

# PUBLIC NOTICE

CALIFORNIA DEPARTMENT OF PARKS AND RECREATION  
Division of Boating and Waterways | Off-Highway Motor Vehicle Recreation Division | Office of Historic Preservation

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**For Immediate Release**  
September 13, 2018

**Contact:**  
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Concessions Specialist  
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## **State Parks Announces Concession Opportunity at Will Rogers State Historic Park**

*Seeking to Enhance Equestrian Lessons and Trail Rides*

*PACIFIC PALISADES, Calif.* – California State Parks announced today it is accepting proposals for a 10-year concession contract to provide equestrian operations and services at Will Rogers State Historic Park. A meeting is set for Wednesday, September 26 at the Park to learn more about the concession opportunity. **Deadline to submit proposals is 2 p.m. Thursday, Nov. 1, 2018.**

In an effort to inform interested parties on the contract requirements and proper submission of proposals, the department is holding a pre-proposal meeting at 7:00 p.m. on Wednesday, September 26 for the RFP presentation with a tour of the premises at 5:30 p.m. The meeting will be held in Pacific Palisades at the Rotunda of the Main Stables at the park, located at 1501 Will Rogers Park Road. The department encourages all interested parties to attend.

By the mid-1930s, Will Rogers was one of the most popular and highest paid actors in Hollywood and "America's most beloved citizen." During the 1920s, he bought land in Santa Monica, where he developed a ranch. Eventually, Will Rogers owned about 359 acres overlooking the Pacific Ocean, in what is now known as the Pacific Palisades.

The ranch became the place where Will Rogers could relax with his family and friends, pursuing his favorite pastimes of riding and roping. Will Rogers's ranch consisted of a 31-room ranch house with neighboring guest housing, a stable, corrals, riding ring, roping arena, polo field, golf course, and riding trails. His widow, Betty, gave the ranch to California State Parks in 1944 and it became a State Historic Park.

Below you will find details of the upcoming meeting:

**WHAT:** Pre-proposal Meeting for the Equestrian Operations Concession Opportunity at Will

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## Rogers SHP

**WHEN:** 7:00 p.m. Wednesday, September 26 for the RFP Presentation with a Tour of the premises at 5:30 p.m.

**WHERE:** The Rotunda of the Main Stables at Will Rogers SHP, 1501 Will Rogers Park Road, Pacific Palisades, CA (90272)

Additional information on the pre-proposal meeting and reasonable accommodations are available by contacting Kevin White, Concessions Specialist via email at [Kevin.White@parks.ca.gov](mailto:Kevin.White@parks.ca.gov) or by phone (916) 654-8924.

Copies of the request for proposals are available for download from Cal eProcure at [www.caleprocure.ca.gov](http://www.caleprocure.ca.gov). Proposals may be mailed or delivered in person and must be physically received no later than **2 p.m. on Thursday, November 1, 2018** at the California State Parks Operations Office, Room 1431, 1416 9<sup>th</sup> Street, Sacramento (95814).

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