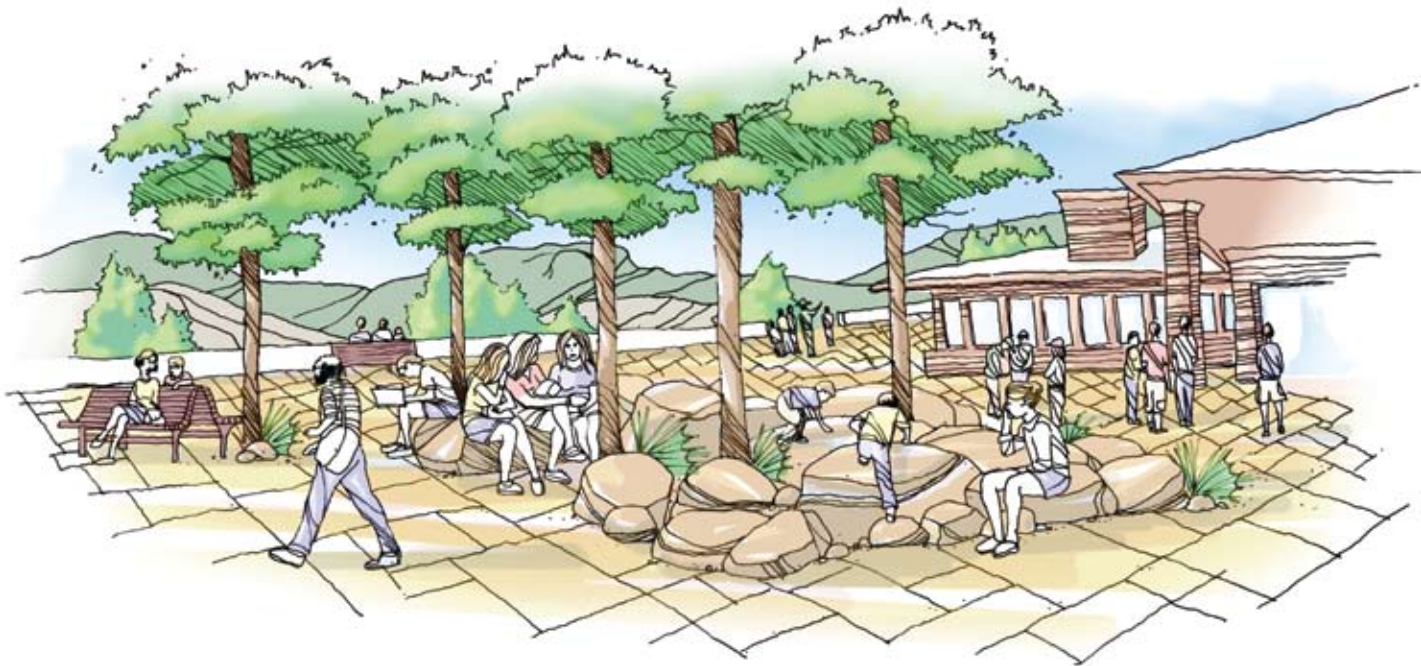


# USFS RECREATION BUSINESS ADVISORY IDIQ

*Supporting critical business decisions for  
USFS recreation and wilderness programs*



## CONTRACT INFORMATION

### TYPE OF CONTRACT:

Sole Source  
Indefinite Delivery Indefinite Quantity ("IDIQ")  
Contract

### PRIME CONTRACTOR:

Capital Hotel Management, LLC ("CHM")  
548 Cabot Street  
Beverly, MA 01915  
DUNS: 111834987  
CHM Government Services' Division is the Contract  
Lead

### CHM POINT OF CONTACT:

Margaret Bailey  
mbailey@chmgov.com  
978-232-3608

### IDIQ CONTRACTING OFFICER:

Dale R. Reckley,  
Contracting Officer,  
Region 1 Regional Office,  
Acquisition Management  
Email: dreckley@fs.fed.us  
Phone: 406-329-3525

### PROCUREMENT CONTRACTING OFFICER FOR TASK ORDERS:

Any Warranted Contracting Officer can place a  
Task Order request against this contract as long as  
the value of the Task Order is within their dollar  
warrant authority.

CONTRACT NUMBER: AG-02NV-C-09-004

PERIOD OF CONTRACT: One year Base with 4 op-  
tion years through December 2013

## PROCESS

1. Identify your project or program need
2. Develop Scope of Work for Task Order
3. Contracting Officer Develops Request for Proposal and sends to CHM
4. CHM provides Proposal Response
5. Task Order negotiated and awarded



The USFS Recreation Business  
Advisory IDIQ contract has  
been created to provide  
professional business advisory  
support services to Forest  
Service staff responsible for  
recreation management on  
National Forest System lands  
at locations throughout the US  
and its territories.

## The CHM Team offers the following services:

- Strategic Planning and Program Management
- Financial Analysis
- Market Analysis
- Operational Efficiency Evaluations
- Partnership Analysis
- Facility Management Planning
- Marketing and Communications
- Interpretation Strategy
- Organizational Change Management





## THE USFS RECREATION PROGRAM BUSINESS ADVISORY TEAM:

The CHM Team was selected to be the Recreation Program Business Advisor in order to meet the USFS' need for the development and implementation of a more business based approach to recreation.

The CHM Team brings:

- Working knowledge of the Forest Service Recreation, Heritage and Volunteer Resource Program and Wilderness and Wild and Scenic Rivers Program having advised and supported the Forest Service in making critical business decisions over the last five years
- Understanding of the business of recreation on public and private lands
- Depth of experience in recreation business management and its supporting processes
- A passion for the importance of recreation in the lives of our nation's citizens

The CHM Team is made up of the following collection of consultants. Through this IDIQ contract, you can conveniently access any of these firms.



PRIME CONTRACTOR: CHM - Government Services partners with public agencies in the U.S. who are responsible for visitor-based facilities and services to develop and implement sustainable strategies to operate, maintain and improve these hospitality and recreation assets.



Change Management,  
Business Process Redesign



Recreation Research  
& Trends



Non Profit &  
Volunteer Management



Interpretive Design



Organizational Capacity, Knowledge  
Management & Financial Controls.



Visitor Center Funding  
& Operations



Communication Strategy



Facility Management  
& Planning



Consumer Research  
& Visitor Analysis



Interpretive, Visitor  
Experience  
& Recreation Planning



Campground Design,  
Operation & Management

AN EXPERIENCED TEAM, POISED TO ASSIST IN ALL THE RECREATION AND WILDERNESS PROGRAM AREAS: The CHM Team brings a diverse base of expertise and can address the wide range of issues the recreation program faces. The sample list of projects below attests to the CHM Team's breadth of experience.

### Selected Experience by Forest Service Program Areas:

Accessibility, Golden Access Pass	- Access Discount Pass Strategy
Business Information Support, SUDS	- Senior Discount Strategy
Developed Sites	- Francis Marion and Sumter National Forest Equestrian Analysis - Spring Mountain National Recreation Area – East & West Side Master Plan - Visitor Center Operational Analysis (El Portal, Blanchard Caverns, & Brasstown Bald) - El Yunque National Forest Transit Options Analysis
Fee Program	- National Fee Strategy Analysis - Region 6 & 8 Financial Strategy Workshop
Heritage Resources	- San Bernardino National Forest, Fire Lookout Host Program - Adaptive Reuse of Heritage Resources
Interpretive Services	- Planning & Design of Exhibits, Dos Chappell Nature Center, Clear Creek Ranger District, Arapaho and Roosevelt National Forests
National Recreation Reservation Service	- NRRS - Fees, Passes and Pricing Analysis
Off-Highway Vehicles	- National Forest of Texas - Off Highway Vehicle Analysis - Tonto National Forests – Off Highway Vehicle Financial Strategy
Partnerships and Community Development	- El Yunque National Forest – Non Profit Analysis and Support
Special Uses, Concessions	- Daniel Boone National Forest - Cumberland District Recreational Strategy & Cave Run Lake Permit Analysis
Tourism and Planning	- Forest Service - Social Sciences & Economic Human Dimension Toolkit (to support Forest Planning)
Trails and Congressionally Designated Areas	- Spring Mountain National Recreation Area – East & West Side Trails Analysis
Training and Development	- National Forests in North Carolina & Cradle of Forestry Interpretive Association - Partnership Enhancement Workshop
Volunteer, Youth and Hosted Programs	- Washington Office, Volunteer Strategy Development Support
Wilderness and Wild and Scenic Rivers	- Spring Mountain National Recreation Area – East & West Side Wilderness Program Partnership Strategy