



Application Form

Expression of Interest

Eco-Business Facilities on Middle Peninsula Chesapeake Bay Public Access Authority (PAA) Land

Respondents are requested to use the following application form to meet the minimum information requirements for the Expression of Interest.

1. Applicant Details

Primary Contact:

Contact details of the individual that the project manager will principally communicate with.

Name	
Organization	
Position	
Mailing Address	
Phone	Business: Cell:
Email	
Fax	

Secondary Contact (if applicable)

Name	
Organization	
Position	
Mailing Address	
Phone	Business: Cell:
Email	
Fax	

2. Applicant's concept for the site

Evaluation Criteria

Applicant's ecotourism concept for the site including consideration of the following:

- the ecotourism concept (i.e. what new or innovative visitor experiences are to be offered)
- the proposed development, site values, requirements and best practice solutions
- how the concept complements PAA management
- the destination fit and market segment

2.1 Project details

Project name

Project Location: (name of PAA land that the project will be located in or adjacent to):

To assist in identifying the location of the proposal, provide suitable maps, plans, diagrams or photos

Street address

Tax Map Parcel #

PAA Land Name

If the proposal incorporates multiple land parcels please identify these and provide the following information for each land parcel.

Purpose of additional land requirement

Street Address

Tax Map Parcel #

Land Tenure

(e.g. County Land, State Land, road ending, conserved land, etc).

Note: Suggested word limits are indicative only and proponents will not be disadvantaged if they exceed word limit for individual criteria. Should applicants require additional space in responding to criteria, they should include and reference additional pages as attachments.

2.2 Ecotourism concept

Outline the type of ecotourism concept proposed, including:

- what new or innovative ecotourism experiences and opportunities are to be offered
- the long-term vision of the ecotourism development on the site
- facility size (development footprint) and capacity (maximum number of visitors and/or staff at one time)
- any proposed staging of the ecotourism development and indicative timeframe for each phase.

Response: (approximately 2,000 words)

2.3 Proposed development, site values, requirements and best practice solutions (refer to the Best Practice Ecotourism Development Guidelines (BPEDG))

Provide a description of the intended site development and include approximate development cost. For example:

- describe the type and scale of infrastructure to be constructed
- outline any specific issues associated with construction and the construction phase.

Response: (approximately 600 words)

Indicate any services and/or public utility requirements for the project, for example, vehicle or vessel access, water supply and sewerage, power, waste, etc and outline how these are going to be addressed in the development.

Response: (approximately 600 words)

(BPEDG Criteria 1) Describe the significance of this particular site to the success of the facility. What attributes does this site have that will benefit the project proposal?

For example:

- attractive and/or significant landscape values
- access to iconic site or location
- pre-existing cleared or disturbed areas on the site to facilitate ease of development.

Include Site Suitability Assessment result.

Response: (approximately 1,200 words)

(BPEDG Criteria 2) Describe how the facility design, layout, materials and landscaping fits within the character of the site and/or MPCBPAA public land.

Response: (approximately 1,200 words)

(BPEDG Criteria 3) Describe best practice strategies to minimize the footprint of the facility in terms of:

- known conservation and cultural heritage values
- construction impacts
- power, water and waste
- visitor activities.

Response: (approximately 1,200 words)

List and describe the statutory and regulatory requirements you have identified (and that will need to be addressed) to develop your concept at this site

Response: (approximately 1,200 words)

2.4 How the concept complements park management (refer to the Best Practice Ecotourism Development Guidelines (BGEDG))

(BPEDG Criteria 6) Describe the visitor experience to be offered and how the proposed ecotourism opportunity will encourage appreciation and conservation of MPCBPAA public lands through:

- interpretation
- visitor activities and experience
- sustainability philosophy and features of the facility.

Response: (approximately 600 words)

(BPEDG Criteria 4) Outline how the proposal will contribute to protecting and enhancing the PAA land, for example, through:

- supporting public land management priorities
- rehabilitating degraded areas
- working with local groups and schools.

Response: (approximately 600 words)

(BPEDG Criteria 5) Proposed approaches for engaging, involving and benefiting the regional and local communities.

Response: (approximately 600 words)

Describe your process for achieving third-party certification for the facility through programs such as ecotourism certification and/or LEED for built form elements

Response: (approximately 600 words)

2.5 Destination fit and market segment

Describe the market sector the proposal is seeking to attract, for example, local, intra-state, inter-state or international, high-end international or domestic travelers, seasonal backpackers.

Response: (approximately 600 words)

Outline the target market segment, e.g. connectors, social fun seekers, active explorers, unwinders, stylish travelers, self-discoverers Include target market demographic, for example, age, and income.

Response: (approximately 600 words)

Based on your research and analysis, outline the market demand for the experience to be offered.

Response: (approximately 1,200 words)

3. Applicant's experience

Evaluation criteria

Applicants experience in delivering and operating high quality, tourism infrastructure projects.

List previous experience in the development, timely delivery and operation of high quality ecotourism (or tourism) infrastructure, services, activities and/or attractions.

Response: (approximately 600 words)

4. Funding capacity

Evaluation criteria

Applicants funding capacity to deliver the concept proposal

Demonstrate funding capacity to deliver the concept proposal and outline the funding strategy to implement and operate the proposed ecotourism development. Provide sufficient evidence to allow the PAA to assess the financial viability, strength and capacity to fulfill obligations, responsibilities and liabilities expected to be associated with the delivery of the project concept.

Response: (approximately 600 words)

5. Commercial viability

Evaluation criteria

The commercial viability of the concept

Describe the commercial viability of the concept and how you believe it will provide a commercial return on investment.

Response: (approximately 1200 words)

6. Supporting attachments or documentation

List any attachments, supporting sketch diagrams or concept documents to be considered as part of the assessment.

Attachment number	Attachment name

7. Checklist of Express of Interest (EOI) Information

The PAA for (name of proponent) includes the following:

Response from	Item	Completed
1	EOI response from addressing all evaluation criteria	
2	Proponent details	
3	One original EOI	
4	One electronic copy	

Applicant Signature: _____

Date: _____

Name: _____

Title: _____