



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

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

RAYMOND W MEES *Member/Manager*
Ray@RaysRiverRentals.com • 970-980-9476



FoCo Tube & SUP, LLC

2949 Pleasant Valley Road, Fort Collins, CO 80521

Raymond W Mees

Member/Manager

Ray@RaysRiverRentals.com

970-980-9476

EIN 84-4943480

Colorado Sales Tax License # 85175168

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 21 to September 7, 2021, excluding July 21-25, August 5-8 with the option to renew for two successive summer seasons. We will operate primarily as a rental service providing commercial grade river tubes and basic campground concession items. 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 March 1, 2021 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 or 970-980-9476.

Raymond W Mees
Member/Manager

FoCo Tube & SUP, LLC Bid Proposal LaVern M Johnson Municipal Park 2021

>> Scope of Service

SEASON LENGTH

- Option 1: May 21 to September 7, 2021, excluding July 21-25, August 5-8
- Option 2: May 21 to September 7, 2021
- FoCo Tube & SUP, LLC will require access to concession two weeks prior to May 21, 2021 and we will move out no later than two weeks after the close of the season
- FoCo Tube & SUP, LLC would like the ability to extend the season if water and business allows.

DAYS 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 & SUP, LLC will require some non-structural alteration to the interior of the concession stand and discuss refrigeration options with the Town of Lyons before installation.
- 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

CONCESSION ITEMS

- Sunscreen
- Bug spray
- Sunglasses retainers
- Reusable water bottles
- Charcoal
- Lighter fluid
- Matches
- Assorted camping accessories
- Assorted non-perishable snacks and beverages

VALUE ADDED ITEMS

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

FUTURE YEAR EXPANSIONS

- Van shuttle
 - If business dictates, shuttle will start in 2022
- Mountain bike fleet
- Kayak rentals
- Kites rentals
 - Prism kites

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

»» 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, 2021. 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.

May 10 to September 10, 2021 \$1,100 per month / \$4,400 total
For July 21-25 and August 5-8 FoCo Tube & SUP, LLC will operate out of Black Bear Hole parking lot.

»» **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, everyday from May 21 to September 7, Ray Mees and/or Stefanie Mees 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, <i>Owner/President Outpost Sunsport, Fort Collins, CO</i>	970-227-0704
Tony Terreri, <i>Winter Park Ski and Ride School Director, Winter Park, CO</i>	970-393-0260
Tom Jaster, <i>Owner/Founder Rapid Transit Rafting, Estes Park, CO</i>	970-481-5174
Deb Carpenter, <i>Operation Manager Rapid Transit Rafting, Estes Park, CO</i>	970-227-3657

>> Resume

RAYMOND W. MEES
2949 Pleasant Valley Road
Fort Collins CO, 80521
970-980-9476

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