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R & A Canoeing



Business Proposal for the City of Evansville – Parks Dept.



Summary

The Objective...

R & A Canoeing is looking to start renting canoes, kayaks and paddleboats to resident of Evansville and the surrounding areas for the summer of 2009 and forward at our new Lake Leota.

The Goals...

The goal of R & A Canoeing is to provide a safe and reliable business for the city residents at Lake Leota, with a possible opportunity to expand in the coming three years, to canoe trips around southern Wisconsin and the Stateline areas as well as teaching canoeing and kayaking instructions to youth in the area.

The Solution...

Get and maintain liability insurance coverage for the business as well as the equipment.

Provide life jackets to all who are going to rent a water craft and we will not rent to anyone under the age of 17 without a parent or guardian aboard.

Expand advertising to the Magnolia, Brooklyn, Cooksville, and Fulton areas to get more people to the Evansville area in the summer. This will help other businesses out as well as our own to get more people in the city.

Maintain a "good standing" with the Parks Department of Evansville and adhere to any necessary changes that may need to take place for tax, property, and/or liability reasons.



Business Breakdown

Hours of Operations...

Sunday thru Thursday: 10 am to 8:30 pm.

Friday & Saturday: 9am to 8:30 pm.

These hours are subject to change and will also be dependant on weather approximately, May thru September.

Inclement Weather...

Due to inclement weather in Southern Wisconsin, a NOAA Radio will be on at all times.

In case of rain we will blow the air horn to allow patrons ample time to get off of the lake. In case of any severe weather threats (thunderstorms and tornado's) we will blow the air horn twice in a row and use a bull horn to alert patrons of the danger. All boats must be brought in to shore within a few minutes. This will be relayed to all customers before boarding the boat.

If inclement weather is imminent before the store opens for the day we will not rent out any watercrafts until the warning has expired by the National Weather Service.

Store Front...

We are currently working with Allen Realty to find a suitable store front so that the city will not have to accommodate for storage or suitable place of business. Future talks and plan about the warming house/bait shop can be done at a later date.



Cont...

Costs...

We are planning on having 4 canoes, 2 kayaks and 2 paddleboats for starting out, as well as numerous sizes of life vests. We will also have some toddler and infant sized life vests on hand.

We are both going to get re-certified in CPR and First-Aid Training thru the American Red Cross. Rentals will be starting at \$8.00/hour for the canoes and kayaks and \$9.00/hour for the paddleboats. **Group discounts will be made available.

Finally, Robert and I have been in Evansville for a little over a year now and we are absolutely in love with this town. We are excited to be a part of the community and to provide a service that can help in many different areas including family fun!! We are willing to do what needs to be done and to be flexible with our business in the hopes of being successful and to be a part of the Evansville Traditions for years to come.

If there are any other questions, comments or concerns please feel free to contact us at any time.

Thank you!!

Amy R. Tierney