

Attention -- Please Read -- Gibson Ranch Due Diligence Information

Community members -- Please Note

This Flyer will be offered to all "prospective operators" responding to the RFQ & RFP provided by Sacramento County Regional Parks.

Preface considerations:

Community members who use this park are concerned about the future of Gibson Ranch. They, as community members and taxpayers, are watching closely this process. And as such are suggesting to prospective operators that they do their due diligence when participating in this Request for Qualification (RFQ) and Request for Proposal (RFP).

This document is prepared to respond, from an informed community perspective, to the RFQ packages that you have received from the Department of Regional Parks of Sacramento County.

The facts concerning the degraded state of this jewel of the Regional Parks system are in brief, as follows. The visually-evident failures in the state of Gibson Ranch are due to the gradual disregard of Sacramento County Regional Parks Department to properly maintain the park over a sustained amount of time consisting of over two decades.

During this same general two-decade period of maintenance failure of Regional Parks, there has been a shining star of success in the current concessionaire L&M Concessions. They have been successful in their own enterprises and have continually fielded questions, problems, emergencies as the impromptu "face-to-the-public" of Regional Parks when proper Regional Parks staffing was missing-in-action. This they did at their own expense. If L&M Concessions, which *has the full support* of the

surrounding community members and community organizations, decides to not continue with their operations, it will be because of one currently unsolvable impediment... and that is the nature of the contract which Sacramento County Regional Parks would require the operator to sign to continue operations. This contract is extremely punitive in nature, unilateral to the sole purpose of protecting the County while placing all of the onerous requirements on the part of the concessionaire. The contract is totally unworkable as a reasonable businesslike instrument in that the County can literally walk away from virtually all of their responsibilities while the concessionaire (prospective operator) has finitely enumerated responsibilities above and beyond what would be considered reasonable in any commonly held business situation.

This presents major problems in maintaining regular business commitments such as business insurance, advertising, and day-to-day customer relations and expectations. The County, under this contractual arrangement can literally put an end to the contract almost at will (certainly within 90 days or maybe even less notice).

A word to the wise -- do your Due Diligence -- Request a copy of the CONTRACT FIRST... before investing extensive time in the RFQ or RFP.

... and now we respond and contrast to your copy of the RFQ provided to you by Sacramento County Regional Parks by page and item heading.

Front Cover of the RFQ Packet

This is NOT a picture of Gibson Ranch!
And it should be!

Page 3 -- Introduction

The County currently *has* an experienced recreational business operator, with an 18 year track record of success. This success has been overshadowed by the utter failure of Sacramento County Regional Parks obstructive and unbusinesslike methods of operation at the Gibson Ranch facility.

The current concessionaire L&M Concessions cannot & will not sign the proposed "new" contract with Sacramento County Regional Parks because it is unilateral, punitive and creates an impossible business relationship by any common & reasonable

measurement.

Any "prospective operator" should request a copy of any proposed contract early in this process rather than suffer an expensive surprise when presented with the "complete factual relationship" later. The true requirements should not be obscured from the prospective operator.

Page 3 -- Description of Facility

Pastures, pasture fencing, irrigation systems, equestrian trails and other infrastructure were placed into the hands of Sacramento County stewardship thru purchase of the original 245 acres from the Gibson Family in 1961. The infrastructure design at that time was passed from the working, privately

-- continued on reverse side --

-- continued from other side --

owned Gibson Ranch as a model of a finely engineered system of irrigation.

However, in the years since... in the hands of Sacramento County Regional Parks, the entire system has gradually and consistently degraded to its now almost unusable state of disrepair.

The entire system will take a huge investment to bring it back to its former high-standard operations. This cost may well run into the hundreds of thousands of dollars and maybe even millions.

Over the years, Regional Parks has chosen routinely to solve challenges by closing down assets. All of these now closed assets could be providing revenue streams... but they sit idle, subjects of vandalism and weather-wear. Community supported L&M Concessions along with community-based organizations such as the Rio Linda/Elverta Chamber and the Antelope-Highlands Chamber and The Friends of Gibson Ranch and many other local clubs and organizations have fought to maintain and bring back these assets. This has been largely unsuccessful, primarily due to the sustained and continual objections of Regional Parks.

Also... another unrelenting "fly in the ointment" has been the County Charter and the County's relationship protecting union employees at the expense of the asset itself and its rightful ownership by community members... and NOT the union employees. The Gibson Ranch challenge is NOT A BUDGET PROBLEM. IT IS A UNION PROBLEM!

Assets that have been removed or closed within the park are the original Gibson Residence, torn down and replaced with the Ranch House which has been closed for many years. The Lake House was removed. The Swimming Hole was closed and Regional Parks has absolutely no interest in reopening it. Access to the Lake Assets has been severely restricted to simply watching feral geese and ducks and the occasional fisherman. The Bunkhouses were also closed years ago. The Restrooms are closed.

All of these assets were closed because of relatively minor challenges, which now, of course are monumental in terms of government operations.

L&M Concessions has spent countless hours and financial resources over the years attempting to provide successful ventures and revenue streams that would have benefited all parties including most importantly, community members. This even included a full-blown proposal for a fully planned and bank approved and funded RV Park which would have been (and still would be) the sole RV Park in the north part of Sacramento County. (There are no others in existence.) This project was rejected by Regional Parks.

L&M Concessions has demonstrated the ability,

the expertise and the vision to bring this and many other successful ventures to Gibson Ranch. They have been continually stifled in most of these to the point of... well put simply... *why try any more?*

Remember... the failure all around within this park is due to Regional Parks... no one else!

Sacramento County Regional Parks simply has never had any workable vision. They exist on asset grants-to-nowhere.

Page 3 -- Request for Qualifications

According to the RFQ language, "the County is seeking qualified candidates." This is probably NOT the correct questions to ask... as the better question would be... "*Is Sacramento County a qualified partner?*" THEIR track record AND current contractual direction would indicate serious red flags to any reputable business relationship as they clearly have a sustained record of FAILURE with respect to Gibson Ranch.

In fact, the latest in a series of predictable events is the scheduled closure of the park on July 1st.

The current RFQ is yet another attempt to find "someone else's revenue strength" to compensate for Regional Park failures... both in stewardship and financially.

Potentially, prospective operators will be "used" financially and otherwise to "prop up" a failed Regional Parks system.

Again... due diligent "prospective operators" should be asking for a copy of the all-important contract terms BEFORE wasting valuable time, money and business resources.

Page 3 -- Request for Qualification Selection Process

The prospective operator should keep in mind that Regional Parks has literally "run this facility into the ground."

The "prospective operator" will be beginning their "operations" from an absolute "sub-standard" position and with a December "start date", which by any standard is the weakest part of the year business-wise.

None of this current process benefits the community, which in fact, owns the asset described as Gibson Ranch.

Community scrutiny will be continual and enduring as they are the ones who have endured this continual abuse in the past and stand to endure more of the same in the future.

Community members are NOT looking for another temporary financial fix for the County. They are looking for long-term solutions so that they can again enjoy on a regular basis...

...THEIR OWN PARK.