submittals.

The County may reject a submittal if it is conditional, incomplete, contains irregularities, or reflects inordinately high cost rates.

## **9.0 COUNTY'S RIGHTS**

The County reserves the right to:

1. Request clarification of any submitted information.

2. Waive any irregularity or immaterial deviation in any submittal.
3. Cancel this process at any time.
4. Amend this process at any time.

Waiver of an immaterial deviation shall in no way modify the RFI documents.

## **10.0 CONFLICT OF INTEREST**

Respondents warrant and covenant that no official or employee of the County, or any business entity in which an official of the County has an interest, has been employed or retained to solicit or aid in the procuring of an agreement, nor that any such person will be employed in the performance of such agreement without immediate divulgence of such fact to the County. Submittals shall contain a statement to the effect that the Respondent is not currently committed to another project that would constitute a conflicting interest with the project described in this RFI.

## **11.0 PUBLIC RECORDS ACT**

Pursuant to the California Public Records Act, the County may be required to produce records of this transaction, upon third party request, subject to various statutory exemptions. Please indicate what exemptions may apply to the information you submit (such as a 'proprietary information' exemption – refer to Section 4.1 for submittal instructions).

In the event of a request for such information, the County will make best efforts to provide notice to Proposer prior to such disclosure. If Proposer contends that any documents are exempt from the CPRA and wishes to prevent disclosure, it is required to obtain a protective order, injunctive relief or other appropriate remedy from a court of law in El Dorado County before the County's deadline for responding to the CPRA request. If Proposer fails to obtain such remedy within County's deadline for responding to the CPRA request, County may disclose the requested information. The County shall not in any way be liable or responsible for the disclosure of any such records.

Proposer further agrees that it shall defend, indemnify and hold County harmless against any claim, action or litigation (including but not limited to all judgments, costs, fees, and attorney's fees) that may result from denial by County of a CPRA request for information arising from any representation, or any action (or inaction), by the Proposer.

## **12.0 BUSINESS LICENSE REQUIREMENT**

It is unlawful for any person to furnish supplies or services, or transact any kind of business in the unincorporated territory of El Dorado County without possessing a

County business license unless exempt under County Code Section 5.08.070. Contact the Tax Collector's Office at 360 Fair Lane, Placerville, CA 95667, or phone (530) 621-5800, for further information.

It is not a requirement to possess a County business license at the time of submittal.

**THANK YOU FOR YOUR INTEREST AND PARTICIPATION!**



## Attachment A – Respondent Information Form

### Respondent Information

Respondent Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### Existing Business Information

Business Name: \_\_\_\_\_ Year Established: \_\_\_\_\_

Business Location: \_\_\_\_\_

Type (partnership, corporation, etc.): \_\_\_\_\_ Website: \_\_\_\_\_

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:

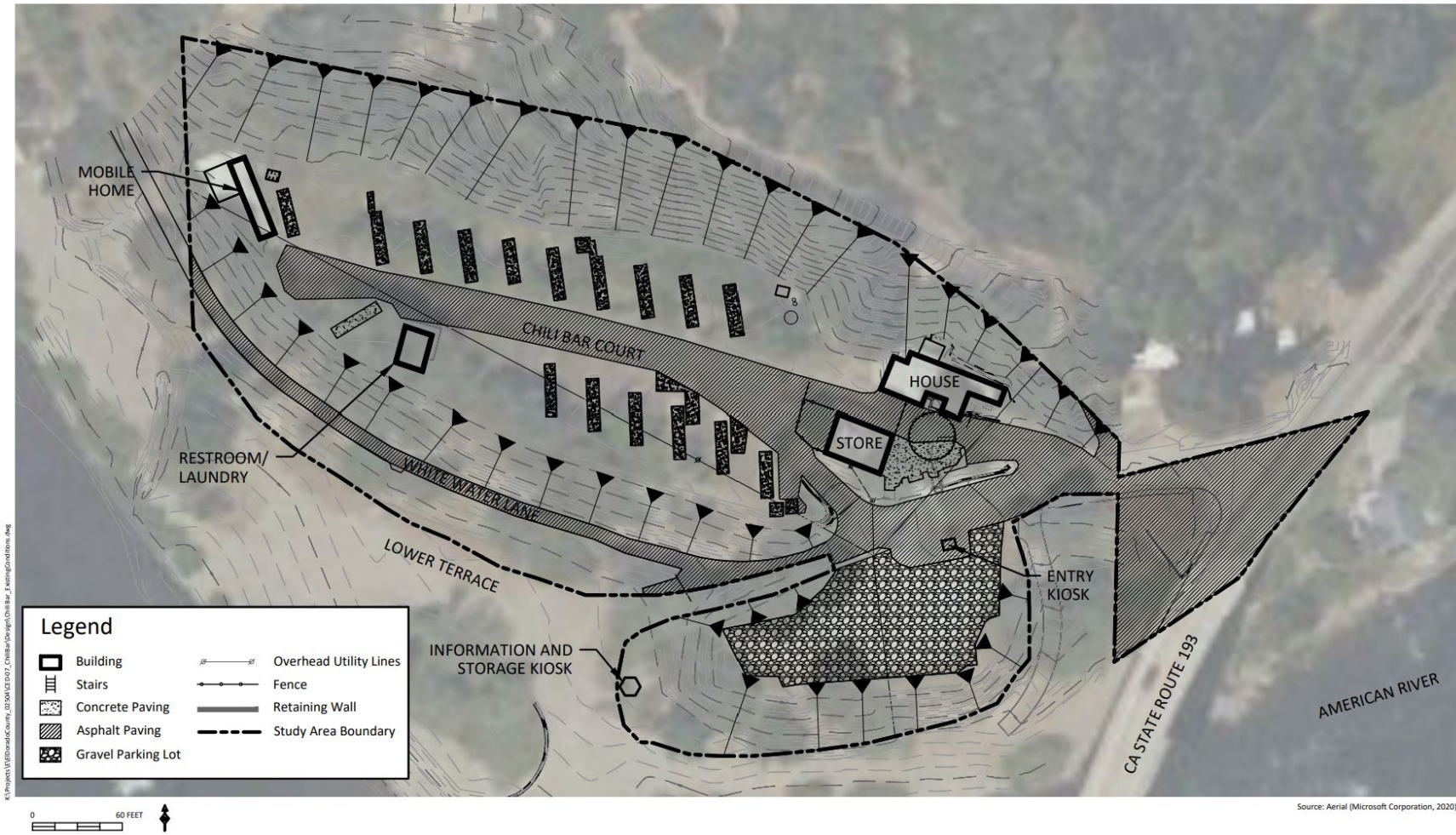
- is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any Federal agency;
- has not been suspended, debarred, voluntarily excluded or determined ineligible by any Federal agency within the past three (3) years;
- does not have a proposed debarment pending; 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:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# Attachment B – Site Map

Chili Bar Park



Source: Aerial (Microsoft Corporation, 2020).