

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

Response submitted by
LAKE LURE TOURS, INC.

A SUMMARY OF LAKE LURE TOURS' PROPOSAL

Should the Town of Lake Lure select Lake Lure Tours, Inc. to continue providing Beach, Marina, and Tour Boat Operations services, the following will obtain:

1. Continuation of Lake Lure Tours, Inc. proven, reliable, prompt, and substantial concessions payments to Town (July, 2017 highest historic monthly payment to Town = \$57,000+ / Concession fees paid 2014 – 2016 = \$440,000; 2017 concession fees paid to Town estimated @ \$160,000+).
2. Lake Lure Tours, Inc. shall donate a minimum of \$40,000 per year to Gorge charities and public-private Town-enhancement projects (this minimum of \$40,000 shall be additional to all concession payments).
3. The Concessionaire shall maintain (and grow) its relationship with Lake Lure Inn (a tourism partner with and sister company of Lake Lure Tours, Inc), and the Concessionaire and the Town will continue to enjoy revenue from tour boat / beach admission ticket sales by Lake Lure Inn during both in-season and out-of-season, as well as in- and out-of-season Beach area rental events booked by Lake Lure Inn. (Approximately **2,500** boat tour and beach admission tickets sold by Lake Lure Inn and **40** separate, after-hours Beach rentals booked by Lake Lure Inn during 2017).
4. The main sand and shore area of the Beach would be open to the public, with no admission fee, during off-season (week after Labor Day through week before Memorial Day at no cost to Town.)* [Lake Lure Tours, Inc. responsible for DAILY “morning to dusk” opening & closing; litter collection and disposal; and public bathrooms stocking and cleaning during this “off season,” “no admission,” public use.] *Certain Town liability waivers to Concessionaire required.
5. The Beach Waterpark (including popular Water Slide, Water Wars, “Lily Pad tower,” service piping, and high-volume pumps) will remain in place for opening of 2018 Beach season.
6. Lake Lure Tours, Inc. and Lake Lure Inn / Arcade Building (Lake Lure Properties, LLC) shall continue to cooperate and coordinate with Town of Lake Lure’s Town Center Plan, including (additional-to-LLT-donations per 2, above) financial (and other manners of) investment in public-private Town Center projects.

