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To Victoria Simonsen and Board of Trustees,

I want to first thank the Town of Lyons Staff and the Board of Trustee for the opportunity to join the Lyons Community this summer.

Ray's River Rentals is requesting release of contract on August 10th rather than September 10th due to water levels dropping to mid august levels on July 23. We look forward to having Lavern M. Johnson Park be our summer home for years to come.

#### Season Successes

5 Star Google and Yelp Reviews

Excellent report with Lyon's Community

Hired Local

Rental Growth week over week from June 22 till July 21

Generated significant weekday business from Estes Park as well as local traffic from Longmont and Boulder both of which have established tube rental businesses.

Information hub for park patrons. The level of information we had to give out about general park information was a lot higher than we anticipated. Parking, Camping, Day Use Information as well as local activities to folks who were not looking to tube.

Great relationship with Camp Hosts.

None of our guests were involved in any Emergency Service Responses

#### Season Challenges

Tubing Ban - The tubing ban was absolutely necessary this year with the exceptionally high water levels. The length of the ban and its publicity hurt us all season. We had guests calling on July 19th asking if the tubing ban was still in place. Kim Mitchell was very helpful in pulling tubing ban posts from the town website. Though I think moving forward it would be nice to have

a tubing page on the town website or visit Lyons that says if the river is open or not with the date.

Modeling Golden's red yellow and green flag system would be a good idea as well.

Low Water - This was a big hit this year. Using historical data back to 2015 with the snow totals we thought we would make it till August 10th easily. However, after speaking with Longmont Water, lack of snow this December and January coupled with 100 degree temps in early June significantly shortened the season. We anticipated a 7-8 week tubing season and ended up with 4. It was a great four weeks though.

Rocky Grass Festival - Long term having Lavern M. Johnson Park rented out for 2 weeks of a 4-8 week season is going to make sustainability difficult. Not sure much can be done about this but it is a reality.

### Season Takeaway

Concession sales weren't strong enough to warrant a season from May to September. With reserved tables on the weekend and restaurants nearby, concession just didn't do well enough as a stand alone revenue stream.

Lavern M. Johnson Park - We always knew the convenience of location was going to be a major driving factor in the success of our venture. The concession stand is always going to be a necessary part of our business so we look forward to a long relationship.

Future Contract- We would like to negotiate for a tiered percentage of rental sales for future seasons. This way if our season is short we don't need to cancel the contract early and the town benefits when our season is longer.

Kind Regards,  
Ray Mees  
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