



Town of Lake Lure

Request for Proposals to Provide Beach, Marina and Tour Boat Operations

Questions asked during September 1, 2017 Site Visit and Meeting

1. Please provide a breakdown of the number of visitors and number of boat tours.

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

2. Please provide a list of capital owned by the Town and Lake Lure Tours.
 - Lake Lure Tours is the owner of the water slide, water wars, concrete water park, pump house, pumps, piping, watercraft, support equipment fixtures and hardware.
 - The Town of Lake Lure owns the beach “structures” (Beach House #1, Beach House #2, the Pavilion, and Beach #1 deck), the boardwalk and fencing, and the real estate comprising the Beach and all structural assets at the Marina. The Town also owns the 2,000 gallon fuel tank, fuel pump, control console and POS credit card machine.
3. What marketing material is available to the concessionaire?
 - In 2013 the Town of Lake Lure and Chimney Rock Village adopted a shared brand. Those resources are available for the concessionaire’s use with the Town’s approval before implementation. All signage must conform to the Town of Lake Lure Sign Standards.
 - All other marketing costs will be the responsibility of the concessionaire.
 - The concessionaire is also responsible for creating and maintaining their own website. The Town of Lake Lure website will link to the Beach and Tours website.

4. Who owns Lake Lure Tours and the intellectual property associated with the name?

Lake Lure Tours, Inc. was purchased from Richard Loftis in 2005 by George Wittmer. George Wittmer has used the corporation, registered in North Carolina, to operate the business since then. All assets are owned by Lake Lure Tours and is backed by Lake Lure Properties, LLC. Lake Lure Properties, LLC is registered in Florida and North Carolina.

5. Please confirm the amount of concession fees paid on boat slip rentals at the Marina.

The concessionaire receives no compensation from boat slip rentals. Section 5 (2) on page 6 of the Request for Proposals is in error and should read: "Marina – 100% of all permanent and temporary boat slip rentals."

6. Please provide information on the fuel tank.

- The Town of Lake Lure owns the 2,000 gallon fuel tank, fuel pump, control console and POS credit card machine. The tank does not have a monitoring system for leaks. The Town is responsible for maintenance of this system.
- The concessionaire is responsible for supplying, pricing and sales of fuel.

7. Is maintaining the landscaping and the parking lot included in the scope of services?

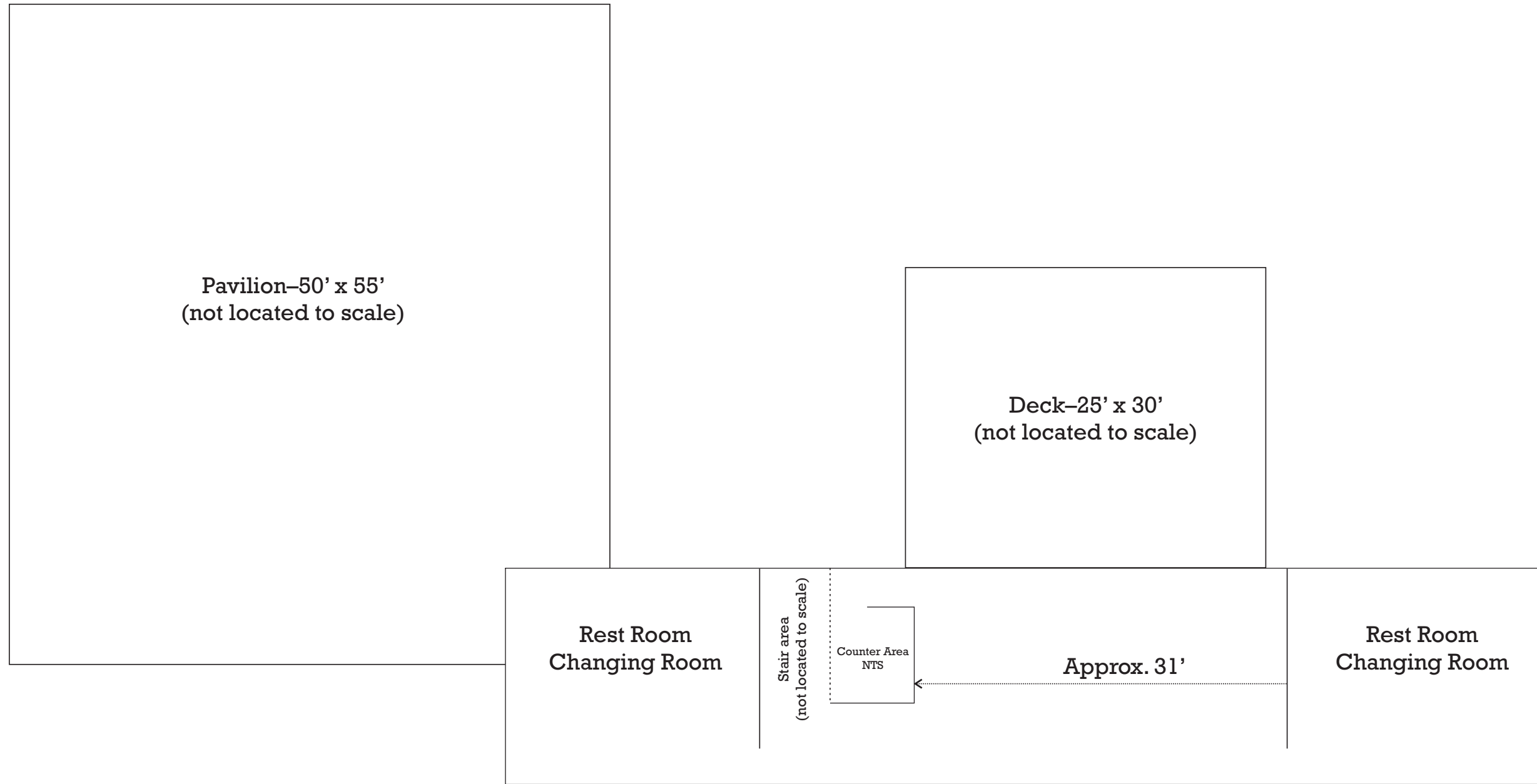
- The landscaping and parking lots are currently maintained by the Town of Lake Lure. The concessionaire is responsible for keeping the building and the area immediately surrounding the building clean and in good repair.
- The Town has included in Section 3 of the Request for Proposals, the maintenance of the parking area as part of the required scope of services. The Town will consider proposals for accepting the maintenance of the landscaping areas associated with the concession businesses.

8. How many boat slips are set aside for the concessionaires use at the Marina?

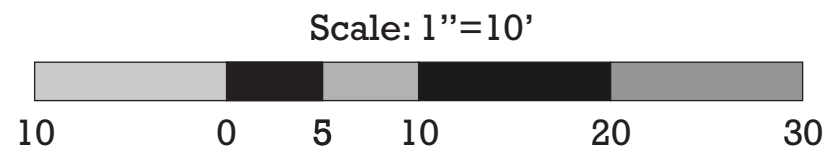
There a total of ten (10) slips set aside for the concessionaires use: Eight (8) for motorized use and two (2) for non-motorized use.

9. Are layouts of the buildings available?

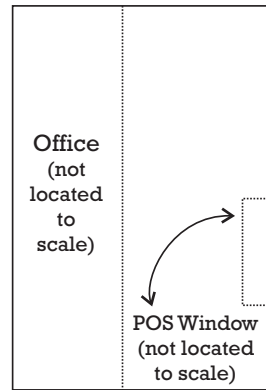
Yes, please see the attachment to this document.



Beach 1



Park



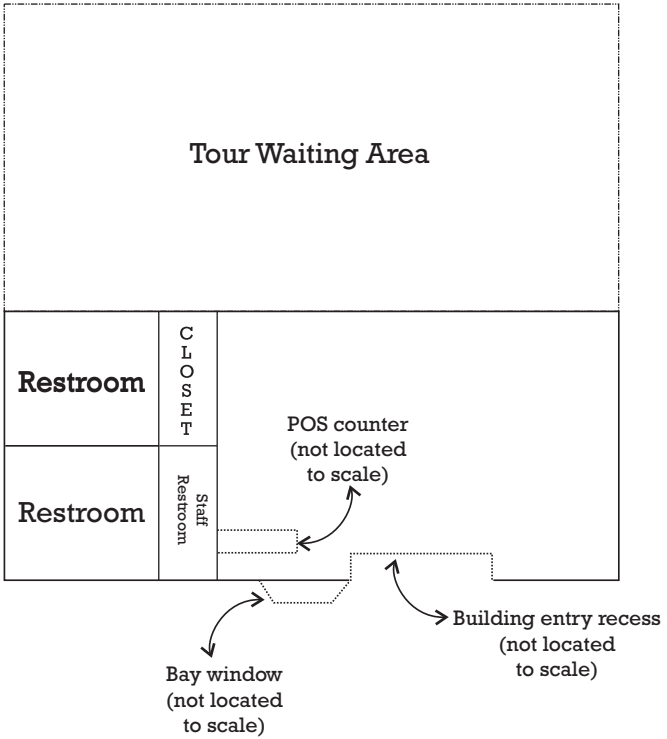
B
R
E
E
Z
E
W
A
Y
Entry



Beach 2

Scale: 1"=10'





Marina

Scale: 1"=10'

