



All American Outdoors, Inc. dba Lake Cascade Sport & Marine

Tax ID #83-0412817

D-U-N-S #60-221-1216

Owners-Victor & Carrie Kranz

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Response to Request for Proposal to

Idaho Department of Parks and Recreation

Lake Cascade State Park Marina Facility Concession Proposal

For the Development of Marina Facilities at Lake Cascade State Park

Issue Date: August 24, 2021

Response Date: September 20, 2021



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Idaho Department of Parks and Recreation
Lake Cascade State Park
Marina Facility Concession Proposal
For the Development of Marina Facilities at Lake Cascade
State Park

Dear IDPR:

All American Outdoors, Inc. dba Lake Cascade Sport & Marine (LCSM) accept and are willing to comply with the requirements of the RFP and attachments thereof, including but not limited to the IDPR Large Concession Agreement terms and conditions. We accept the contract terms stated by the IDPR but would like to have the longest term acceptable.

If awarded the RFP All American Outdoors, Inc. will be operating the marina concession facility under dba Lake Cascade Marina.

LCSM will comply with affirmative action and equal employment regulations.

LCSM has not employed any company or person other than a bona fide employee working solely for LCSM or a company regularly employed as our marketing agent, to solicit or secure the Contract. LCSM has not paid or agreed to pay any company or person, other than a bona fide employee working solely for the Contractor or a company regularly employed by the Contractor as our marketing agent, any fee, commission, percentage, brokerage fee, gifts or any other consideration contingent upon or resulting from the award of the Contract. LCSM affirms our understanding and agreement that for breach or violation of this term, the State has the right to annul the Contract without liability or, in its discretion, to deduct from the Contract price the amount of any such fee, commission, percentage, brokerage fee, gifts or contingencies.

LCSM owners, Victor and Carrie Kranz are responsible for writing this proposal.

LCSM affirms the Proposal will be firm and binding for 90 calendar days from the Proposal opening date.

LCSM warrants that it does not knowingly and willfully employ persons who cannot legally work in this country; we take steps to verify that we do not hire persons who have entered our nation illegally or cannot legally work in the United States; and that any misrepresentation in this regard or any employment of persons who have entered our nation illegally or cannot work in the US constitutes a material breach and will cause for the imposition of monetary penalties up to 5% of the contract price, per violation, and /or termination of our contract.

Sincerely,

Victor and Carrie Kranz
Owners



Executive Summary

Lake Cascade Sport and Marine began operating in Cascade in 2018 realizing the need for a marina operation for boaters on Lake Cascade. Our company currently is operating as a full service off-shore marina only 2 minutes from the proposed Van Wyck marina site. We offer boat sales, service and repair, boat parts, retail ship store, summer dry dockage, winter storage, boat towing and recovery service and many other marine related services. We are also an Authorized Mercury Sales & Service Center, Authorized dealer for Crestliner Boats and Crest Pontoons.

Our business has many calls and requests for dock slip rentals, gas dock, boat rentals, marine parts, etc. We have been able to service the needs to the boating public from our current location but see a large void in our business without having docks in the water. Offering dock slips, gas dock, and being able to operate on the water would benefit Lake Cascade boaters tremendously!

We have owned and operated a full service marina, Northampton Sport & Marine on The Great Sacandaga Lake in Upstate New York a similar size reservoir as Lake Cascade. We have years of experience in the marine industry and in owning businesses that deal directly with the public. Our company values the relationships we develop with our customers and always operate with integrity and honesty. We are present owners that are on-site, available and dependable.

Working together with Idaho Parks and Recreation and BOR to bring a marina to Lake Cascade would be something Lake Cascade has needed for many years and would enhance the overall appeal to Lake Cascade. We share the same customers that travel to Lake Cascade for recreation and feel that working together with IDPR and BOR we can provide the boaters with a much better experience to Lake Cascade State Park. A marina would take the "work" out of boating for visitors as launching and hauling out their boat can be a hinderance for them going out on the water. Dock slips allow boaters to easily use their boat without much effort. Boaters want to relax and have fun on the water without the effort of trailering their boat. Having slips in the water takes away the hassle of boat ownership. Allowing a gas dock will be more convenient to boat owners as well, and will help to prevent unnecessary spills from individuals.

We know what it takes to operate such a facility and have the knowledge and experience to carry out the proposed marina operation and bring it to Lake Cascade State Park.



Experience/History

We have over 22 successful years of experience in business and more specifically 10 years in the marine/marina business. We originally purchased a distressed marina in 1999, Northampton Marina in upstate New York. It was on a reservoir, the Great Sacandaga Lake, similar in size to Lake Cascade (please refer to pictures and description of lake). We dealt with the same type of issues that we will be dealing with on Lake Cascade like the importance and purpose of reservoirs, water fluctuations, and dock\ vessel protection. Our marina was a full-service marina which had 120 dock slips. Services that we provided are as follows: dock slip rentals both seasonal and daily, floating dock construction and installations, boat sales and service, boat storage, retail ship store (included beer sales), boat rentals, gas dock with pump out, recovery and towing service, and also had a restaurant onsite which included ice cream sales. We ran our business with honesty and integrity and turned the once distressed marina, Northampton Marina into a successful Marina, Northampton Sport & Marine. We were voted as the "people's choice" #1 marina out of the 12 marinas on the lake in 2003. We sold the marina in 2004 (please see our marina for sale information). We decided to sell after 6 seasons of owning it due to having our first children and establishing a new family.

We owned and operated a flagpole business simultaneously while operating the marina in NY. When we sold the marina in 2004, we decided to focus solely on our flagpole business. In 2006 we moved our family to Idaho to expand our flagpole business into manufacturing. We designed and manufactured a patented flagpole, and proprietary Solar Light and accessories. We owned and operated Flagpole Farm at 1976 E. Franklin Rd, Meridian, ID. We employed 8 people and had developed one of the most successful flagpoles on the market to date. The Titan Flagpole and Titan Solar Light continue to lead in the marketplace today. We marketed directly to the end consumer and sold through a dealer network across the entire US and Canada. With the business growing every year it did take away from our family time because of all the traveling that was required. It was very taxing on our family with all the traveling, and we wanted to focus on more of a localized type operation. We decided to sell some of the assets of our company in 2017 and sold the rights to manufacture the Titan brand products and the right to our trade name "Flagpole Farm" to a local Eagle businessman.

In November of 2016 we took a trip to Cascade to explore the opportunity of having a marina on the lake. We went home and saw an opportunity to fill a need on Lake Cascade by operating a marina facility. We prayed and felt lead to Cascade for the opportunity to bring our marina experience to such

a beautiful area and fulfill a need on Lake Cascade. We then renamed our corporation to All American Outdoors, Inc. DBA Lake Cascade Sport & Marine.

In June of 2017 and in July of 2019 we sent our proposal to Idaho Parks and Rec for a marina facility at Van Wyck campground. It was reviewed but did not seem like the right time. We still believed that there was an opportunity in Cascade to operate off-shore. In November of 2017, we started building Lake Cascade Sport & Marine. We located a vacant lumber yard and felt it would serve as a good location for the operation. We purchased the property and began refurbishing our current buildings, creating procedures, starting franchises, and building our business to serve the need on Lake Cascade. In May of 2018, we had our grand opening to our current off-shore marina, Lake Cascade Sport & Marine, located at 102 S. Front St, Cascade, ID. We now offer boat sales and service, boat storage, parts, haul out and launch, dry dockage, retail ship store and many other marine related services. Our gross sales in only our 4th season have surpassed our forecast expectations and currently have hundreds of established customers.

We have currently 2 full-time marine mechanics. 5 out of 6 of our children work at our family owned and operated business. They work in areas such as social media, boat rentals, boat prep and delivery, customer service, etc. Carrie's bachelor's degree is in accounting, she also helps with sales and runs the store, rentals, store display/design, inventory. Victor's area is more of the sales, service, and marketing of the company, although we both work out to help wherever is needed. Our goal was to keep the hometown feel that everyone loves about Cascade while providing the service and personal attention to our customers from the owners rather than a big corporation that is run by outside influences. We have had a huge positive response to the need for this type of facility and look forward to bringing a marina to Lake Cascade.



Proposed Concession

The team we have at Lake Cascade Sport & Marine are looking forward to working together with Idaho Parks & Recreation and BOR to develop this exciting marina on Lake Cascade. We are a group of hard working, easy to work with, fair, careful and understanding, compliant and diligent workers. We are committed to the task, have the confidence, innovativeness, experience, and staffing to operate in this role in bringing a marina to Lake Cascade State Park at Van Wyck Site and dock systems to Crown Point, Big Sage, and Blue Heron.

Facility Improvements and operational information are as follows:

1. 200 slip marina at Van Wyck Site with day, week, and seasonal use. Floating Dock slips would be built in 3 Phases (Purchase and install 100 slips first season, add 50 slips in second season or as needed, add 50 slips in third season or as needed with a total of 200 slips.) We'd also like to put smaller dock systems at Crown Point, Big Sage, and Blue Heron campgrounds (Purchase and install 20 slips first season, add 10 slips the second season or as needed, and add 10 slips the third season or as needed.)
2. Construct or deliver an approximate 1500 sq ft. retail shop to accommodate both retail and office space. This retail shop would include boating and camping supplies, recreational gear, personal items, souvenirs, refreshments, snacks, ice cream, etc.
3. Purchase and provide boat rentals including: pontoons, fishing boats, and power boats.
4. Purchase and provide non-motorized watercraft rentals including: kayaks, canoes, and paddleboards.
5. Purchase and install a gas dock with pump out.
6. We'd like to be designated to be called for any towing or boat recovery service. We'd also reserve a dock slip for the sheriff's boat.
7. The marina will be-
 - a. Open May 15th to September 15th from 9am-5:30pm hours, Monday-Saturday
 - b. Beginning on Memorial Day and ending Labor Day we would have extended summer hours of operation
 - i. Open 7 days a week Sunday-Saturday 9am-6:30pm (Depending on water levels and water quality.)
 - c. Both owners will personally supervise the operation as we currently do now at our off-shore marina.

8. Work with Idaho Parks & Recreation to excavate site to accommodate up to 200 vehicles per day parking lot.
9. Offer to the public "free of charge" periodical boater safety and educational courses at our 102 S Front Street location. These educational courses will be open for all visitors to the park and boaters that want to learn more about boater safety and education.
10. Purchase and provide a Tow/Recovery Boat for boaters that are in need of help on the water.
11. If awarded the RFP All American Outdoors, Inc. will create a new dba Lake Cascade Marina.

We plan to market the business as we do our current business through our website, advertisements, signs, social media platforms, large booth at the Idaho Sportsman Show, large booth at the Western Idaho Fair, and a booth at the Boise Boat Show, Idaho State Park publication, Email marketing, and email our current list of customers that would like to be on our waiting list for a slip rental.

We currently use all measures to ensure customer satisfaction. We will do the same with this concession. We will do what it takes to achieve Americans with Disabilities Act compliance.

Our staff will consist of 7 seasonal employees as follows:

2-Owners, supervisors, accounting, store manager, slip and boat rental sales (Victor and Carrie Kranz)

2-Store Clerk and advertising (Alexis and Faith Kranz)

3-Docks/gas/pump out/rental boat attendants/maintenance & safety inspections (Garrett, Dalton, and Winston Kranz)

Customer service (All employees)

Wages paid will be minimum wage or above.

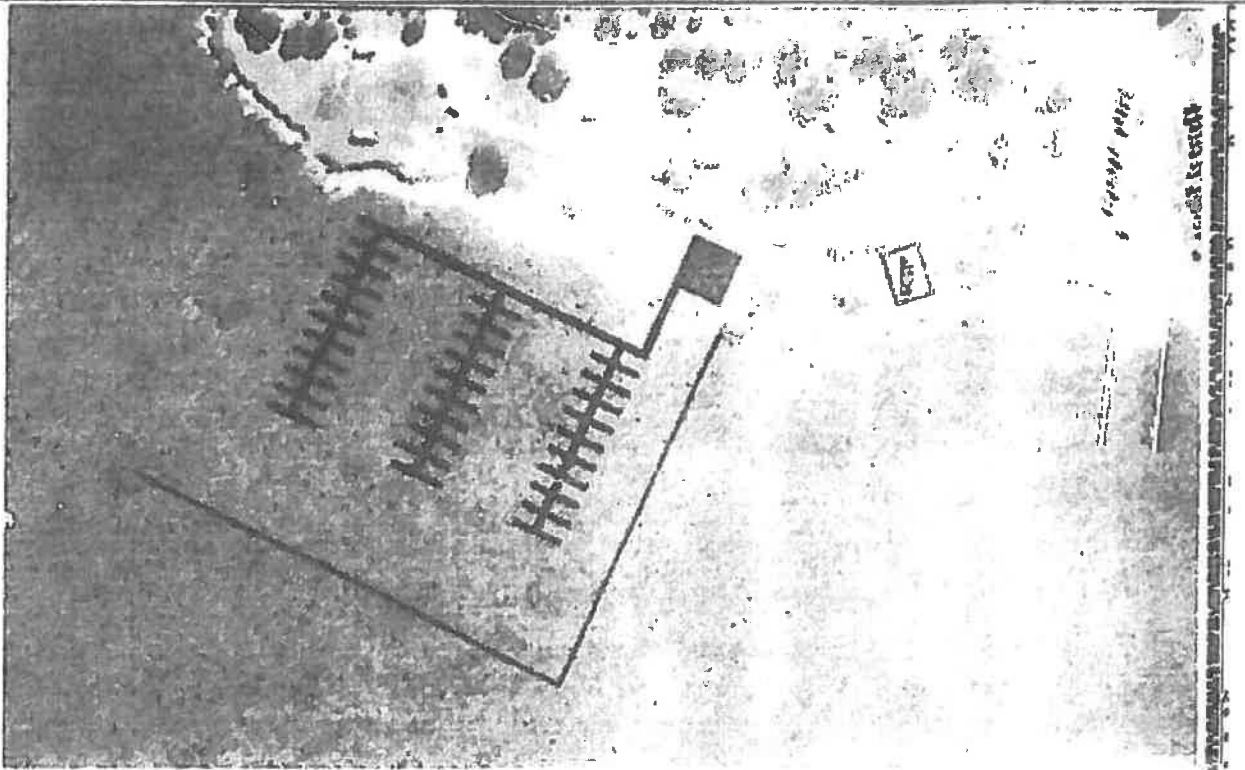
Insurance coverage will be as stated in the RFP-Comprehensive Insurance Coverage and Hold Harmless Clause throughout the term of the lease. Comprehensive general liability insurance in amounts recommended by the Office of Risk Management. This policy will name the department as additional insured. We will contain a provision that we will indemnify, hold harmless and defend the Department against all claims, demand, damages, costs, expenses, or liability costs arising out of the operation or maintenance of the concession premises. We agree to have Commercial General Liability as stated in the RFP. We agree to have Automobile Liability levels as stated in RFP. We agree to have Workers Compensation in amounts stated in the RFP. We currently have a Business Property Insurance policy in place as well as a separate Rental Insurance Policy. We agree to add a Hold Harmless agreement with all the terms stated in the RFP. Please see attached Marine Insurance Policy currently in place by Great American Insurance Co.

If awarded RFP, we will have all pertinent inspections needed. We will be sure to complete all safety and sanitation programs, inspections, including any training needed in these areas, both formal and on the job.

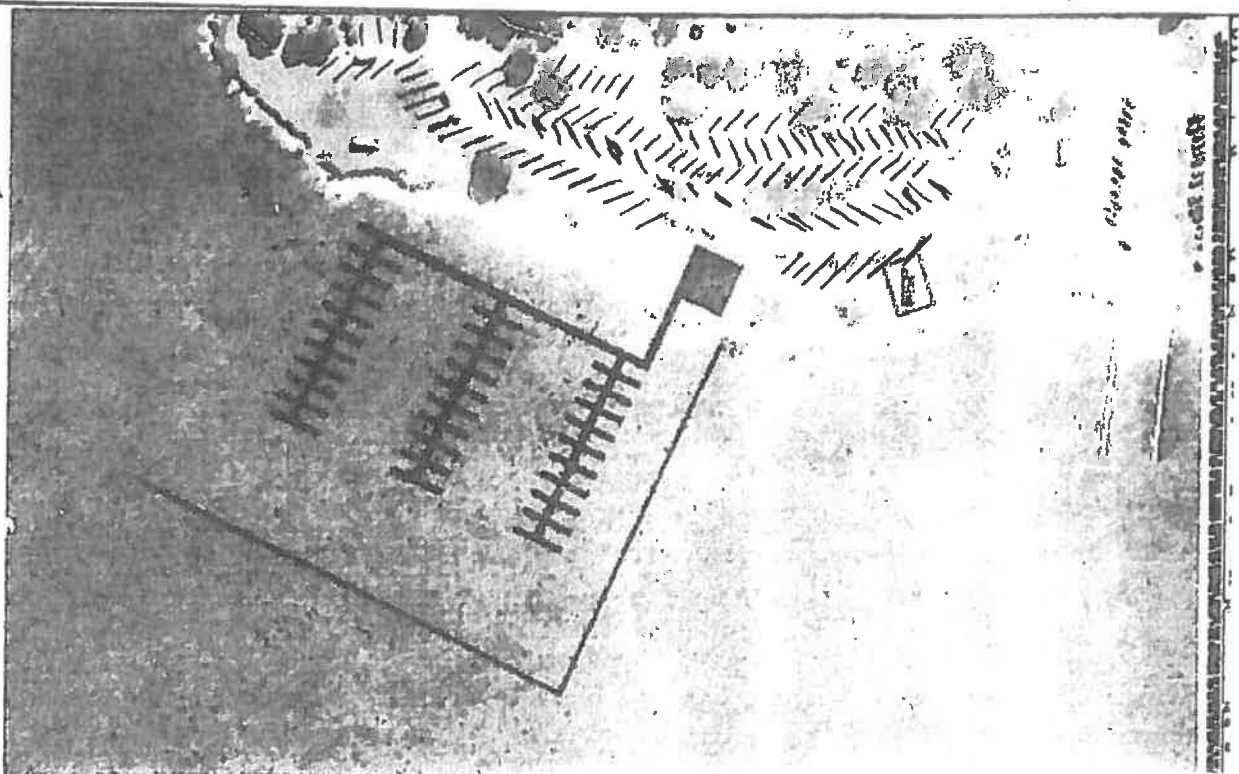
We agree to maintain all equipment, furnishings, buildings, fixtures, and grounds of the concession area. We understand and agree to be responsible for all utility costs and daily maintenance.

We accept the proposed term but would prefer an option to renew for an additional 10 years.

Proposed Van Wyck Retail Store, Dock, and Breakwater Wall Locations



Rough draft of Van Wyck Proposed Parking to
Accommodate 200 + Parking Spaces
(Engineered Plan to Scale will be Provided if
Awarded RFP)





Maintenance Program

1. Maintain and assure the cleanliness of marina grounds, landscaped areas, parking lots, docks, and shoreline within the marina facility.
2. Empty trash bins and receptacles.
3. Perform dock inspection and maintenance, including the replacing and repair of dock facilities and associated equipment.
4. Maintain and inspect flotation systems.
5. Maintain and inspect anchoring systems.
6. Replace lights as needed.
7. Inspect and repair electrical issues.
8. Inspect and repair plumbing systems.
9. Maintain and insure cleanliness of store, offices, and restrooms.
10. Provide maintenance and inspection of fuel dock and pump out facilities.
11. Provide safety inspections on rental boats and equipment along with up to date service recommendations.
12. Inspect regularly and repair store as needed.
13. Comply with all OSHA Safety requirements.
14. Comply with all state of Idaho handicapped requirements.



Key Personnel with Qualifications/Subcontractors

Owners and employees of All American Outdoors, Inc. dba Lake Cascade Sport & Marine will be responsible for the development and construction of the marina facility. We will meet or exceed Scope of Work requirements. If awarded the RFP, All American Outdoors, Inc. dba Lake Cascade Sport & Marine will hire a licensed approved engineering firm for the design of the marina facility.

