

AGENDA

SPECIAL COUNCIL MEETING

CITY OF GENEVA, NEW YORK

May 13, 2024

**City Hall
2nd Floor Team Room
Geneva, NY 14456**

COUNCIL MEETING STARTS AT 5:15 PM

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- I. CALL TO ORDER – Mayor, Steve Valentino
- II. PLEDGE OF ALLEGIANCE
- III. ROLL CALL
- IV. WORKSESSION ON KAYAK VENDORS
- V. ADJOURNMENT

Seneca Lake Water Rentals & Tours, LLC
Finger Lakes Water Adventures
Bob and Donna Stivers
PO Box 1036
Geneva, NY 14456
Bstivers1@hotmail.com
315-789-5520

April 15, 2024

City of Geneva
Dept. of Planning and Economic Development
City Hall
47 Castle St.
Geneva, NY 14456
(315) 789-4393

Attn: Dave West

RE: Finger Lakes Water Adventures 2024 Proposal.pdf

SUBJECT: RFP Response: City of Geneva 2024 Kayak Vendor Proposal

Dear Dave West, Ms. Toner, and City Council:

Please find this proposal to be the document needed to generate and execute a lease between Seneca Lake Water Rentals & Tours, LLC (SLWR&T) and the City of Geneva for water related rentals, bike rentals and land usage. We are a locally owned business well suited to providing water access operations on Seneca Lake. SLWR&T proposes to provide human powered rentals to area residents as well as visitors to the Finger Lakes. Currently we are operating from our Boody's Hill location and would like to relocate to Geneva's lakefront. We have been operating this business for 20 years.

SLWR&T has selected the name Finger Lakes Water Adventures (FLWA) to be the operating entity for our organization. It is important to note that this name was selected to attract the attention of visitors that are making the decision about coming to the Finger Lakes region and are looking for a fun experience. We have had this name for more than 10 years; it is well known and will attract tourists.

1. Description of Business/Operation –

The business will consist of the safe operation and training of human powered rentals on Seneca Lake.

- a. Location: 35 Lakefront Drive Geneva NY 14456 From Tour boat dock to fifty feet south of pier with two parking spaces in lot.(Exact location may vary)

- b. Days of Week: 7 days a week
- c. Daily Hours: 1:00pm-8pm
- d. Costs: \$20/person
- e. Ticket Locations
 - i. Stivers Seneca Marine
 - ii. Lake Street Station
 - iii. Finger Lakes Prime Realty
 - iv. Onsite
 - v. City location REC CENTER?
- f. Special Events: FLWA will work with the City to bring water activity to some of their popular downtown events, i.e. Garlic Festival, Musselman, and Cruisin Night
- g. Classes: Educational classes can be scheduled biweekly as an introduction into operating safely on a man powered boat.
- h. Parties: Private parties/large groups can call and book.
- i. Training: Our staff will have the knowledge to get you out on the water to operate safely
- j. Staffing: Along with staffing at the lake front to assist in getting on the boats safely with all your equipment, we will provide an on the water assistant who will patrol the traveled waters in a pontoon boat. Assisting anyone out in the water. Staff will be CPR certified. Ratio 1:10 with 4 others readily available and on standby within 5 minutes or less. **(Please note that paddleboats and some kayakers are not capable of overcoming current and heavy wave action that arises. This was a problem in prior years. A responder is needed in those situations.)**

Passengers will be able to purchase beverages such as soda and water and will have prepackaged snacks available as well. There will be souvenirs available with a graphic of the Finger Lakes and Geneva, NY.

Special programs have been developed for school groups. We will provide age-appropriate educational information covering the history of Geneva, and especially describing a time when boat travel was the only efficient way to get from place to place. We will also partner with the Geneva Recreational Department to provide special classes during the summer program and as part of the adult education programming if they will consider.

The rentals will be available for community festivals and events. We will provide water access to attendees of Cruisin' Night, the Musselman Triathlon, and the Garlic festival, to name a few. We will collaborate with Hobart William Smith to provide lake access to students, alumni, and parents during appropriate times. Water Adventures will make every effort to provide services to senior citizens and people with special needs.

Launching a kayak and canoe rental business can bring several community benefits. Firstly, it provides an opportunity for residents and visitors to engage in outdoor

recreational activities, promoting a healthy and active lifestyle. This can contribute to the overall well-being and quality of life in the community. Secondly, the rental business can attract tourists and visitors to the area, boosting local tourism and supporting the local economy. The increased foot traffic can benefit other local businesses such as cafes, restaurants, and shops, creating a positive economic ripple effect. Additionally, the presence of water adventure rental business can enhance the community's connection to nature and promote environmental awareness. By providing access to waterways, it encourages environmental stewardship and appreciation for the natural resources in the area. Lastly, the rental business can create job opportunities within the community, providing employment for residents and contributing to economic growth and stability.

The Rentals will be available from Memorial Day until Labor Day from 1PM to 8PM daily. (Weather permitting) Sunset rentals will be spectacular. Most rentals will encompass a one-hour block of time.

The price will be approximately \$20.00 per person. We will encourage groups at a discounted rate. We will tailor pricing around your event. Educational rentals for students will also be discounted.

Tickets will be available at various locations. We encourage the City to offer a place to sell tickets.

Current ticket locations –

1. Stivers Seneca Marine-401 Boody's Hill Rd Waterloo NY
2. Lake Street Station- 41 Lake St Geneva NY
3. Finger Lakes Prime Realty 505 Exchange St Geneva NY
4. Onsite- 35 Lakefront Drive
5. City Rec Center??

Casey and Alyssa will provide the marketing and promotion. This dynamic duo is comprised of Casey Pebbles and Alyssa Stivers, who are very enthusiastic and are prepared to inform the public and entertain passengers. The marketing publications they have created include, but are not limited to,

1. Brochures
2. Flyers
3. Signage
 - a. (2) 3' x 5' Road signs
 - b. Sandwich Board
4. Banners
5. Pictures
6. Business cards
7. T-shirts
8. Online

- a. Social Media (Instagram & Facebook)
- b. Website
- c. Email

The website for this venture is www.fingerlakeswateradventures.com.

The cross marketing we have between the BID, the Finger Lakes Tourism Alliance, Ontario County Visitors Connection, the City of Geneva, Canal NY, New York State Tourism Alliance, and various other tourism organizations will enhance the marketing results needed to make this season a success. We are also marketing through the Hotels and Short-term rentals.

We have sent out direct marketing letters via constant contact to various businesses in our community to book private parties and special events. The calls are coming in and we are booking the rentals.

We will encourage community businesses, restaurants, hotels, and wineries to have appreciation events and business gatherings at the beach.

2. Proposed Length of Lease –

Seneca Lake Water Rentals & Tours request a five (5) year lease with a five (5) year extension option.

3. Proposed Compensation to City of Geneva –

SLWR&T has a large expenditure to get this operation started, which will be expensed over the first five (5) years. These costs will include, but are not limited to,

1. Acquisition Cost of boats
2. Equipment Purchases
3. Coast Guard Requirements
4. Safety equipment
5. Advertising & Promotion – Signage – Market Material, etc.
6. Initial Inventory
7. Fees & Permits & Licenses
8. Maintenance
9. Marketing
10. Administration & Labor Dailey

These start-up costs are very real and needed to have a successful, sustainable business. Therefore, we respectfully request that the lease is executed with a \$250.00 annual fee for the first five years. Upon renewal of the lease the City of Geneva and SLWR&T will negotiate a lease with compensation that reflects the relative success of the operation and the input of both parties.

4. Identification of Docking and Landside Needs –

In order to ensure we reach a high level of success; Seneca Lake Water Rentals & Tours and the City of Geneva must work together by offering to share each other's readily available resources.

- a. The city would provide a dock or beach with connected walkway and a parking area suitable for the operation.
- b. Marketing and Promotion is very important, especially in the initial years of the lease. The City of Geneva will be asked to provide a primary link or a banner ad on the city's website. The city will partner with Finger Lakes Water Adventures to issue a press release to all area papers and radio stations and will participate in radio talk shows about the activities provided.
- c. Finger Lakes Water Adventures must have the ability to have proper signage at the docking site, in an area near Routes 5 & 20 and downtown. Signage must be well lit and be of sufficient size to be easily readable.
- d. Liability Insurance: The rental operation will have ample insurance to cover its operation, but we expect that the dock and parking area will be covered by the City of Geneva, with Finger Lakes Water Adventures as additional insured. Be assured that our company will reciprocate as is required.
- e. Access to Ticket Booth - It is important to have tickets available in as many locations as possible. It would be most advantageous to have arrangements that would allow for this function to be performed in the lakeside facility. The city's BID office could help us distribute and communicate with us about tickets being sold in the city's downtown businesses.
- f. It will be necessary to have access to a small amount of storage, a possible shed 8'x8', a Box 3' x 5' x 3' for life jacket storage, a Tractor, Box Truck and some new racks as we will be a substantial distance from our base of operations. *Attached photograph for reference Period from May 1-Nov 1. Also a 10x10 pop up tent and beach chairs removed nightly.
- g. Transportation from festival sites to dockside, especially during special events.
- h. We would like to respectfully request the City Councils endorsement of our efforts.
- i. SLWR&T would monitor and maintain the docks, walkways, and beachfront from the beach area to the tour boat docks. Duties would include but are not limited to;
 1. Trash pickup
 2. Pressure wash docks
 3. Police area for proper dockage and duration
 4. Direct tourists
 5. General oversight of area during working hours

- j. Our Kayak and canoe business strives to operate with minimal visual impact, ensuring that it does not disrupt the natural aesthetics of the park. We also prioritize minimizing any potential impacts to park users, ensuring their enjoyment and safety. Additionally, we are committed to maintaining environmental sustainability, ensuring that our operations do not harm the delicate ecosystem of the park.

6. Description of Rentals

List of Boats

Kayak (8)
Canoe (2)
Paddle Boards (2)
Wake Boards (2)
Skis (2)
Tubes- Several
Ropes-Several
Bicycles (12)

7. Safety and Safety Equipment

- a. First aid kit
- b. Floats
- c. Life jackets
- d. Whistle
- e. Radio/phone 315-789-1111

8. References and Relevant Experience –

The principals of Finger Lakes Water Adventures have a long list of qualifications that make us well qualified to operate on the Geneva lakefront. Our Marina has been in operation for 50 years and has been operated by the current staff for the last 30 years. Seneca Marine is the on-call marina, responding to calls from the Seneca County Sheriff's office, because it has demonstrated its commitment to safety many times over the last several years on Seneca Lake. The company has had many opportunities to take passengers and rentals on Seneca Lake and the canal system for hire. We recently opened a second marina 5/20 Marine located at 634 Waterloo Geneva Road, in Waterloo.

Captain Bob Stivers, owner of the marina has a Captain's License issued by the United States Coast Guard and has logged many hours on Seneca Lake and the Seneca Cayuga Canal. Bob Stivers is also employed by Hobart William Smith to captain the William Scandling research vessel as needed.

Captain John Cooper has operated our tour boat on Seneca Lake for the last 15 years. He will be the principal helmsman on the tour boat and has been a licensed captain for several years and has logged extensive time which includes the Caribbean, Virgin Islands, Bahamas, the Gulf of Mexico, Florida Keys, the Great Lakes, the New York State Canal system, along the Hudson River and open ocean sailing from St. Thomas. The tour boat will be parked adjacent to the rental operation and the crew will be readily available if needed. He is a licensed Charter Captain and has a great talent for entertainment, that will add a special level of fun to each rental or event.

The marketing and promotion will be provided by Casey Pebbles and Alyssa Stivers. They have many years' experience working with the public. Both have had great exposure to the counties of Ontario, Seneca, Yates and Wayne through their connection with Canal NY and the Canal Corporation.

Donna Stivers is the administrator and business leader for our organization. She will be administering contracts, tracking costs, and overseeing the daily operations. Her experience as the marina owner for the past ten years and restaurant owner will give us the guidance and expertise needed to have a successful operation.

A reference list is attached.

Please consider our proposal. We are local people that will make and spend our money in the stores and companies of Geneva. We will be responsive to the needs of the community and will be very sensitive to the needs of the City of Geneva.

Please contact us at 789-5520 with questions.

Sincerely,

Donna and Bob Stivers

BS

rfp Response: City of Geneva 2024 Kayak Vendor Proposal

REFERENCES

Stivers Seneca Marine – Donna Stivers (315) 789-5520
Border City Fire Department – (315) 539-9241
Seneca County Sheriff's Department – (315) 539-9241
New York State Canal Corp. – (518) 436-3055
Canal New York – Peter Wiles (315) 685-8500
Canal Society of New York
NYPA 518.527.2685 | darby.racey@nypa.gov
Village of Waterloo 315-539-3191
Waterloo Economic Development Council 315-539-9131

Seneca County Chamber of Commerce – Jeff (315) 568-2906

Proposal Requirements The purpose of all submitted proposals is to demonstrate the qualifications, competence, depth and capability of the Vendors seeking to provide services to the City of Geneva in conformity with the requirements of this request for proposals. Items to be Addressed: The proposal should address all the points outlined in the request for proposals. The proposal should be prepared simply and economically, providing a straightforward, concise description of the Vendor's capabilities to satisfy the requirements of the request for proposals. While additional data may be presented, the following subjects and questions must be addressed. 1. Name, address, telephone number, and e-mail address of Vendor. 2. Name of contact person, email, and telephone number for purposes of communications regarding the proposal. 3. Experience and capacity of the Vendor, and specific staff committed to this project, with regard to this RFP's Scope of Work 4. Approach: describe how your Vendor will approach this project including: a. Proposed location for vending and path to launching area b. Proposed storage structure dimensions, construction (must be fully removable by typical flatbed tow truck), this could include a freestanding shed on skids or an enclosed trailer, include rendering or photos c. Proposed plan and timeline for installation, seasonal removal, and final removal (City would prefer all structures are removed during off-season) P a g e | 3 d. Proposed inventory: number and type of boats, any other proposed products or services e. Proposed staffing and days/hours of operations f. Proposed rental rate structure g. Proposed lease fee to be paid to the City and schedule of payments h. Any additional proposed community benefits i. Operating plan j. Safety & Security Plan including safety protocols, staffing ratios, certifications of staff k. Marketing Strategy & Proposed signage 5. References: list additional locations where similar vending services are currently or recently were provided and/or demonstrate relevant local experience. Basis for Award In reviewing proposals, the City will carefully weigh: A. Proposal most likely to provide high quality and accessible service to the community; B. Ability to perform services promptly and efficiently; C. Demonstrated understanding of the existing uses and constraints of the site D. Experience with similar vending and/or service provision E.

Reasonableness and feasibility of the approach proposed for meeting the goals of this RFP
F. Minimizing visual impacts, impacts to other park users, and potential for any environmental impacts
G. Efforts to serve the broadest population possible
H. Additional community benefits
I. Other qualifications/criteria as deemed appropriate
J. Any contract resulting from this RFP will not necessarily be awarded to the respondent with the highest lease fees. The contract shall be awarded to the compliant respondent whose proposal best meets the needs of the City of Geneva, in the judgment of the City. The City reserves the right to negotiate the terms and conditions of the contract with the successful Vendor or Vendors to obtain the most advantageous situation for the City.



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Sent from my iPhone



City of Geneva 2024 Kayak Vendor Proposal

04.19.2024

[Sarah Haberstroh](#)

Seneca Lake Watersport Rentals

512 Hunter Road

Westfield, PA 16950

(484) 464-5220

Overview

We are thrilled to present a business proposal for establishing a watersports rental service to the City of Geneva. Our goal is to provide visitors with a memorable outdoor experience while exploring the beautiful Finger Lakes region.

Upon acceptance of this proposal, Seneca Lake Watersport Rentals will be eligible to register as a Service-Disabled Veteran-Owned Small Business. This proposal outlines our market analysis, equipment details, business model and strategies for success in this unique location.

Experience

Seneca Lake Watersport Rentals will be a startup small-business. The owner Sarah Haberstroh, is a Navy veteran and has experience with project management, acquisition, customer relations and operations planning. She has spent lots of time on the water as an underwater robotics technician. She has been trained in combat medicine and is certified in CPR and First Aid. With this skill set and determination to start a successful watersports rental company, this business will be a positive addition to the Finger Lakes community.

Alison Haberstroh, who will be assisting in the management of the company, is highly experienced in marketing. She works as the Marketing Manager for multiple family owned small businesses. She produces high quality and engaging content using digital channels to optimize sales.

Dianne Caspersen, a retired life science teacher, has agreed to volunteer to work with community relations and bring conservation efforts into this company. She is passionate about teaching and is a wildlife expert.

Specifications

The Finger Lakes Welcome Center provides an excellent hub for our rental service, offering high visibility and access to a steady flow of tourists and travelers. Adding this rental service will ensure visitors have a greater variety of activities to partake in. Local community will also benefit from having this service as a healthy and fun activity for the entire family.

Our business will operate as a rental service offering a variety of kayaks and paddle boards suitable for all skill levels. Equipment will include single and tandem kayaks, standard paddle boards and safety gear.

Location

The best location for launching and recovering the kayaks and paddleboards, may be the area indicated below by the red box, and launch at the location of the green area. Signs should be posted from the main visitor center building to the paddle board rental site. If another sandy area is available in the vicinity, the site can easily be planned for an alternative location.



Structure Information

The structure should match the aesthetic of the surrounding buildings while maintaining efficiency. The structure will be similar to the shed image below (10ft x 10ft). A separate 10ft X 10ft tent and two to three kayak and paddleboard storage racks will be the entire footprint of the operation. The total area will be about 350 sq ft. The structure will need to be on level ground, whether that be concrete, pavers, gravel or wood platform. Lockers may be added depending on feedback from the clients. The lockers will be placed on the rear side of the shed. Colors will be customizable to match with the existing park color scheme.



Plan and Timeline

Full operations of this rental business can be achieved within 4-6 weeks of acceptance of this proposal. Vendors have been contacted and lead times support this timeline. Start up costs will be covered by the owner. Website scheduling and marketing is also ready.

Estimated schedule:

- 19Apr2024: Proposal is accepted.
- 20-23Apr2024: Purchase all equipment.
- 24Apr-10May2024: Configure website, sign insurance policy.
- 11May-22May2024: Site setup.
- 23-30May2024: Opening Day.

Inventory

Inventory will consist of the following:

- Kayaks (6 single, and 2 double)
- Stand-Up Paddleboards (10)
- Life Jackets (32 various sizes)
- Shed (1)
- Lockers (9)
- Signs (4)
- Gear GPS Trackers (18)
- Square POS
- Kayak and Paddleboard Storage Racks (3)
- Cable Locks (18)
- Maritime First Aid Kit (1)
- Towable Cooler (3)
- Other Merchandise (i.e. waterproof phone bags, water shoes, towels, etc.)

Staffing and Hours of Operation

Two personnel will be working during normal business hours. One person will be on-call to accommodate any group reservations on off days, or special events outside of normal operating hours. During normal operations, one person will be checking in clients, and another will be assisting the clients with the gear, and providing safety and equipment briefings.

Hours of operation will be four days a week, Thursday-Sunday, from 10:00 am to 6:00 pm. Special group reservations can be accommodated on off-days or outside of normal operating hours. Additionally special events and classes will be held outside of these hours. (i.e. morning paddleboard yoga, sunset kayak tours, Fourth of July fireworks tours, etc.)

Reservations of equipment can be made online. Walk ups are of course also welcome.

Rental Rate Structure

Equipment rentals shall be \$20 per hour, \$40 for a four hour (half day) rental, and \$60 for a full day (10am-6pm) rental. Accepted payments will be through Square POS system or cash. Credit card payments will include a 2% surcharge to cover business processing fees.

A monthly membership for \$100 will also be available, oriented towards locals, that will provide them four full-day kayak or paddle board rentals per month, along with invitations to special events at half-cost.

Lease Fee

Lease fee will be an agreed upon percent of the net profit to be determined upon approval of the proposal.

Community Benefits

Monthly Lake Seneca cleanups will be held where rental fees will be waived for volunteers participating in trash collection on the water and shores.

We will partner with small Yoga and Wellness businesses to offer paddleboard yoga and meditation events.

Conservation and wildlife teaching events will be held monthly directed at kids aged 10-15.

Operating Plan

Operations will include:

- Setting up rental station with signage and displays to attract visitors to the waterfront park.
- Managing inventory, including acquisition, regular maintenance, equipment inspection to insure quality and safety, and increasing inventory depending on demand.
- Employing trained staff to assist customers with rentals, safety instructions and tour bookings.
- Implement an online booking system for reservations and payments to streamline operations.
- Operation duration will be weather depending, but is estimated to be from May-September.

Safety and Security Plan

The following safety and security measures will be put in place:

- All employees will be CPR and First Aid certified
- Lifejackets will be worn by all parties (client and employees) while on the water
- Trauma first aid kits will be kept on site at all times.
- Emergency procedures will be documented and training will be provided to employees to include:
 - Missing/lost persons
 - Medical Emergency
 - Emergency reporting procedures
 - Emergency contact information

Marketing Strategy

Our marketing strategy will focus on targeting tourists and locals through the following channels:

- Collaborative marketing with the Finger Lakes Welcome Centers, leveraging their promotional platforms and visitor outreach.
- Local SEO and digital advertising targeting travelers searching for outdoor activities and water sports in the Finger Lakes region.
- Social media campaigns showcasing the natural beauty of the Finger Lakes and the unique experiences offered by our rental service.
- Partnering with local accommodations, tour operators and travel agencies to promote our rentals as part of vacation packages.

Conclusion

In conclusion, our kayak and paddle board rental service in Geneva at the Finger Lakes Welcome Centers presents a compelling business opportunity to capitalize on the region's tourism and outdoor recreation industry. We are excited about the potential to create memorable experiences for visitors and locals of the Geneva community, and generate sustainable growth for our business. Thank you for considering our proposal. We are eager to discuss this opportunity further and explore how we can contribute to enhancing the Finger Lakes experience.

Sarah Haberstroh

Seneca Lake Watersport Rentals

(484) 464-5220

srhaberstroh@gmail.com

David West

From: Bob Stivers <bstivers1@hotmail.com>
Sent: Wednesday, April 17, 2024 11:38 AM
To: Elizabeth J. Toner; David West; CFStivers Events; Bob Stivers; Alyssa Stivers
Subject: Seneca Lake Water Rentals and Tours 2024 Proposal KAYAK-VENDOR
Attachments: Seneca Lake Water Rentals and Tours 2024 Proposal KAYAK-VENDOR.pdf

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Thank you

Bob Stivers
Box 1036
Geneva NY 14456
315-789-5520

From: Bob Stivers <bstivers1@hotmail.com>
Sent: Wednesday, April 17, 2024 11:25 AM
To: Bob Stivers <bstivers1@hotmail.com>
Subject: Beach



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Woodard Rentals LLC (previously on Canandaigua Lake)

1. Name: Woodard Rentals LLC (would need a new DBA such as Seneca Kayak Rentals or Paddle Seneca, etc.)

Address: 49 Serenity Drive Geneva, NY 14456

Phone: (814)460-2263

Email: Woodardrentalsllc@gmail.com OR kayleighwoodard93@gmail.com

2. Contact Person/Owner: Kayleigh Woodard phone (814) 460-2263 personal email kayleighwoodard93@gmail.com
3. Woodard Rentals LLC started in 2017 and successfully ran a kayak and paddle board rental program on Canandaigua Lake. From 2017-2019 we worked out of a boathouse at the end of the pier, simultaneously running a licensed Hershey's Ice Cream shop. The City of Canandaigua put out a BFP for the hot dog vendor/concessionaire to fill the space at Kershaw Beach for 2020-2021-2022. We put in a BFP that included running the concession as well as moving our rental business to that location and using the public launch space about 100 feet to the left of the building. We were able to store all of our Kayak and Paddle board material outside of the building on the city side of the black fenced in area. We were very successful in running that Kayak and Paddle board facility. However, when the city proposal was up for a re – bid they made it clear that they only wanted a concessionaire, and did not want the rentals business to operate from that location. The location was extremely busy, which brought in a lot of extra people for the lifeguards to watch even though they were outside of the beach area. I decided as the owner of the business that it was not beneficial enough for me to only run the concession stand so I closed the business altogether. I recently moved to Geneva and would be very interested in reopening the business, under a new DBA. I have several employees willing to come back to work full time seasonally as well.
4. A. The Proposed location for vending and path to the launching area can be seen on the map provided "Basemap for rental and launching proposals". The ideal location would be directly to the right of Castle Creek in the rocky/ grassy area that leads directly to the lake. This would be ideal because it leaves the customer far enough away from the public boat launch to ensure the safest experience. It would also give them the opportunity to easily go right towards the hotel when they leave or left towards the public beach areas. Handicap accessible launch centers can be installed on one of the boat slip spaces, but again would eliminate that boat slip and make it more difficult to ensure the safety of the renter.
B. There are several different storage methods available for me to use to store the kayaks and paddle boards during non-business hours. These include but are not limited to:

1. An enclosed trailer that would take up approximately 2 parking spots in the parking lot closest to the launch point.
2. Kayak trailers that could be moved from the parking lot to the launch point daily for business operations and then moved back to the parking lot for storage.
3. Kayaks could be chained, locked up, and stored far enough into the grass line that they would be out of the parking lot for off hours but also not close enough to the lake to slip away or be stolen.
4. A simple wooden rack solution could be built and assembled on the grass area above the launch point. The rack would be disassembled in the off season and re assembled the next year.
4. I would be open to looking into the cost of a roll away shed if that is what the city prefers, however there are more cost effective options available.

Please follow this link to view Kayak Racks. Two racks can fit in one parking spot or be left on the grassy area and locked up when not in use.

<https://directboats.com/6plcaorkatr.html?srsId=AfmBOorVGjb9pHJsUYW7k3uGcr2GueKLhzSzfrwXysaLwDhBg5dWVUmcisQ>

I have a very large enclosed trailer that I already own. Please follow this site to view what that option would look like <https://sleequipment.com/8-5x32-flat-nose-black-enclosed-trailer-3-7k-axles.html>

An example of the wooden rack option can be found below:



This option above would be my number one choice because it is easy to assemble and disassemble but also is extremely sturdy. It would also allow for the kayaks to drain and dry when not in use. It would not take up a parking spot and would not negatively affect the lake in any way. The dimensions of this storage option would be discussed with the City and decided upon together, depending on how high or long the City prefers the structure to be. I should note that a storage tote would need to be next to it for all personal floatation devices as I am required by law to provide them myself to all renters. An example of this storage can be found by clicking: <https://www.eastoak.com/products/120-gallon-waterproof-deck-box>

C. Normally the business would be open and operating mid-May and close mid-September (weather dependent). However, with this Bid for Proposal coming late in the season shooting for an opening date of Memorial Day Weekend through Mid-June would be more realistic. It will take time to get the inventory, build or purchase the storage options, obtain insurance, re-instate ADP payroll services, workers compensation, CPR certifications, etc. I am sure as the City can see by this proposal that there would be a significant amount of work needed to start the business back up in time for this season. In a normal season inventory would be ordered in October to be delivered mid-April and available for the season.

D. Proposed inventory will consist of Paddle Boards and Kayaks. I would propose at least 10 individual kayaks, 4-6 two person kayaks, and at least 10 paddle boards for the first season. By the 2nd and 3rd seasons of the contract I would anticipate being able to launch up to 25 individual kayaks, 20 paddle boards, and 10 doubles at any given time. We were extremely busy on Canandaigua Lake and are used to spacing out the rentals 5-10 minutes apart so that we can ensure everyone goes out and returns safely. Examples below:



E. In previous years the average full time staff was 4-6 and part time staff was 8-10. Keeping in mind that we were also running a busy concession/grill that was open to both the public and beach goers. I have at least 7 previous staff members willing to work full time OR part time this season. I would utilize these previous staff members and likely would not need to do any outside hiring this season. As they “age-out” and stop returning home from College or going back to high school I will have to hire new staff. Hours of operation would be 7 days a week

from 9-5 or 9-6 (city preference). In previous seasons we were obligated by contract to be open 7 days a week from 10 am to 9 pm. We did have success with “sunset kayak sessions” from 7-9 pm. We would likely resume some of those sessions in year 2 and 3 of the contract. Staffing would range from 1-5 staff members at any given time depending on reservations, weather, seasonality, etc. I do not anticipate needing more than 5 staff members at any given time.

F. Rental Rate Structure:

* Individual kayaks and paddle boards: 1 hour rental \$30, 2 hour rental \$40, 4 hour rental \$45 full day rental, \$70

* Tandem kayaks: 1 hour rental \$35, 2 hour rental \$50, 4 hour rental \$60, full day rental \$80

G. Lease fee for year one: \$1500 year two: \$2500 year three: \$3500. I would like to note that I would be open to a 5 year contract rather than three years. The fee schedule for year four and five can be discussed if that is an option. The longest contract option available would be best. Payments to be made by July 1 of each contract year.

H. When Woodard Rentals operated on Canandaigua Lake we did a lot of work with the Community Support Center. We provided free weekly/bi weekly rental outings for anyone in the CSC to sign up for. They would create the event, manage the sign ups, and help with check in. We would get a liability waiver/rental agreement signed by each participant with a \$0 fee. We found that offering this was a great benefit to the overall community. We had parents, children, friends, strangers all going out together and really finding a sense of community out on the water. We would like to offer a similar program at this location. However not being familiar with a lot of the organizations in the area the Boys and Girls Club seemed like the best option (at the moment). An example would be Boys and Girls Club time sign ups where members could come and enjoy a 1-2 hour kayak or paddle board for free. There are so many options when it comes to community sponsored events. We would be open to any organization(s) the city recommends in this capacity.

I. Please use this overall proposal as our Operating Plan. Our goal would be to provide safe, affordable rental options for anyone in the Geneva area. We would hope this would attract tourists who are staying on the lake or surrounding lakes as well as locals who would not normally be able to access the water. We would love the opportunity to reestablish the business using a new DBA (previously Kershaw Concession).

J. As stated before the staffing would include 1-5 staff members at any given time. Staff hours of operation would start one hour before and end one hour after normal business hours. This would be for set up and closing procedures. All staff will need to be CPR certified.

K. Marketing strategy includes but is not limited to: A new website, Facebook and Instagram page, Facebook targeted marketing, local news outlets, signage and word of mouth. Year two

and three could include a television commercial to attract more out of town guests to the area. Flags would also be placed in the rental area and surrounding areas such as “check in here” “Kayak Rentals Available” “Paddle Board Rentals”, etc.

5. References: I can give a list of any/all previous employees and/or parents of employees at the request of the city. Personal and business references include:

David Whitcomb – was a City Council Member when our contract began with the City of Canandaigua. He is also the lawyer responsible for creating the rental agreements customers sign. I also employed two of his children. He can be reached by phone at (585) 975-9440

Alison Koczent – Ally is currently my realtor. I flip houses for a living since closing the business at the lake. We have bought and sold several properties together in the last two years and she can attest to my financial stability and availability of funds to make this business successful. She can be reached by phone at (315)759-8309.

Maryann Ashby – Maryann does my taxes and can answer any questions relating to previous business operations. She has access to all the receipts for payroll, inventory, workers comp, insurance, etc. She can be reached by phone at (585) 472-3708

Please feel free to reach out to anyone at the Community Support Center of Canandaigua for information on our previous relationship.

Woodard Rentals LLC has exactly the previous experience needed to make this a success for both us as well as the City of Geneva. We have the knowledge and experience running the same exact rental operation just one lake over for many years. Had the City of Canandaigua wanted to continue the rental business and not just the concessionaire part of the contract we would still be successfully operating. The success of rental businesses including ours, on Canandaigua Lake is a great example of what Seneca Lake is missing out on. Hundreds of people come every day to get out on the water and we can give them that option on Seneca Lake. We look forward to a great relationship with the City of Geneva and hope that we will be given the opportunity to re-open. Please do not hesitate to contact me with any questions.