

# LETTER OF INTEREST

Concessionaire at Chili Bar RFI #23-961-014

InTent Camping Consulting

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## **EXECUTIVE SUMMARY (4.2.1)**

El Dorado County, most specifically on the Western Slope, is filled with great activities for all ages and is accessible to the millions of California tourists seeking our State's rich cultural and natural tourist attractions. El Dorado County has an opportunity to reinvigorate Chili Bar while reinventing the outdoor experience for locals and visitors. This project comes at an especially opportune time when outdoor recreation and local camping vacations show a resurgence in California. Chili Bar is iconic in the hearts and minds of residents and river enthusiasts who drive hours to enjoy what the American River offers. Chili Bar deserves to have its natural beauty enhanced through a restoration demonstrating our community's pride in its historical significance and, most importantly, the need for ecological conservation.

Our objective is to create an experience that supports a balance between the values of ecological conservation and El Dorado County's rural charm, leaving a lasting positive impression and legacy for residents, visitors, and business owners that depend on tourism. We aim to evoke a sense of pride in the community and forge partnerships and collaborations with local businesses, thus stimulating and strengthening our local economy and advocacy for Chili Bar. This concept demonstrates a keen awareness and understanding of wildfire risk, the abuse of public lands, and large crowds in open spaces like those seen at the Auburn confluence. This concept considers the negative impacts inflicted on other communities and how to mitigate and control nuisances for our community's betterment with a long-lasting positive impact through this operation.

Operating a resort and spa at this site will enhance Chili Bar in the following ways:

The resort accommodations will be fully furnished with non-permanent tent structures in contrast to RVs and trailers. Tent accommodations are more accessible to a broader demographic and provide easy access to enjoy the outdoors without needing to spend thousands of dollars on special vehicles and equipment. The tents are also low-impact without generators and large-vehicle noise pollution.

The spa serves visitors and residents, offering self-care services to El Dorado County. The overall ambiance of the property will foster a peaceful and tranquil setting being mindful of other guest experiences, neighbors, and wildlife.

The retail store provides the community with a space for local products to be sold and local artisans showcased. Chili Bar's store can be a retail satellite site for local retailers such as Apple Hill's products or other producers that may not have a storefront.

A consistent presence at Chili Bar provides security and discourages unwanted and unmonitored illegal activity.

Commerce supports conservation. Strategic partnerships with local businesses stimulate a successful operation at Chili Bar, increasing funding for American River Conservancy's benefit.

As residents of El Dorado County, we are an asset to the neighbors bordering Chili Bar. Our experience living upstream provides a unique perspective that values safety, security, and maintaining the charm of Chili Bar. We understand what makes El Dorado County unique and appealing and aim to stay on-brand.

We welcome you to consider the Chili Bar River Resort & Spa, a business concept that we hope will evoke pride and excitement from all El Dorado residents.

## CHILI BAR

## **BUSINESS MODEL DISCUSSION (4.2.2)**

A. What products and services could be sold/offered that would support a successful concessionaire operation at this site?

### UPSCALE CAMPING EXPERIENCES

The Chili Bar River Resort & Spa is an upscale camping experience with fully furnished accommodations hosted in non-permanent tents on platform decks placed in the former mobile home park on Chili Bar Court. Individual tent sites will have showers and flushing toilets elevating the camping experience. Gas BBQs are used for a communal outdoor kitchen, prohibiting charcoal or wood burning and lowering wildfire risk. Hosted campground activities, such as a S'more Buffett and Hot Cocoa Bar, provide the guest with an innovative camping experience. Interpretive tours and demonstrations can increase the awareness of the work and advocacy done by the American River Conservancy. This operation is an excellent opportunity to teach visitors about the history, ecology, and conservation efforts at Chili Bar.









#### WELLNESS DAY SPA SERVICES

El Dorado County lacks a true upscale day spa. The residence at Chili Bar is a setting that provides a perfect tranquil space for relaxation and rejuvenation. Spa services and skincare products can be sold to local residents and tourists while creating an opportunity for local holistic therapists to work in an exciting new space close to home. This concept is long overdue for El Dorado County and can serve as a business model to replicate across the region. As the camping accommodation offers tourists an opportunity to disconnect from the urban setting, this spa offers relaxation in a premium-style hideaway with 5-star amenities at an affordable price.



#### **RETAIL CONSUMER GOODS**

The retail store serves as a local stop for residents, a supply store for campers, and a gift shop to purchase locally sourced products made in El Dorado County (and surrounding) businesses. Locally inspired apparel and merchandise with branded text are available for souvenirs for tourists or neighbors with great pride in where they live. Hats, beanies, hoodies, and blankets can also be sold for those needing an extra layer for bundling up.

Camping supplies and gear can be sold and rented for individuals staying onsite or setting camp in a nearby dispersed site. This store showcases the latest trending products on the market and staple items which will be a great local version of an REI or Any Mountain retail store.

Packaged foods and snacks, which can be made into charcuterie boards by picnicking day-use visitors and campers, will be sold without the need for a kitchen or food handlers. Products from nearby farms (Apple Hill) can be showcased in support of local businesses.

Ice sold at this location provides campers and day-use visitors with a valuable resource to keep their food fresh and beverages cold. Assorted drinks, kombucha, water, and coffee sold from the fridge provide visitors and passing traffic an opportunity to purchase something onsite instead of driving to Placerville, Georgetown, or Garden Valley.



#### VENUE FOR EVENTS

Community events invite residents to enjoy and experience the resort without booking a spa appointment or staying at the campground. Farmers' Market events provide a new setting for local artisans and farmers to market their products to visitors and residents.

Art & Wine Nights showcase the growing number of local artists, wineries, and microbreweries operating in El Dorado County. Since Chili Bar is one of the limited river access points with a park in the area, it is the ideal place to showcase the most exquisite art, wine, and brews of our region.

Pop Up Restaurants and al fresco dining (outdoor dining) has become the latest trend to combine culinary experiences with unique, unexpected locations. Chili Bar has everything needed to host unique experiences featuring local chefs and their food-to-table interpretation for dinner guests. This event can be easily paired with a campground accommodation and open to the public.

El Dorado County has many nonprofit organizations that will benefit from using the space to raise awareness and donations for their organization's needs. Chili Bar provides an exciting and convenient venue for attendees to support local organizations. As an added benefit, all activity also supports the American River Conservancy.

B. Given the access and location on the American River, what recreation services could your business offer (rentals, gear, lessons, etc.)?

Water-centric recreation services are provided through partnerships with established river operators. Our operation aims to rely on the legacy river operators and their experience in river recreation. Working directly with these operators will ensure success and customer satisfaction.

Equipment rentals will also be done in coordination with these established river operators. Day use rentals will be available for those that want to enjoy the river at Chili Bar. River recreation and beach use will be a major part of the Chili Bar experience.

Land Based activities will also be offered to cater to a broader audience that prefers to stay dry. Local artists, teachers, business owners, and experts can offer courses such as; arts and crafts, charcuterie board making, wine tasting, or even seminars for emergency preparedness and home hardening for wildfire can also be conducted for the public.



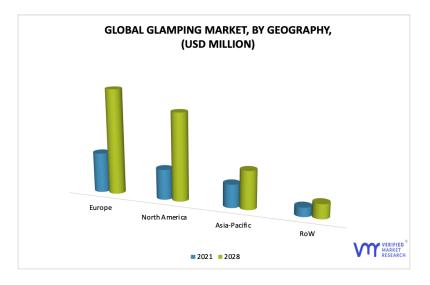


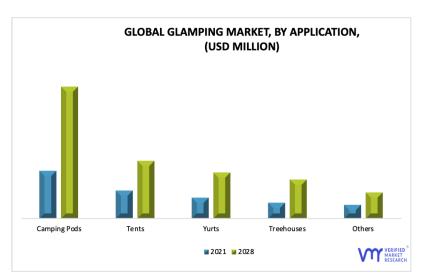


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C. Why would you choose this type of business for this location/setting?







Camping provides visitors to Chili Bar an opportunity to appreciate El Dorado County's natural resources and build on the awareness of the need for conservation. Partnerships with American River Conservancy maintain the limited low-impact use of the riparian zone with conservation in mind. Operating the space as a resort and spa provide an expectation of how the space will be used. Relaxation, tranquility, respect for the environment, and awareness of one's impact on the environment and others' experiences will be front of mind to help maintain a positive experience for all. The retail store supports other local brands and serves residents and visitors as a convenient place to shop on-site or close to home.

The global glamping market size is projected to grow year-on-year by 10.4% in 2022. The market size will surpass US\$ 3.4 Bn in 2022, expanding at an impressive 11.8% CAGR over the assessment period. Increasing preference for luxury amenities such as beds, Wi-Fi, spas, bars, baths, power, cleaning services in camping is propelling sales in the market. Glamping offers an attractive and comfortable lodging experience and promotes sustainable tourism.

Demand in the glamping market is forecast to increase at an impressive 11.8% CAGR over the forecast period, in comparison with the 8.3% CAGR registered between 2017 to 2021.

Surging demand for outdoor recreational activities have led to the introduction of premium, luxury tents in the glamping market. Technological innovations and automation are also bringing about remarkable changes to conventional camping activities. The conventional methods of cooking and accommodation have been slowly dwindling with the evolution of camping into glamping.

SOURCE: Verified Market Research Glamping Market Size and Forecast https://www.verifiedmarketresearch.com/product/ glamping-market/

- d) What operational requirements would you have?
- As a resort and spa, our operational requirements directly impact guest safety, the guest experience, and the ability to maintain our brand integrity.
- We will require issuing an approved Special Use Permit in a timely or expedited manner and guidance to ensure mitigating delays in processing.
- An assigned County single point of contact to communicate escalations and any possible mediation with local homeowners and ARC if the need arises.
- In the event of river-level concerns, we would request to be included as a contact on the incident action plan for relevant early notifications.
- Collaborate with public safety agencies and first responders to develop an Emergency Pre Plan to increase survivability and effective response.
- For any similar scope initiatives in El Dorado County, we'd like to be considered an exclusive concessionaire or be granted the right of first refusal.
- We'd like to incorporate tenant improvement with renovation/retrofit discussions to reduce waste and increase efficiencies.
- Pending availability, instead of contracting out for engineer and design, we see a benefit in using inhouse County engineer and design resources.
- Due to supply chain impacts on materials and deliverables, we request that any scheduling and contractual milestone dates be flexible.
- The operator maintains all brand assets, digital assets, merchandising, web domains, and other intellectual property.
- The operator reserves the right to select vendors and contractors that impact the brand and the product.
- The operator maintains the right to sublet and subcontract portions of the operation.

e) What do you think would be optimal days and hours of business operation for this site?

This site will run year-round, expecting peak season to be the summer months and weekends throughout the year. The campground will operate year-round to support reservations. The Spa will work on a traditional spa schedule from late morning to early evenings(11 am-7 pm), with peak bookings occurring Wednesday-Sunday. Special events such as Farmers' Markets, Pop-Up Restaurants, and Art & Wine will occur during daylight hours so that no event disrupts the peace of nearby neighbors and campers.

f) Would you include refreshments/offerings at the concession building? If so, what refreshments/offerings do you think would be successful?



We commit to reducing the sale of products in plastic containers when possible.

Reusable water bottles will be offered for sale along with the installation of a water fill station to accomodate visitors that have their own containers. The following will be offered for sale:

- Boxed or Glass Bottled Water
- Flavored Water in Aluminum Cans
- Kombucha in Glass Bottles
- Coffee & Tea
- Energy Drinks
- Juices
- Soda



a) History of experience as a business owner, including past businesses owned, years of operation for each business, and why any past businesses closed.

Rock Creek Cafe Placerville CA 2005-2008 Initially starting as a cafe serving breakfast and lunch, Rock Creek Cafe quickly expanded its offering into providing in-house Pizza and then take-and-bake. Eventually, Dinner was added to operations serving Burgers and Pasta.

Business sold to Head Chef Frank Ethridge. Operating today as Frank's Diner at 9100 Rock Creek Road Placerville, CA.

Brentwood Creeks Brenwood CA 2011- Current Brentwood Creeks is a premium natural raw local honey from Brentwood, CA. Brentwood Creeks is single-source artisanal honey where the bees have diversity in nectar and pollen.

Brentwood Creeks also produce fruit preserves, marinades, rubs, and "hot honey".

ALTIVU Agency Brentwood CA 2021-Current Specializing in Marketing Management and Public Relations, ALTIVU Agency has served clients in Emergency Preparedness, Public Safety Awareness, Nonprofits, Media, Luxury Consumer Goods, Travel, Tourism, and Leisure.

Clients Include: Mosquito Fire Safe Council, Kensington Fire Protection District, Richmond Fire Department, Folsom Lake Surf Soccer Club, Mosquito Firefighters Association, Alameda County Firefighters Local 55, Illume Multimedia, InTent Camping Consulting

InTent Camping Consulting began operations after providing volunteer services at the Finnon Lake Campground, owned by the Mosquito Volunteer Fire Association in El Dorado County. As directors on the MVFA Board, the campground underwent a rebranding effort and strategy to put the reservations on an automated booking platform, increasing the annual bookings and reservations from a seasonal weekend destination to a nearly year-round full-capacity operation. After this opportunity, InTent Camping Consulting was established to create an innovative outdoor brand that elevates the camping experience, making camping more enjoyable, comfortable, and accessible to a broader demographic.

InTent Camping specializes in experiential marketing, a type of marketing based on creating memorable and innovative customer experiences to create deep emotional connections between the customers and the brand. This approach strives to work with local collaborators for unique community events to increase customer engagement and support local businesses success. InTent Camping has developed a prototype mobile private bathroom-shower with a flushing toilet that requires no hookups, which is perfect for off-grid dispersed campsites.

## MANAGEMENT PLAN DISCUSSION (4.2.3) cont.

b) Explain, in brief, how you would manage operations and services.

The campground is self-check-in. Reservations are made online through an automated booking system. Details are provided automatically to guests, and their confirmation email provides all the necessary information for their arrival. Guests are issued a QR code for gate access, valid only during their reservation time. The camp host ensures accommodations are prepared based on a daily report generated in the morning showing departing guests. Laundry is done on-site by the camp host.

Day Use fee collection is automated to free up the American River Conservancy Ranger to greet guests and provide demonstrations and interpretive talks to visitors. Automation is a great way to solicit more financial support while collecting the day-use fee by a gate toll machine.

The retail store will be managed as the primary hub of operations. The store will serve as the information booth, support spa appointment scheduling and sales, concierge for guests, and assist visitors and residents with transactions. The store will be staffed with three personnel; the Store Manager, Camp Host, and Sales Associate.

Spa bookings will be automated based on the availability of holistic technicians. All transactions will occur online, and product sales can be completed in the retail store.

Events such as the Pop Up Restaurant, Art & Wine Nights, and Farmers' Markets will be vendor-managed. Operations staff will assist with providing the space to set up and answer questions about available resources to host a successful event.

c) Describe your relationship with the community, if any, and how you would engage with patrons, ARC, and the County.

El Dorado County has been home since the year 2000. In 2001, I started serving my community while becoming a Volunteer Firefighter, which led to a gratifying career in Firefighting. Working through paid Firefighter jobs, I continue to serve my community as a volunteer and work with PG&E in El Dorado County. I served multiple times as a director on the Mosquito Volunteer Fire Association, where I designed, developed, and installed a Championship Disc Golf Course around Finnon Lake. The management of the campground was also a responsibility of the Board. Community events, fundraisers, and public safety drills became central to my free time, and I realized there was potential for an excellent opportunity to do this full-time. This concept is the catalyst for enhancing Chili Bar and the community. Through our engagement, we will have a continuous presence on-site to greet community members and vendors, being ambassadors of the space in partnership with the advocacy and conservation work conducted by American River Conservancy. We see the American River Conservancy as a critical partner to align our mission and goals as our clientele are the same clientele. We will foster relationships with local businesses and artisans through the store's operation to sell the best of El Dorado County's producers and artists. We will be discoverable to millions of prospective visitors through social media; this will also be where the relationships are built with local businesses in the most efficient way through direct messaging. As this concept grows into a successful operation, we hope the County will see the benefit of executing the same blueprint in other areas that are in line with the County's development plans.

#### **ESTIMATED TIMELINE FOR OPERATIONS (4.2.4)**

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

Below is a conceptual outline of the site work assuming the best-case scenario with optimal labor resources and not factoring in variables that may impact project delays. Combining phases will allow for compressed milestone completion and procurement efficiencies. Design plan submittal and approval is an unknown variable and is not calculated in the phasing below.

Phase I • •	Demolition and Lot Clearing Removal of Mobile Home & Concrete Pads Selective Vegetation Removal and Limbing Remove non-essential utility lines	Timeline: 1 Month
Phase II • •	Upgrade Utility & Infrastructure Underground utilities, including current overhead PG&E Line Concrete walkway and paving as necessary Ensure water and sewage is adequate for operations Landscape and Irrigation	Timeline 3 Months
Phase III • • •	Tent Installation / LaundryFacility / Store Laundry Facility Renovation to include ADA retrofit Store Exterior Refresh and Interior Preparation for Occupancy and Tent placement and installation along with utility hookups Signage installation	Timeline 3 Months Operation
Phase IV • •	Common Area Outdoor Kitchens Installation of two outdoor kitchen common areas with overhang p Installation of vendor tents	Timeline 1 Month ergolas
Phase V • • •	Rennovation of Spa Building Address structural repairs Exterior building cosmetic refurbishment Interior structural and cosmetic upgrades Electrical, plumbing, and other utility upgrades with Tennant impre Installation of a steam room, sauna, hot tub, restrooms, and other s	
Phase VI	Punchlist Complete any outstanding items for Project Closeout	Timeline 3 Months

Collect Warranties and Lien Waivers

#### CONCEPT PLAN (4.2.5)

a) Provide rough drawing showing existing building locations, use of each site area/building, and proposed traffic flow on grounds and inside facilities.

See attached Exhbit "4.2.5 Concept Plan"

b) Describe any ideas for improving the inside and outside of the building(s); indoor space/office space, concession area, and outdoor storage requirements.

House

- Interior upstairs developed as an office space, storage, and camp host residence
- The Interior downstairs developed into a spa with treatment rooms and tranquility space
- Installation of a sunroom with a hot tub, a steam room, a Far Infrared Sauna, and cryotherapy
- Exterior retrofit Hardy siding for structure hardening against wildfire
- Window and door upgrades
- Exterior lighting to accent the building and landscape

#### Store

- Remove flooring, resurface and epoxy seal for an exposed concrete aestetic
- Install new dry wall and siding
- Retrofit windows for energey efficiency and soundproofing
- Remodel the bathroom with new fixtures
- Expose the original shiplap ceiling
- Upgrade to LED lighting for efficiency
- Rewire electrical where needed with new wall plates
- Upgrade to meet Title 24
- Provide a more visible and welcoming entrance from the rear of building
- Reside and paint the exterior
- Consolidate the door and window to one larger opening
- Upgrade exterior lighting
- Installation of water fill station

Laundry Facility

- Strip interior and replumb with new fixtures
- Paint interior and refresh flooring
- New fixtures and wiring
- Replace windows and doors
- Installation of dog washing station on the exterior of the building
- Installation of dog relief area and mutt mitt dispenser
- Installation of a water fill station
- Installation of laundry appliances
- Exterior facade with wood paneling to improve with a natural element aesthetic or "green wall"

Outdoor Storage

- Storage shed installed attached to the laundry facility
- Upgrade the existing storage facilities on the premises that may have dry rot

## OTHER ISSUES (4.2.6)

The County is interested in understanding other issues that should be considered part of this process. Please provide any comments/guidance you believe would be helpful 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?

Public Perception regarding Chili Bar's operation can impact its success, especially with Social Media and public comment at monthly County Board Meetings. Clear and transparent communication regarding the plans and the intention of the concept will drive a successful brand image and understanding of the operation. Addressing concerns in a professional manner as trustworthy stewards while working with entities such as the American River Conservancy will ensure the natural and historical preservation of Chili Bar. We plan to provide the most impacted neighbors adjacent to Chili Bar with discounted retail and services as an act of good faith and appreciation for sharing the space.

An Economic Downturn, such as the one we are currently experiencing, will impact potential sales and profitability. It will also affect supply chain management. It will be vital for the success of our business to develop a network of local businesses to market collaboratively through events. Creatively using the space available to operate with a functional business model will provide us with the ability to adapt. We will also need to be flexible with procurement options and unafraid to explore alternatives in sourcing with the rising cost of inflation.

Environmental impacts are the most concerning when inviting guests to Chili Bar. Providing awareness-building campaigns and education through signage and designing the site with proper waste receptacles (trash, recycling, and composting) offers an opportunity for guests to self-sort. Only offering beverages and containers with waste reduction in mind also stops the problem at the sourcing phase. Electric car charging stations encourage low-polluting vehicles to visit the site. Installation of shrubs and trees as noise reduction sound walls improve the guest experience while also adding habitat space for wildlife and carbon reduction. Instituting quiet hours at the campsite will also regulate noise pollution, impacting the guest experience and local wildlife. Providing native, deer, and drought tolerant landscaping that is also fire-resistant ensures local pollinators have foraging, the space is fire-hardened, and not a strain on water resources. The area of most concern is the hillside vegetation that needs erosion control. Light pollution will be a consideration at this site. We propose implementing Dark Sky lighting ordinances to keep the stars visible for guests and mitigate the impact on wildlife.

There are inherent risks and hazards to operating a campsite at the foot of a dam in a canyon in a high fire risk area. Coordination with local public safety agencies must be well exercised. Undergoing periodic drills with up-to-date preparedness planning exercises ensures guests are well cared for. All guests should expect access to preparedness information and will be encouraged to register for local alerts El Dorado County provides. Wildfire risk is a primary concern for our community. Taking advantage of the opportunity to underground any powerlines where possible will reduce the risk of branches falling on powerlines creating a risk of fire ignition. Established rules prevent guests from starting and maintaining open flames, i.e., firepits and bonfires.

The health, life and safety of our guests and employees are a primary concern in our operation. As operators, we have a certified EMT, Certified Safety Health Official with experience in rope rescue, Emergency Preparedness Experts, and are certified in All-Hazard Safety Incidents. Developing plans and actively working and training with local first responders will ensure our operation is well-prepared for incident response.

Chili Bar's revitalization will need to address its accessibility and security. Parking space is a fixed resource, and access to it will need to be controlled for collecting day-use and security. The current guard shack can be upgraded to include an automated gate that can collect day-use fees, freeing the American River Conservancy staff to focus on other activities supporting ARC objectives. An automatic toll gate discourages unwanted parking lot activity at all hours when a gate attendant is not present, reserving the space for paying visitors only. The gate installation may impact neighbor access. If neighbors approve of the installation, they can be provided with a remote control to open the gate. Guests staying at the campground will have a QR code generated for their reservation time, which will be used as a temporary pass. This QR code will be scanned on the reader at the gate to allow access. ADA compliance can be addressed during the renovation to provide access to Chili Bar. ADA upgrades will provide an underserved segment of the population with the ability to enjoy the amenities and the natural beauty of the site. Prominent branded signage visible from both directions on 193 will provide awareness and safer vehicle approach and lane changes, especially for out of town visitors. Configuration of the tents will need to allow traffic to flow easily to parking spaces and the ability for any fire engines to respond and turn around if needed. Guests may be concerned about their personal items being secured in the tent. We will install tents that have framed doors at the entrance and digital locks to ensure guest safety.

b) What do you believe are the key factors determining this concession's success?

Many key factors are playing in favor of this concept. The location of Chili Bar, minutes from downtown Placerville, is one of the most convenient places to access the river in El Dorado County. Its proximity to Highway 50, shopping, Apple Hill, Eldorado National Forest, and other attractions is a selling point. Community buy-in and support for this concept will also be a key factor determining its success. We want to provide a space the community will enjoy and evoke a sense of pride. Community engagement and outreach will play a continuous role in our operations; we will not alienate our community while hosting out-of-county tourists. Partnering with local businesses and supporting our local economy helps to strengthen the community bonds and adds to the energy we intend to foster while revitalizing Chili Bar.

California is leading in the outdoor lifestyle as many residents enjoy their local outdoor spaces. A resurgence of camping as a hobby and alternative vacation choice for families has grown over the last three years. Consumer trends in the glamping and camping industries indicate more than 10% year-onyear growth. With the demographic shifts, the growing population migrating toward El Dorado County, and the number of new or inexperienced campers, we have the opportunity to educate and cater to visitors that do not have the equipment to experience the outdoors. This concept allows everyone to sustainably experience camping without investing in rarely used equipment. With all these factors, the team executing the concept is the critical key component that guarantees a successful operation. The team includes County leadership and resources working in support of and coordinating with a vision of knowledgeable, passionate, and experienced professionals. c) Are there site improvements that would be necessary or helpful in establishing the operation as a concessionaire, or would it make the proposition to sublease the refreshments concession?

This space has the potential to be a true gem, with the only limitations being what the space is allowed to be. We suggest considering infrastructure upgrades for the capacity of any operator to store, produce, and sell any product or service effectively, providing any future growth and allowing for turnkey tenant move-in. Adequate utilities such as power, water, and gas to operate a high-functioning, efficient food and beverage service without impacting the guest experience will be pivotal for the concessionaire's success. A future operator may use potential walk-in refrigerators, grills, ovens, dishwashers, ice machines, freezers, and water fill stations. They will need adequate infrastructure to support the other buildings, such as the spa, laundry facility, common areas, outdoor kitchens, and tents without strain. These details affect the speed and effectiveness of service, the guest experience, customer satisfaction reviews, profitability, and the brand image.

#### Attachment A – Respondent Information Form

Respondent Inform	ation					
Respondent Name:	Ann &	Chris Dille	nder, John	Valenzuela		
Physical Address:	sical Address: 9570 Rock Creek Road Placerville 95667					
Mailing Address:	s: 9570 Rock Creek Road Placerville 95667					
Email: cdillen	der@intentcamp	ing.com	Phone:	530-409-642	.9	
Existing Business	nformation					
Business Name:	InTent Camping	Consultin	g Year	Established:	2022	
Business Location: _	9570 Rock Creek Road Placerville 95667					
Type (partnership, co	orporation, etc.):	LLC	Website:	intentcampir	ng.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

Date: 10 **Respondent Signature:** MATIER den 10/6/77

County of El Dorado

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RFI #23-961-014 Attachment A

