

# Mariposa Resort Hotel & Conference Center

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## Project Update (11 February 2014):

- Ultimate Goal: Recruit a Developer/Operator
- Approach: Request for Information  
~~Request for Proposal~~
- RFI Funded and Being Drafted
- Consultant: Strategic Advisory Group
- Timeframe: Issue RFI Early March
- Concurrent with EDA Grant

***FYI Only – No Action Required***



# Project Need and Benefits

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- Help make the tourism industry vibrant year-round (The “Expand” role of economic development)
- Complementary to existing businesses
- Will create more full-time and FTE jobs
- Will increase TOT receipts by ~20%



**Primary Project in Mariposa County’s  
Comprehensive Economic Development Strategy**

# The (Preliminary) Project Scope

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## Purely Private Development

- 250-400 Rooms
- 30,000-50,000 SF of Flexible Meeting Space
- Ballroom & Auditorium
- Optional LEED Certification
- Optional Retail & Other Amenities



# The Request For Information

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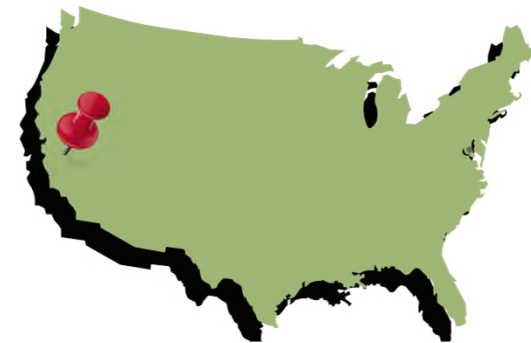
- **Simple solicitation**

- Cover Letter
- Description of Opportunity with Preliminary Scoping
- Questionnaire (Few questions/Short answers)
- Additional Useful Information



- **Wide distribution**

- Targeted developer/operators
- Announcement in trade publications
- Available on World Wide Web



# The RFI Committee

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- ✓ Roger Biery – EDC President (and Project “Evangelist”)
- ✓ Trish Gilger – Representing Rick Roesch
- ✓ Barry Brouillette – Representing Jerry Fischer
- ✓ Terry Selk – Tourism Bureau Executive Director
- ✓ Jonathan Farrington – DNC Regional Director of Sales & Marketing
- ✓ Kathy McCorry – Chamber of Commerce
- ✓ Kevin Cann & Merlin Jones – County Supervisors
- ✓ Sarah Williams – Planning Director
- ✓ Les Marsden – Planning Commission
- ✓ John Stewart & Tolley Gorham – EDC
- ✓ Tara Schiff – Community Development & Grant Coordinator (primary RFI contact as “part-time EDC staff”)

# Strategic Advisory Group

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- Strategic Consulting
- Founded 1998
- Relevant Experience
  - Hotels totaling 37,300 rooms representing nearly \$8 billion in value
  - 82 convention facilities representing over 15 million square feet of function space
- Dan Fenton – Associate Partner with 25 years of hospitality and destination marketing experience

[www.StrategicAdvisoryGroup.net](http://www.StrategicAdvisoryGroup.net)



ECONOMIC  
DEVELOPMENT

# Possible Outcomes

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Little or no interest ...

Back burner



Some interest ...

Direct discussions



Tremendous interest ...

Detailed RFP

# Questions

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Thank You