



# *City of Grover Beach*

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**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**  
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## **City Council Approves Release of Beachfront Lodge Request for Proposal**

On Monday night, August 6, 2007, the Grover Beach City Council, acting as the Improvement Agency Board of Directors, authorized the release of the Request for Proposal (RFP) for the Beachfront Lodge and Conference Center. The RFP process will be used to select a developer/concessionaire. The project will feature a high quality lodge and conference facility, consisting of between 135 and 150 rooms and located on approximately 7.5 acres within Pismo State Beach. Once completed, the Beachfront Lodge and Conference Center will serve as the flagship project for the City's economic development effort and is expected to serve as a catalyst for development of the West Grand Avenue corridor.

The RFP process is the next step in this joint project between the City of Grover Beach and the State of California Department of Parks and Recreation. Both parties signed a Joint Powers Agreement last December that cemented the relationship.

"The release of the RFP is a huge step towards seeing this project come to fruition. This project will define Grover Beach as a tourist destination, and be a major impetus to commercial redevelopment at the west end of Grand Avenue," commented Mayor Steve Lieberman after action was taken last night. "We expect that the lodge facility, once designed and constructed, will reflect the desired goals defined by the citizens that participated in the 2004 Visioning Process Project."

Mayor Lieberman also recognized the efforts of Mayor Pro Tem John Shoals, who chaired an Ad Hoc Committee that shepherded the project through a series of negotiations with State officials, requiring a form of "shuttle diplomacy" between Grover Beach and Sacramento. Mayor Pro Tem Shoals commented that "the project had been discussed for years and only recently really began to make progress through the efforts of the Ad Hoc Committee". In addition to Mayor Pro Tem Shoals, the Ad Hoc Committee included Mayor Lieberman and former Planning Commissioner Peter Keith.

Lieberman also commented that the project would not have moved as efficiently without the participation of City Manager Bob Perrault, Community Development Director George Hansen, State Parks District Superintendent of the San Luis Obispo Coast District Nick Franco, State Parks District Superintendent of the Oceano Dunes District Andy Zilke, State Parks Concessions Specialist John Hillerman, and other committed staff members.

Once completed, the Beachfront Lodge and Conference Center is expected to contribute a minimum of \$350,000 annually to the City through the City's collection of Transient Occupancy Tax.

Now that it's approved, the RFP is expected to be made available to interested parties beginning on Friday, August 24, 2007 and the solicitation period is expected to close in early December. A Board of Review, whose members will be selected to represent the State and City, will review the proposals and identify a concessionaire/developer by sometime early next year.

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