



June 25, 2019

Savannah Lacy-Lustria, PMP, FCCM
Business Development
Florida Department of Environmental Protection

Re: Call for Business Plans, SUP-BP #02-19, Ellie Schiller Homosassa Springs Wildlife State Park

Dear Mrs. Lacy-Lustria,

I am pleased to present a proposal on behalf of **Springs Provision Company**, a joint venture of Wildlife Trading Company and Iconic Attractions Group. These two companies are dedicated to bringing best in class management and dazzling guest experiences to some of our nation's most important venues.

Wildlife Trading Company was founded more than forty-five years ago and operates ethical, effective eco-focused stores at zoos, aquariums and attractions. Iconic Attractions Group was founded six years ago by the Director of the San Diego Zoo to transform significant destinations, starting with one of Florida's legendary attractions: Jungle Island.

We propose to take on the entire scope of "Essential Operations" included in the Business Plan Packet. Furthermore, we will make significant investment in capital improvements: equipping a catering kitchen; LED lighting; remodeling gift shops and more. We will operate concessions that exceed the needs of park visitors, demonstrate exemplary environmental stewardship and align with the Department's priorities and strategic objectives.

Our team has the credibility and substance that comes from working for and with some of the most admired organizations in the world. Our size and Florida focus ensures that Homosassa Springs will benefit from significant personal involvement of our top executives and principals.

The Springs Provision Company is eager to embark on this journey with you.

Yours sincerely,

A handwritten signature in black ink that reads "Christopher Gould".

Christopher Gould
Senior Vice President
Company Representative

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