



**REQUEST FOR INFORMATION
TO PROVIDE BEACH, MARINA AND TOUR BOAT OPERATIONS
FOR THE TOWN OF LAKE LURE**

Interested firms must respond to this RFI via mail by March 31, 2017

All questions concerning this Request for Information (RFI) should be directed to:

Ron Nalley, Town Manager
2948 Memorial Highway
P.O. Box 255
Lake Lure, NC 28746
(828) 625-9983 ext. 101
townmgr@townoflakelure.com

RFI OBJECTIVES

This is a Request for Information (RFI) only and does not constitute a commitment implied or otherwise, that the Town of Lake Lure will initiate a procurement action in this matter. The Town of Lake Lure will not be responsible for any cost incurred by responders in furnishing any information.

This RFI is issued to conduct research to identify firms capable of providing the beach, marina and tour boat operations for the Town of Lake Lure. The object of this RFI is to gather information from qualified firms to operate our services associated with beach, marina and tour boat operations. The information collected through this RFI may be used by the Town to develop future solicitation(s) to seek a firm to manage these services for the Town of Lake Lure. After receipt of responses to this RFI, meetings may be scheduled by the Town to review/discuss the information received.

Responders to this RFI are not required to adhere to rigid guidelines or formats and are encouraged to offer creative solutions. Responders may also provide information for the management and operation of one or all of the services described in this RFI.

1. INTRODUCTION:

The Town of Lake Lure, North Carolina, requests information from parties interested in operating the beach, marina and tour boat services for the Town of Lake Lure. Information from prospective management companies should detail their qualifications and outline a plan of work for the management of these services. The Town of Lake Lure is looking for a firm capable of handling all operations associated with these services, including but not limited to, equipping, staffing, maintaining,

reporting and operating the Lake Lure Marina and Store, Commercial Boat Tours/Rentals, and Beach/Waterpark Facilities. The Town of Lake Lure Beach, Marina and Tour Boat Operations are located in the heart of Lake Lure and is one of the community's most well-known landmarks, as visitors and residents visit this area on a regular basis.

2. BACKGROUND INFORMATION:

The Lake Lure Beach consists of approximately three acres and includes 100 yards of beach and swimming area, water park, ticket office, changing area, restrooms, concessions, and picnic shelter. The Lake Lure Marina provides a variety of fee-based boating and recreational opportunities, including a public boat launch, boat slips, boat rentals, tour boat excursions, ticket office, restrooms, picnic tables and waiting area.

During the past five years, the Town has welcomed close to 200,000 visitors to our beach and a little over 166,000 visitors have enjoyed a tour of the lake. Following is an annual breakdown of visits:

	2012	2013	2014	2015	2016	Total
Beach	31,494	26,216	36,097	50,834	51,021	195,662
Tours	29,826	29,823	32,046	36,004	38,479	166,178

During the past five years, concession revenue paid to the Town from the beach, tours and marina has risen steadily.

	2012	2013	2014	2015	2016	Total
Beach	\$ 38,265	\$ 31,388	\$ 48,470	\$ 61,215	\$ 62,574	\$ 241,912
Tours	\$ 38,281	\$ 39,362	\$ 42,281	\$ 48,099	\$ 51,739	\$ 219,762
Marina	\$ 31,247	\$ 29,647	\$ 37,247	\$ 43,252	\$ 52,318	\$ 193,711
	\$ 109,805	\$ 102,410	\$ 130,012	\$ 154,581	\$ 168,647	\$ 655,385

3. PURPOSE:

The purpose of this document is to inform interested parties of the information requested by the Town of Lake Lure to potentially move forward with a Request for Proposals for management and operation of Lake Lure Marina and Store, Commercial Boat Tours/Rentals, and Beach/Waterpark Facilities.

4. POLICY GOALS:

It is the intent and expectation of the Town of Lake Lure to provide for its residents and guests a quality service at a level comparable to other similar facilities and attendance. To date the Town has identified the following goals and challenges to be addressed by any beach, marina, tour boat and concessionaire/gift shop management organization:

- Achieve revenue growth for the operation
- Provide safe and attractive public amenities

- Provide appropriate activities, facilities, concessions, and gifts that appeal to residents and guests
- Contribute funding to construct needed capital improvements and enhance facilities in keeping with the vision of the Lake Lure Town Center Master Plan.
- Institute new advertising, marketing and sales initiatives and identify new potential customers.

5. INFORMATION REQUESTED:

Through this RFI the Town is seeking information on the feasibility and desirability of entering into a management relationship with an operator that would address the goals outlined above.

Respondents should submit one original copy of responses to the list of questions below. Submissions must be marked Beach, Marina and Tour Boat Operations RFI and received no later than noon, March 31, 2017, by the Town of Lake Lure, ATTN: Ron Nalley, Town Manager, 2948 Memorial Highway, P.O. Box 255, Lake Lure, NC, 28746.

1. A brief overview of your organization.
2. Provide the name of a person identified as the CONTACT PERSON, his/her address, phone number and email address.
3. Provide the Town with a general understanding of your organization and the services it provides, including:
 - Vision, objectives and management philosophy
 - Size and location
 - Number of years in operation
 - Career information on principals or key staff members in your company
 - Level of knowledge of the beach, marina, or concession industry.
 - Level of committed assets (e.g. vehicles, equipment, boats, staffing).
 - Description of your company's approach to excellence in customer service
 - Description of your company's experience with public/private partnerships
 - Financial status of company

4. Management Services

- Provide a detailed description of the approach your company would take to achieve the goals as set forth in Section 4 of the RFI. Discuss how your company would be involved with capital investment in infrastructure under this approach.
- Provide a proposed plan showing how your approach would be financially structured. This could be in the form of lease payments, percentage of sales, or other options.
- Provide examples of how this approach has proven to be successful at other facilities.
- Identify any other issues that require further discussion or analysis.
- At the Respondent's option, provide any additional information not specifically listed above that might be relevant to the Town's discussion.