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## PROPOSAL FOR VENDOR/CONCESSIONAIRE IN LAVERN M JOHNSON PARK

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Submitted by FoCo Tube & SUP, LLC  
*DBA Ray's River Rentals*

RAYMOND W MEES *Member/Manager*  
[Ray@RaysRiverRentals.com](mailto:Ray@RaysRiverRentals.com) ● [REDACTED]



## FoCo Tube & SUP, LLC

Fort Collins, CO 80521

Raymond W Mees

*Member/Manager*

[Ray@RaysRiverRentals.com](mailto:Ray@RaysRiverRentals.com)

EIN 84-4943480

Colorado Sales Tax License # [REDACTED]

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Lisa Ramsey,

*FoCo Tube & SUP, LLC* is pleased to be submitting the following proposal to the Town of Lyons for Vendor/Concessionaire at LaVern M Johnson Park.

*FoCo Tube & SUP, LLC* (DBA Ray's River Rentals) understands we are submitting a proposal to operate the concession stand at LaVern M Johnson Park from May 24 – September 7, 2023, on days when the river through the park is between 250c cfs and 40 cfs weather permitting. We will operate primarily as a rental service providing commercial grade river tubes. Our commitment to share our love and respect of rivers drives us to be a positive addition to the Town of Lyons, CO by providing excellent customer service to the community of Lyons and visitors alike.

*FoCo Tube & SUP, LLC* certifies that this proposal is valid and binding for a period of (90) days following April 15, 2023 and will become part of the contract negotiated with the Town of Lyons.

We appreciate your time and consideration.  
Please feel free to reach out with questions at,  
[Ray@RaysRiverRentals.com](mailto:Ray@RaysRiverRentals.com) on [REDACTED]

A handwritten signature in black ink, appearing to read "Ray W Mees".

Raymond W Mees  
*Member/Manager*

# FoCo Tube & SUP, LLC Bid Proposal

## LaVern M Johnson Municipal Park 2022

### » Scope of Service

#### SEASON LENGTH

- On days when the river through the park is between 250c cfs and 40 cfs weather permitting.
- May 24 – September 7, 2023.
- Special Location: for July 26 – July 31 and August 10 – August 13 Ray's River Rentals will be operating at Bohn Park. We will be using a box truck to store equipment and operate for these weekends.

#### DAY PER WEEK

- 7 Days a week, Monday – Sunday
- Daily Hours
  - Staff: 9am – 6:30pm
  - Operating : 10am – 6pm with rentals due back by 6pm
  - Participant rentals outside of operating hours will be accommodated when possible with reservations .

#### FACILITY

- FoCo Tube and SUP, LLC requires Improved park signage. River Entrance and exit points (visible from the river), hazards, pfd information.
- We will be storing all equipment indoors at night and on days that we will be closed.
- At 9:15am we will begin inflating tubes/paddleboards and placing them on the west facing wall of the concession stand.
  - Chalkboard with daily water level, water temp, and weather conditions will be placed out front, tube rental flags will be placed in designated sites.
  - Shutters will be open at 9:45am
- Flags/A-frame signs will be put up at designated locations by 9:30am.

## » Equipment

| RENTAL ITEM  | CURRENT INVENTORY                          | PRICE / DAY      |   |
|--|--|------------------|---|
| Type III Coast Guard Approved PFDs   | 50 adult universal<br>20 youth under 90lbs | free<br>w/rental |    |
| Type V Coast Guard Approved PFDs<br><i>For XL/Plus sized participants</i>                                | 10   | free<br>w/rental |    |
| Water shoes  | <i>supplier has in stock</i>               | \$3              |    |
| Universal & adult small helmets for kids<br><i>Optional for tubers, required for paddleboard rentals</i> | 60   | free<br>w/rental |   |
| Commercial grade single tube   | 65   | \$20             |  |
| Commercial grade double tube   | 20   | \$40             |  |
| Stand Up Paddleboards<br>8-9ft, paddle, optional leash and knee pads included                            | 2 Small<br>2 Large<br>2 Youth              | \$50             |  |
| Dry bags   | <i>supplier has in stock</i>               | \$2              |  |

## » Value Added Items

- River photography - \$10
  - Photographer will be on site on weekends
- Yard game rentals - \$10 per day

## » Reservation and walk up Participants

*Participant can book and make payments online for advanced reservation and limited walk up space will be available.*

### CHECK IN

- Participants with reservation
  - Payment will be taken at time of booking
  - Waiver will be filled out before arrival using Smartwaiver
- Walk Up Participants
  - Waiver can be filled out via participant phone or provided tablet
  - Payment will be taken after waivers are filled out
- Once payment is taken and waiver completed
  - Participants will be given rental equipment
  - Participant will be informed when a photographer is on-site and taking photos, photos will be available on our website the following day.
  - Participant will watch our Safety Orientation Video (outlined in *Safety* section).

### CHECK OUT

- Upon participants return, staff will ask about their experience and check equipment for any damage. If injury occurred participant will fill out an incident report.

### REFUND, RESCHEDULED, LATE RETURN AND DAMAGED EQUIPMENT

- Full refunds will be given to participants
  - Who cannot reschedule or who cancel 24 hours in advance.
  - If Boulder County Sheriff closes the St. Vrain.
- FoCo Tube & SUP, LLC reserves the right to cancel or refund participants due to safety concerns
  - Refunds will be given in the same form of payment that was used to make the reservation.
  - Participants returning equipment more than 30 minutes after closing will be charged a late fee of \$10, or \$20 if returned the following day.
  - If equipment is damaged beyond repair or lost, participants will be charged for the full amount of replacement.

## » Staffing

- A minimum of one staff member will be present at concession stand at all times during open hours.
- Current staff include
  - Ray Mees - *Member/Manager, Primary Contact and Staff Member*
  - Stefanie Mees - *Book Keeper, Photographer, Secondary Contact and Staff Member*

## » Insurance

- General Liability Insurance
  - \$1,000,000 per instance
  - \$5,000,000 aggregate
  - \$300,000 for Damage to rented Property
  - Town of Lyons, CO is named as additionally insured

## » Safety

### COMPANY REGULATIONS

- Boulder County Sheriff department will dictate water closure.
- Children 12 and under must wear a Personal Flotation Device (PFD) at all times at any water level.
- FoCo Tube & SUP, LLC may require adults to wear a PFD based on water level and/or any reason we deem appropriate.
- PFDs, Helmets and whistles are required for all SUP rentals and highly encouraged for tube rentals. *At times PFDs will be required for all renters.*
- No one under the age of 7 will be allowed to rent river equipment.
- Participants must adhere to all Colorado Boating Safety Regulations.
- It is recommended that participant always recreate with a buddy.
- Kids ages 7-12 are encouraged to use a double tube with parent/guardian.
- All participants must be able to swim and children should be strong swimmers – KNOW YOUR LIMIT.

### SAFETY ORIENTATION

- Staff will verify that each participant has a signed waiver
- Participant will be fitted for a PFD

### SAFETY VIDEO

- Participants will be:
  - Informed that gear must be returned by 6pm. If not returned by 6:15pm we will call the participants. If they do not respond by 6:30pm we will begin our emergency response.
  - Instructed how to properly wear a PFD and helmet.
  - Given on-site staff phone number, which is written on all equipment.
  - Getting wet and must dress for water temperature.
  - Shown Put In and Take Outs, and where park maps are located.
  - Given a description and visual of river features that they may/will encounter.
  - Told it is recommended that at least one participant per party has a watch or phone with them.
  - Prepared for what to do in case of inclement weather or other emergency.
  - Asked to store any valuables in their locked car and informed of dry bag rentals. FoCo Tube & SUP, LLC is not responsible for any lost or stolen items.
  - Reminded to drink plenty of water and wear sunscreen.
  - Informed where bathrooms and water fountains are located at pavilions at LaVern M Johnson Park and Bohn Park.
- Participants will be given tube specific instruction:
  - How to sit on a tube properly
  - What to do if they fall off their tube and the river safety position
- Participants will be given additional SUP instruction at the end of video:
  - How to carry, load or unload boards in water
  - How to stand on a SUP properly
  - What to do if they fall off their SUP and the river safety position
  - Mechanics of paddling
- Informed staff are available for any questions after video.

### INCIDENT REPORTS

- Participant are required to let on-site staff know of any injury and fill out a incident report at that time.

## COMPANY POLICIES

- Rented equipment will be sanitized on a daily basis
- Equipment will be inspected and checked that they maintain air pressure before equipment is given to participants
- Staff will be easily identifiable in logo-ed outerwear
- All staff members are required to have CPR and First Aid Certification
- All staff members will go through safety and operations training

## » Marketing

### PHYSICAL MARKETING

- Outside the Lyons area: Brochuring in Longmont, Berthoud, the Town of Lyons, Loveland, and Fort Collins.
- The Town of Lyons, CO: Work with local business to cross promote. Direct customer to breweries, eateries, shops, and Vrbo and hotel/resorts. Give our recommendation for a great day in the Town of Lyons.
- In the Park
  - Signage
  - Flag signs
  - Chalkboard sign: current water level, today temp, weather, and water temp

### DIGITAL MARKETING

- Facebook, Instagram and Twitter
- Tripadvisor

Advertising outside the Town of Lyons will draw from 350,000 residents of Larimer County where there is currently no river tube rental company. Working with Visit Estes Business Association to advertise on their website and brochure in Estes Park, drawing from the 3 million summer participants who visit Rocky Mountain National Park each year.

## » Customer Service

MISSION: To provide an exciting and convenient summer of fun.

VISION: A summer of fun, adventure, and awareness on the St. Vrain.

### COMMUNICATION

- RaysRiverRentals.com, site is not live, link can be provided.
- Orientation video
- Knowledge of surrounding business and activities
- Knowledge of rivers and St. Vrain
- Providing quality and consistent river equipment

### OPERATIONS

- Online reservations and advanced payment options
- Pre-sign digital waivers

Our passion for adventure and the joy river experiences bring, drives us to provide an experience that is affordable, fun, and convenient.

## » Qualifications & Experience

FoCo Tube & SUP, LLC principal members and staff have over 20+ years of combined experience in the outdoor recreation industry ranging from professional river management and guiding, ski instruction, ski rental, retail sales, ski school training supervisor, parks and trail construction, and childcare Manager. All including customer service, safety awareness, and a dedication to the outdoors.

We are a new business but our employment/management experience over the last decade has taught us how to work with different groups of people and provide participants with the best possible experience. Our current inventory of new equipment is ready to rent on May 21, 2022. Even with current supply chain issues due to the Covid-19 pandemic we are capable of opening and expanding, if necessary, to meet the growing demand in outdoor activities. *See attached resume.*

## » Reports

- Monthly reports will be provided to the Town of Lyons based on the number of participants, returning participants, payment processing, and participant reviews.
- Members will be available to meet with the Town of Lyons as requested

## » Cost of Service

FoCo Tube & SUP, LLC is prepared to offer the Town of Lyons, CO one of the below options depending on operating days available to us.

Rent \$25/day we are open – To be paid on our final day of the season.

## » Proposal Summary

Our knowledge of rivers and our experience in the recreation industry make us the best choice for this concession. Our members are our employees will be operating the stand and walking the river taking photos, working with the town and participants to provide the best possible experience. We have long dreamt of running a river rental business and if awarded this contract we will put every bit of our energy and experience into making FoCo Tube & SUP, LLC (DBA Ray's River Rentals) an indispensable addition to the Town of Lyons community.

## » References

Randy Morgan, *Owner/President Outpost Sunsport, Fort Collins, CO*  
Tony Terreri, *Winter Park Ski and Ride School Director, Winter Park, CO*  
Tom Jaster, *Owner/Founder Rapid Transit Rafting, Estes Park, CO*  
Deb Carpenter, *Operation Manager Rapid Transit Rafting, Estes Park, CO*



## » Resume

RAYMOND W. MEES  
[REDACTED] Road  
Fort Collins CO, 80521  
[REDACTED]

### RELEVANT EXPERIENCE

#### *Management and River Safety*

8,000+ Miles on Cache La Poudre and 10+ Western Rivers  
Managed river rescue situations  
Assess and responded to ever changing river hazards as a commercial guide and manager  
Responsible for hiring and training new staff 150 ski instructors and 20 river guides  
Supervised 400+ instructors, 20 river guides, photographers and rental technician  
Implemented new policy, procedures and technology for river, ski and retail/rental industries  
Schedule continuing education for all returning staff

#### *Customer Service*

Managing and responding to participant concerns  
Provide, schedule and implement training and feedback to employees for optimal participant experience  
Assess equipment to optimize skills gain in both instructors and participants  
Forecasted staffing needs for effective staff utilization  
Developed strong rapport with children and parents to create trust  
Evaluate students on physical and cognitive ability  
Create lesson plans appropriate to each student's learning style and physical development  
Provided on-snow, on- river and digital support to staff and participants

#### *Retail & Rentals*

Discuss service, equipment and rental options that best fit customer's needs  
Inventory equipment, asses any damage and make repairs  
Work with marketing staff to create signage and update websites in increase efficient traffic  
Responsible for warranties and service department orders  
Current with industry standards, equipment and best practices

### CERTIFICATION

PSIA Alpine Level 3 Ski Instructor, 2016  
Freestyle Specialist 1, 2016  
Child Specialist 2, 2013  
United Bicycle Certified Bike Mechanic, 2012

### EMPLOYMENT

|  |         |
|--|---------|
| Assistant Manager, Outpost Sunsport, Fort Collin, CO                       | 2018-21 |
| River Manager, Rapid Transit Rafting, Estes Park, CO                       | 2014-18 |
| Training/Kids Supervisor & Instructor, Winter Park Ski and Ride School, CO | 2009-18 |
| Mechanic/Sales Associate, Peloton Cycles, Loveland, CO                     | 2012-13 |