



STATE OF ALABAMA  
DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES  
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ADDENDUM No. 1  
REQUEST FOR PROPOSALS  
**ONLINE RESERVATIONS AND POINT OF SALE SYSTEM TO INCLUDE PROPERTY MANAGEMENT AND  
HOSPITALITY SERVICES FOR CAMPGROUND, LODGING, CABINS, AND DAY-USE FACILITIES**  
**ASP-CRS-9-22**

Issued: October 21, 2022

*To All Potential Respondents: This Addendum is issued to modify the previously issued RFP documents and/or is provided for informational purposes, and is hereby made a part of the RFP documents*

**RFI 1) Please provide a list of all state parks included on this RFP (location, services provided).**

Response: The Alabama State Park (ASP) system consists of 21 State Parks and all but three (3) parks are managed by the Department of Natural Resources and Conservation (DCNR) Division of State Parks. Please see this link: [2020 State Parks Map Layout \(alapark.com\)](http://alapark.com/2020-State-Parks-Map-Layout) for a list of all of Alabama State Parks. This RFP will include all of the State Parks other than Bladon Springs State Park (1), Paul M. Grist State Park (17), and Roland Cooper State Park (19). It should also be noted that the Gulf State Park Lodge and Cabins are managed by an outside contractor and those unit types are not included in this RFP. Attachment 1 is a general listing of the Park's offerings and services.

**RFI 2) Please provide historical revenues and visitation for each state park included on this RFP for the past 5 years (breakdown revenue by category /services provided).**

Response: Please see the link below to view the Alabama State Park Annual Report and a 5-year financial overview report.

LINK: [Microsoft Word - ANNUAL REPORT .docx \(alapark.com\)](http://alapark.com/Microsoft-Word-ANNUAL-REPORT.docx),

[Financial Overview 2-7-22.xlsx \(alapark.com\)](http://alapark.com/Financial-Overview-2-7-22.xlsx)

**RFI 3) Please provide historical data for lodging, marina, and golf/recreational components (occupancy, ADR, rounds of golf, slips per marina).**

Response: Please see the link below to view the Alabama State Park Annual Report.

LINK: [Microsoft Word - ANNUAL REPORT .docx \(alapark.com\)](http://alapark.com/Microsoft-Word-ANNUAL-REPORT.docx),

**RFI 4) What is the term of this contract?**

Response: The anticipated term of the contract is 2-3 (two to three) years, with the possibility of extensions as allowed by law.

**RFI 5) Is the start date November 2023?**

Response: Based on the project timeline, it is anticipated that the Alabama State Parks reservations system will “Go Live” in mid-November 2023.

**RFI 6) Please confirm the hours of operation for each park.**

Response: The reservations system will operate continuously and be available to the public, 24 hours a day, seven days a week. Regarding the physical hours of operation of each Park, the traditional operating hours are listed below - dates and hours of operation are subject to change and may vary based on the season.

State Park	Opening Time	Closing Time	Notes:
1. Blue Springs State Park	8 am 8 am	4 pm 7 pm	Oct. 1 – Feb. 28 Mar. 1 - Sept. 30
2. Buck’s Pocket State Park	9 am	5 pm	Thursday - Monday
3. Cathedral Caverns State Park	9 am	5:30 pm	
4. Cheaha State Park	7 am	9 pm	
5. Chewacla State Park	8 am	5 pm	
6. DeSoto State Park	9 am	5 pm	
7. Frank Jackson State Park	6 am	7 pm	
8. Gulf State Park	8 am	4 pm	
9. Joe Wheeler State Park	8 am 8 am	5 pm 7 pm	Sunday – Monday Thursday - Saturday
10. Lake Guntersville State Park	9 am	4 pm	
11. Lake Lurleen State Park	7 am	sunset	
12. Lakepoint State Park	8 am	5 pm	
13. Meaher State Park	7 am	5 pm	
14. Monte Sano State Park	8 am	5 pm	
15. Oak Mountain State Park	7 am	6 pm	
16. Rickwood State Park	9 am	5 pm	
17. Wind Creek State Park	7 am	7 pm	

**RFI 7) Can two primes submit a joint bid?**

Response: No, the ASP does not intend to award two vendors as a prime. Please see section 1.7.11.

**RFI 8) What are the existing PMS and POS systems that are in place? Are they the same across all properties?**

Response: The ASP is seeking to have a PMS and POS system that meets the requirements outlined in section 5.2 of the RFP.

**RFI 9) Can we respectfully request an extension for this RFP as the requested information is essential in our evaluation process on whether to pursue the bid?**

Response: At this time, the ASP does not intend to issue an extension.

**RFI 10) We have a technology platform that specifically addresses sections 5.10.5 thru 5.10.10 in the below RFP. Is that something we can submit a bid upon? If so, what steps do we need to take to do so?**

Response: The ASP is seeking to hire a project team that provides all of the services outlined within the RFP. However, a company may consider partnering with a prime contractor as a subcontractor.

**RFI 11) Can you provide additional information as to the types of Food and Beverage reports and/or KPIs you are looking for this POS to do for you?**

Response: We are seeking to develop a dashboard (operational and financial) to be able to extract data and have common data standards and formats (e.g. uniform system of accounts for the lodging industry). This dashboard must have the ability to monitor operational and fiscal KPIs in real-time to improve management decision-making. At a minimum, the following reports and KPIs should be integrated into a POS: menu and pricing engineering; inventory; revenue per available seat; average covers per hour and meal periods; average check; table turnover rate; sales per labor hour; cost of goods sold; labor costs; prime costs; operating expenses less labor ration; inventory turnover ratio; employee turnover rate; contribution margin; break-even; net operation profit margin prior to reserves; labor schedules; and lodge demand reports (revenue per occupied room; standard lodging reports not list).

## ATTACHMENT 1: (State Park Amenities)

●: AVAILABLE    ✦: Food & Beverage Operations																									
*: RESORT PARKS																									
Some facilities are seasonal. Pets are allowed in some state park lodging cabins. All parks offer geocaching. All state parks feature comfort stations and picnic areas.																									
		Acres	Primitive Camping	Modern Campsites	Camp Store	Wireless Internet	Family Cabins/ Cottages (units)	Hotel (units)	Convention/ Meeting Rooms	Group Lodge	Group Pavilions	Refreshments	Dog-friendly Cabins	Restaurant	Gift Shop	Marina (slips)	Boating	Swimming	Fishing	Golf Course (holes)	Tennis	Trails	Nature Programs	Play Area	
<b>NORTH</b>																									
3	<b>BUCK'S POCKET</b> 393 CR 174, Grove Oak, 35975, 800-252-7275; 2 mi. N of Grove Oak	2000	●	23		●					●						●	●	●			●		●	
4	<b>CATHEDRAL CAVERNS</b> 637 Cave Rd., Woodville, 35769, 256-728-8193	493	●	36		●					●	●			●								●	●	●
8	<b>DESOTO *</b> 7104 DeSoto Pkwy. NE, Fort Payne, 35967, 256-845-5380; 8 mi. NE of Fort Payne	3502	●	94	●	●	23	25	●		●	●	●	●	●		●	●	●			●	●	●	●
11	<b>JOE WHEELER *</b> Park Office: 4403 McLean Dr., Rogersville, 35652, 256-247- 5466;	2550	●	116	●	●	38	75	●	●	●	✦	●	●	●	248	●	●	●	18	●	●			●
12	<b>LAKE GUNTERSVILLE *</b> Park Office: 1157 Lodge Dr., Guntersville, 35976; Office: 256-571-5444; 6 mi. NE of Guntersville, off Hwy. 227	6000	●	296	●	●	35	112	●		●	✦	●	●	●	24	●	●	●	18	●	●	●	●	●
16	<b>MONTE SANO</b> 5105 Nolen Ave., Huntsville, 35801, 256-534-3757; located within Huntsville city limits	2140	●	89	●	●	14		●	●	●	●	●		●								●	●	
19	<b>RICKWOOD CAVERNS</b> 370 Rickwood Park Rd., Warrior, 35180, 205-647-9692; 4 mi. off I-65 at Exit 284	380	●	13							●	●			●								●	●	●
<b>CENTRAL</b>																									
5	<b>CHEAHA *</b> Campground: 19644 AL Hwy. 281, Delta, 36258; Park: 256-488-5111; 12 mi. S of I-20 on AL Hwy. 281	2799	●	112	●	●	21	30	●	●	●	✦	●	●	●		●	●	●				●	●	●
13	<b>LAKE LURLEEN</b> 13226 Lake Lurleen Rd., Coker, 35452, 205-339-1558; 12 mi. NW of Tuscaloosa	1625	●	91	●				●		●	●					●	●	●				●	●	●
18	<b>OAK MOUNTAIN</b> 200 Terrace Dr., Pelham, 35124; Park Office: 205-620-2520; 15 mi. S of Birmingham	11500	●	166	●	●	10		●		●	✦	●	●	●		●	●	●	18			●	●	●
21	<b>WIND CREEK</b> 4325 AL Hwy. 128, Alexander City, 35010, 256-329-0845; 7 mi. SE of Alexander City	1445		606	●	●	7				●	●	●		●	74	●	●	●				●		●
<b>SOUTH</b>																									
2	<b>BLUE SPRINGS</b> 2595 AL Hwy. 10, Clio, 36017, 334-397-4875; 6 mi. E of Clio	103	●	47		●	3				●	●	●					●	●				●	●	●
6	<b>CHEWACLA</b> 124 Shell Toomer Pkwy., Auburn, 36830, 334-887-5621; 4 mi. S of Auburn, U.S. Hwy. 29 off I-85	696	●	36		●	6				●	●	●				●	●	●				●	●	●
9	<b>FRANK JACKSON</b> 100 Jerry Adams Dr., Opp, 36467, 334-493-6988	2050	●	32		●	3				●	●					●	●	●				●	●	●
14	<b>LAKEPOINT *</b> Park: 104 Lakepoint Dr., Eufaula, 36027-9202, 334-687-6026; 7 mi. N of Eufaula off U.S. Hwy. 431	1220	●	192	●	●	39	101	●		●	✦	●	●	●	188	●	●	●			●	●		●
<b>GULF COAST</b>																									
10	<b>GULF *</b> 20115 AL Hwy. 135, Gulf Shores, 36542, Office and Cabin Info: 251-923-3900	6150	●	496	●	●	19	350	●		●	●	●	●	●		●	●	●			●	●	●	●
15	<b>MEAHER</b> 5200 Battleship Pkwy. E, Spanish Fort, 36577, 251-626-5529; 2 mi. W of Spanish Fort on U.S. Hwy. 90	1327	●	61		●	4				●		●				●		●				●		●