



City of Traverse City  
Julie Dalton, Purchasing Agent  
400 Boardman Avenue, 2nd Floor  
Traverse City, MI 49686

September 30, 2015

Boardman River Outfitters, LLC  
Mike Sutherland, Owner  
PO Box 2243  
Traverse City, MI 49685

Dear Ms. Dalton:

Boardman River Outfitters is grateful for the opportunity to submit a proposal for the Operation of Equipment Rental at Clinch Park, as posted on the City of Traverse City website on September 10, 2015.

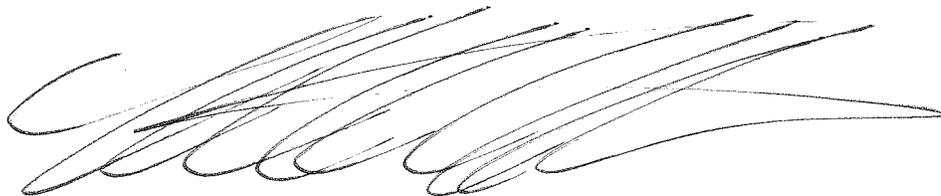
We have operated a outdoor adventure rental outfit at Clinch Park for six years and are proud of our achievements and growth as a company during that time. We look forward to future seasons at Clinch and the opportunity to improve upon the relationships already established between Boardman River Outfitters, local patrons, conservation organizations, and the natural waterways and trails of the Grand Traverse Region.

Please find the following information enclosed to complete our proposal submittal:

- Submittal of Proposal (pages 2-5)
- Vendor Qualifications (pages 5-6)
- References (page 7)

Thank you for your time and consideration. We look forward to discussing this proposal further. Please do not hesitate to contact me with any questions or concerns at (231) 883-7890 or [mikesutherland@hotmail.com](mailto:mikesutherland@hotmail.com).

Sincerely,



Mike Sutherland  
Owner, Boardman River Outfitters

## Submittal of Proposal

### **Who We Are**

Boardman River Outfitters is the name of our newly formed LLC. While our name is new to us, we have provided the same core scope of services for the past six years as Sweetwater Sea, LLC.

Mike Sutherland and Sweetwater Sea have finally, after six years, arrived at a level of success to allow for hiring and partnering with a team of like-minded professionals to manage and nurture Clinch Park along with the fragile and extraordinary Boardman Valley. We are concerned with the proper use and management of our natural resources and proud of our record of safety as well as preservation. Mike Sutherland, Treenen Sturman, Dane Moeggenberg, Elise Crafts and 30 seasonal employees are excited to grow Clinch Park and maintain the true spirit of outdoor adventures in and around the Boardman Valley and our precious West Bay.

Dane and Mike in particular have fully invested their livelihoods into the existing business at Clinch Park and Hickory Hills. These two businesses are the entirety of both of their careers. Mike has delegated much of his leadership role to Dane, Tree and Elise; he is confident that his team has the skills and dedication required to build upon his successes at Clinch Park and Hickory Hills.

### **Proposal Summary**

Boardman River Outfitters proposes to operate an equipment rental service at Clinch Park. The proposed bid payment to perform this scope of services is as follows:

- Payment to be made in four installments per contract period.
  - 2015-2016: \$40,000
  - 2016-2017: \$50,000
  - 2017-2018: \$60,000

### **Operation Description**

Boardman River Outfitters is a growing Traverse City company focused on rental, retail sales, and service of outdoor recreational equipment, eco-tours, and fitness classes. We are best described by our tagline - *people powered adventures* - because we rely on the enthusiasm and passion held by our founder, employees, and customers, for the variety of exceptional outdoor activities available in and around Traverse City. We strive to harness that collective passion so that we may improve our community, encourage responsible stewardship of our natural environment, and improve the local waterways and trails to ensure they remain available for future use.. In this spirit of conservation, *we propose to dedicate five percent of our net profits annually to protecting, restoring and providing responsible access to the Boardman River.* We have operated a livery out of Clinch Park during the months of April - October for the past six years, renting kayaks, stand-up paddleboards (SUPs), and bikes, as well as offering fitness

classes and eco-tours. In addition to our physical location, our website, [therivertc.com](http://therivertc.com), has provided over 10 years of optimization and dominates Traverse City searches for equipment rental and eco-tourism.

### **List of Equipment**

Boardman River Outfitters owns the following rental equipment to be utilized at Clinch Park:

- Single kayaks 75
- Tandem kayaks 25
- 16-kayak trailers 3
- SUPs 35
- Kayak paddles 125
- SUP paddles 25
- Bicycles 50
- Child Bicycle Trailers 3
- Bicycle Tag-Alongs 2
- Bicycle Helmets 50
- Life Preservers 150
- Livery Vehicles
  - Nissan Titan
  - Land Rover Discovery
  - Jeep Wrangler
  - Ford F150
- Off-grid solar panel for kayak shack electronics.
- Multiple banners and signage.

### **Liability Insurance**

To be provided at least one week prior to operation per City requirement and contract.

### **Proposed Rental Services and Sales**

Boardman River Outfitters proposes to rent non-motorized vehicles only, including:

- Single kayaks for 1 user.
- Tandem kayaks for 2 users.
- Triple kayaks for up to 3 users.
- Stand-Up Paddleboards (SUPs) ranging from child to oversized adult sizes
- Bicycles, including single-speed "Beach Cruisers", multi-gear hybrids, mountain bikes, fat tire bikes, child bikes, adult tricycles and bike accessories (child trailers, tag-alongs, and helmets).
- Safety equipment and paddles are included free of charge with all equipment rentals.

We offer rentals at an hourly rate from Clinch Park on West Bay, as well as shuttled trips from three launch sites: Hull Park, the former YMCA, and Sabin Dam/Boardman River Nature Center.

All trips conclude at Clinch Park or the Union Street Dam. Boardman River Outfitters also provides daily and weekly rentals to off-site locations such as area lakes and rivers, rental cottages, hotels, and condominiums, for private party use. Guides are also available for families or groups for an extra 50 dollars.

Sales of incidental items such as dry bags, sunscreen, beach towels, sunglasses and ponchos are offered as accessory to the equipment rental.

### **Proposed Prices**

Boardman River Outfitters proposes the following pricing schedule for equipment rental:

- River Trips (Single Kayak, Tandem Kayak, or SUP)
  - Hull Park: \$40 Per Person over 12, \$20 under 12
  - YMCA: \$50 Per Person over 12, \$25 under 12
  - Sabin Dam: \$60 Per Person over 12, \$30 under 12
- Single Kayak - Clinch Park or Off-Site
  - 1 Hour: \$25
  - Up to 4 Hours: \$50
  - 24 Hours: \$75
  - Week: \$200
- SUP - Clinch Park or Off-Site
  - 1 Hour: \$25
  - Up to 4 Hours: \$50
  - 24 Hours: \$75
  - 1 Week: \$250
- Tandem Kayak - Clinch Park or Off-Site
  - 1 Hour: \$50
  - Up to 4 Hours: \$75
  - 24 Hours: \$100
  - 1 Week: \$250

Children age five and under are free. Also, any child that brings 10 pieces of trash to the kayak shack receives a free scoop of Moomers Ice Cream.

Boardman River Outfitters proposes the following pricing schedule for sale of incidental items:

- Sunscreen: \$8
- Ponchos: \$10
- Beach Towels: \$10
- Beach Chairs: \$20
- Sunglasses: \$10

### **Proposed Schedule of Operation**

Boardman River Outfitters proposes the following schedule of operation:

- Mid-April to Memorial Day
  - Trips and tours by appointment from 8 a.m. - 8 p.m.
- Memorial Day - Labor Day
  - Open 7 a.m. - 9 p.m.
  - Special events, such as Cherry Festival, may require extended evening hours, not to exceed 10 p.m.
- Labor Day to Mid-October:
  - Trips and tours by appointment from 9 a.m. - 7 p.m.

### **Rental Equipment Storage, Transport, and Display**

In-season storage is as follows:

- Kayak storage will be located in the designated area of Clinch Park, adjacent to the kayak landing on the rock breakwall at the west end of the beach.
- SUP storage will be located at or adjacent to the "kayak shack" or similarly located structure.
- Bicycle storage will be located at stand-alone racks, which we will provide, so as not to interfere with the public bike racks located west of the current structure.
- All other incidental items will be securely stored in or around the structure.
- 7000 sq.ft of off-site storage.

All rental equipment shall be securely and safely transported by appropriately trained employees in vehicles approved by Boardman River Outfitters. All rental equipment shall be professionally and safely displayed and stored when not in use.

### **Vendor Qualifications**

#### **Years of Experience**

Boardman River Outfitters has provided outdoor adventure equipment rental for six years at Clinch Park under a previous business structure known as *The River, Traverse City*. Mike Sutherland, owner, has been a charter and 100-ton captain, EMT, Fire fighter 2, bike, canoe, and kayak rental operator, eco-tour company owner, and hospitality provider in Traverse City and Glen Arbor for over 28 years. We have formed a new LLC partnership in 2015. While our name is new to us, we have provided the same core scope of services for the past six years. Our website has been active for over 10 years and is the top hit for Google and other search engines for Traverse City eco-tourism, equipment rental on West Bay and the Boardman River, and waterfront dining.

## **Companies Serviced and Contact Person**

N/A

## **Replacement Equipment**

Boardman River Outfitters has replacement equipment for immediate use upon unforeseen breakdowns.

## **Vendor Improvements**

Boardman River Outfitters has made the following improvements to increase equipment and personnel productivity in the past four years:

- 2011: Became a dealer of Jackson Kayaks to improve quality of rental and retail equipment offered. The Jackson Riviera livery boat is a top-class kayak from a safety and quality standpoint.
- 2014: Hired Tree Sturman as Livery Manager and Eco-Tour Director to oversee daily operations of the kayak livery and plan eco-tours. Tree holds a B.A. in Human Ecology and an M.S. in non-profit management. He has led environmental conservation institutions in Chicago, Vermont, and Michigan - most recently the Grand Traverse Conservation District. Tree currently is a teacher at the Children's House Montessori in Traverse City.
- 2014: Created a more user-friendly menu of options and prices for equipment rental.
- 2015: Hired Dane Moeggenberg as General Manager to oversee both daily operations and future growth of the company, including systems integration, material handling, vendor relations, and other tasks. Dane is a Traverse City native who is proud of his roots. After studying Freshwater Resource Management at Indiana University, he went on to work as an environmental restoration specialist in Oregon before returning home in 2014. His worldview is based on a few simple ideas: Start by doing good. Respect your natural resources. Restore what you can. Enjoy outdoor recreation. Respect. Restore. Recreate. These ideals guide his business practices as well as his daily interaction with the people who come to enjoy Clinch Park and Traverse City.
- 2015: Hired Elise Crafts as Planning Consultant to review leasing contracts for compliance, improve company accountability, and manage project communications and timeframes. Her background is in both public and private land-use regulation and development. Elise understands that Boardman River Outfitters must continue to improve as a responsible and professional steward of our most treasured community resources in order to ensure that the local waterways, trails, and our company are sustained.
- 2015: Provided for all Boardman River Outfitters employees working equipment rental at Clinch Beach (approximately 15 employees) to become CPR certified as a condition of employment. We take safety seriously and are proud of our track record of absolutely no safety incidents in the six years we have operated at Clinch.

## **References**

### **Ross Biederman**

*Owner, Midwestern Broadcasting Co.*  
Business Acquaintance  
314 E. Front St. Traverse City, MI 49684  
231.947.7675

### **Troy Daily**

*Owner, Daily Medias*  
Business Associate and Personal Friend  
129 ½ E Front St. Traverse City, MI 49684  
231.288.7676

### **Deb Lake**

*Executive Director, Traverse City Film Festival*  
Event Partner  
PO Box 4064 Traverse City, MI 49685  
231.944.4117

### **Gov. Rick Snyder**

*Governor, State of Michigan*  
Satisfied Customer  
PO Box 30013 Lansing, MI 48909  
517.373.3400

### **Mark and Stephanie Wilson**

*Owners, Maxbauer's Market*  
Vendor and Personal Friends  
407 S. Union St. Traverse City, MI 49684  
231.947.7698

## Operation of Equipment Rental at Clinch Park

### Mission Statement:

To encourage others to be outside, active and create lifelong memories.

### **Proposal Summary:**

#### Proposed Hours of Operation:

The minimum hours of operation will be 11:00am to 5pm, although the kayak livery may be open earlier and close later (not to exceed 9pm) depending on rental need. The minimum season will include every day from the Saturday of Memorial weekend to the Monday of Labor Day weekend but will not exceed mid-May to the end of September.

#### Proposed Rentals, Equipment and/or Items and pricing to the public:

##### Currently offered:

Bike(s)  
Single Kayak  
Double Kayak  
Stand Up Paddle Board  
Raft/Water Mat

##### Potential additions:

Segway  
Water Trampoline  
Umbrella(s)  
Chair(s)

\* For a detailed list of items and prices please see the attach sheet.

#### Proposed Schedule for Rentals:

Hourly rentals will be available during hours of operation. Trips will be scheduled to provide the maximum number of experiences for our customers.

### **Vendor Qualifications:**

1. Number of years the Vendor has been involved in providing equipment rentals.

I have been providing equipment rentals and working in a customer service role in the watersports industry for 8 seasons.

TC Watersports - 2 seasons

Traverse Bay Parasail - 2 seasons  
Beach Watersports - 3 seasons  
Break N Waves - 1 season

2. List the companies that the Vendor has and now provides services for and contact person for each company along with a phone number.

TC Watersports LLC - A watersports tourism rental company

**www.watersportsTC.com**

Jeffrey Bensley and Saburi Boyer, Owners

Traverse City, MI 49685

Traverse Bay Parasail LLC - A parasail adventure company

**www.parasailTC.com**

Saburi Boyer, Owner

Traverse City, MI 49685

Phone: (231) 342-2918

E-mail: [captainsaburi@gmail.com](mailto:captainsaburi@gmail.com)

Sugar and Grand Beach Resorts

**www.tcbeaches.com**

Justin Mortier, Area General Manager

Traverse City, MI 49686

Phone: (231) 629-2814

E-mail: [jmortier@labellemgt.com](mailto:jmortier@labellemgt.com)

3. Does the Vendor have replacement equipment for immediate use upon unforeseen breakdowns or vandalism?

Yes, replacement rental equipment is available for immediate use.

4. Number of years the Vendor has been in business as a Vendor under present name.

TC Watersports has been in business since 2013. This clinic livery will be a separate to be formed entity operating in its first season.

5. Improvements that the Vendor has made to increase equipment and personnel productivity in the past four years.

Since opening in 2013, TC Watersports has grown substantially in multiple ways. We increased our number of employees from 2 to 12. We have improved our staff training process each year and are constantly working to improve the customer's rental experience. In 2015, our staff training focus points were centered around customer safety and customer service.

At the start of the 2015 season, our Sugar Beach location underwent a full remodel of the booth and customer rental area. This included but was not limited to interior and exterior improvements to the rental booth. New storage containers for equipment and new signage to improve customer flow during high traffic rental times.

Additional equipment purchases were made during both the 2014 and 2015 seasons to better serve customer needs. This includes but is not limited to new boats, jet ski's, kayaks, paddleboards, and a 2nd water trampoline.

## Proposal - Equipment Rental Services

Clinch Park: Proposals shall not be less than Twenty Thousand Dollars (\$20,000) annually.

Year One: \$20,000/year Plus \$10,500/year = TOTAL BID/YEAR 1 \$30,500

Year Two: \$20,000/year Plus \$10,750/year = TOTAL BID/YEAR 2 \$30,750

Year Three: \$20,000/year Plus \$11,000/year = TOTAL BID/YEAR 3 \$31,000

Is the Insurance Attached: No, but a certificate of insurance will be provided to the City Clerk 10 days prior to the start of the season. This commercial general liability insurance in the amount of \$1,000,000 per occurrence with the City being named as additional insured.

Submitted By:

Signature

Name and Title (print)

231-941-9411

Phone

Fax

ENTITY To be formed upon  
Company Name approval of bid.

Company Address

City,

State, Zip

Sole proprietorship/partnership/corporation

If corporation, State of incorporation

Re: (include name of organization, contact person, and daytime phone number)

### Justin Mortier

Area General Manager, Sugar Beach Resort  
Traverse City, MI 49686

Phone: (231) 629-2814

E-mail: jmortier@labellemgt.com

### Saburi Boyer

Owner, Traverse Bay Parasail  
Traverse City, MI 49686

Phone: (231) 342-2918

E-mail: captainsaburi@gmail.com

### Peg Wilcox

Asst. Principal (retired), Boyne City Middle School  
Petoskey, MI 49770

Phone: (231) 838-6390

E-mail: pegmcmamarawilcox@gmail.com

**Additional References List And All Additional Comments Must Be Attached:**

**Amber Laakko**

Middle School Counselor  
Traverse City, MI 49686

Phone: (231) 715-8959

E-mail: [laakkoam@tcaps.net](mailto:laakkoam@tcaps.net)

**Brace Kern**

BEK Law  
Traverse City, MI 49685

Phone: (231) 492-0277

E-mail: [kern@law-bek.com](mailto:kern@law-bek.com)

## Clinch Park Livery Rates

<u>Equipment</u>	Hourly	4 hrs (half day)	8 hrs (full day)	24 hrs (1 day)	Multi Day Rentals
Single Kayak		\$30.00	\$50.00	\$75.00	\$100.00 Yes
Double Kayak		\$50.00	\$75.00	\$100.00	\$125.00 Yes
SUP Board		\$25.00	\$50.00	\$75.00	\$100.00 Yes
Tube		\$15.00	\$20.00	\$25.00	\$30.00 No
Water Mat (raft)		\$20.00	\$40.00	\$50.00	\$60.00 No
Bike		\$20.00	\$30.00	\$40.00	\$45.00 Yes
Segway		\$50.00	\$90.00 n/a	n/a	No
Water Trampoline		\$60.00	\$180.00	\$240.00 n/a	No
Umbrella(s)	n/a		\$15.00	\$30.00 n/a	No
Chairs(s)	n/a		\$30.00	\$50.00 n/a	No

<u>Trips</u>	1 hour	2 hour	3 hour
Kayak/Bike	\$40.00	\$50.00	\$60.00
Starting Point	Hull Park	YMCA	Sabin Dam
SUP/Bike	\$40.00	\$50.00	\$60.00
Starting Point	Hull Park	YMCA	Sabin Dam
Tube	\$15.00	\$25.00	
Starting Point	Union Dam	Trestle Bridge	
Segway	\$65.00	\$105.00	n/a
Starting point	Clinch	Clinch	Clinch

<u>Combos</u>	1 hour	2 hour	3hr
Kayak and Bike	\$55.00	\$65.00	\$75.00
Starting Point	Clinch/Hull/Clinch	Clinch/YMCA/Clin	Clinch/Sabin/Clinch
SUP and Bike	\$55.00	\$65.00	\$75.00
Starting Point	Clinch/Hull/Clinch	Clinch/YMCA/Clin	Clinch/Sabin/Clinch

\* Lesson available



---

231 883 6000 • Brett@forrenttraversecity.com

## **PROPOSAL FOR OPERATION OF EQUIPMENT RENTAL AT CLINCH PARK**

Submitted September 30, 2015, by Brett Campbell/Sunset Water Sports Inc

### **I. ABOUT BRETT CAMPBELL/SUNSET WATER SPORTS**

I have extensive experience in the Northern Michigan tourism and service industry. Since 1995, I have owned and operated Traverse City's Sunset Water Sports (<http://sunsetwatersports.com/>), a 75-fleet rental service, and Snowblitz Snowmobile Rentals. I also am the principal of BC Management LLC, wherein I own and manage several rental properties throughout the Traverse City area, along with the associated website, For Rent Traverse City ([forrenttraversecity.com](http://forrenttraversecity.com)).

Sunset Water Sports currently maintains an inventory of kayaks, stand-up paddle boards, sailboats, pontoon boats, ski boats, deck boats, fishing boats, and water sport equipment, including wake boarding and tubing equipment, water skis, and water trampolines. We also provide jet ski rentals (daily and weekly, depending on location) for customers in the Elk Rapids, Glen Lake, Frankfort, Crystal Lake, and Torch Lake areas, along with our current beach hut location at Bayshore Resort west Bay.

Sunset Water Sports has maintained a long history of compliance with all City of Traverse City marine inspections in advance of opening for business each season, in compliance with both the DNR and Grand Traverse Marine Sheriff requirements.

### **III. PROOF OF LIABILITY INSURANCE**

Sunset Watersports maintains liability insurance. If granted the contract for Clinch Park equipment rental, as required by the City of Traverse City, proof of liability insurance for Clinch Park operations will be furnished no later than one week before operations are launched under my management.

#### **IV. RENTAL SERVICES**

Consistent with the existing operations at Clinch Park, I will offer paddleboards (SUPs), kayaks, and bicycles for rent.

Anticipated fleet size:

<i>SUPs</i>	30
<i>Single kayaks</i>	75
<i>Double kayaks</i>	8
<i>Bicycles</i>	30

If granted the contract, I intend to purchase paddleboards, kayaks, and bicycles based on the Parks and Recreation Department's specifications and that are comparable to the current product offered. If possible, I will also seek to buy out the current vendor's inventory, based on condition/price. Though Sunset offers a wide variety of watercraft, I do recognize and will abide by the regulation that disallows motorized watercraft/power equipment.

In addition to the equipment rental, I plan to also offer protective incidentals, such as sunglasses neck straps and sunblock, as well as various Sunset-branded beach merchandise, including hats, water bottles, and koozies.

I am willing to explore the feasibility of continuing the existing bicycle and kayak/SUP delivery service to the Sabin Dam and Boardman Lake.

#### **V. RENTAL PRICES**

Sunset Water Sports pricing structure for equipment rentals:

<b>RENTAL</b>	<b>FEES</b>
<i>Bicycle</i>	\$20/hour \$30/half day \$40/full day Helmets and bicycle lock included in bicycle rental price
<i>Tagalong</i>	\$10/hour \$20/half day Helmets and bicycle lock included in bicycle rental price
<i>Single kayak</i>	\$30/hour

---

231 883 6000 • Brett@forrenttraversecity.com

\$50/half day  
\$75/full day  
\$175/weekly  
Life vest included in rental price

*Double kayak*      \$50/hour  
\$75/half day  
\$100/full day  
\$225/weekly  
Life vest included in rental price

*SUP rental*      \$25/hour  
\$50/half day  
\$75/full day  
\$245/weekly  
Life vest included in rental price

## **VI. SCHEDULE OF OPERATIONS**

Sunset Water Sports will at minimum comply with the City of Traverse City's requirement of daily operations from 11 am to 5 pm. However, depending on weather and demand (tracked via sales), I am amenable to the possibility maintaining longer hours earlier or later in the day.

## **VII. STORAGE, TRANSPORT, DISPLAY, STAFF APPEARANCE**

I maintain licenses for motor vehicle with CDL and motorcycle endorsement, as well as a private pilot license, none of which have ever been revoked or suspended.

*Storage:* Sunset Water Sports maintains a 5-acre storage facility on M72 (6214 E. Traverse Highway), which would be used for off-season storage of the fleet of rental equipment at Clinch Park.

*Transport:* Sunset Water Sports offers equipment transport as part of its existing operations. Transport of the fleet of equipment to and from Clinch Park would be performed using Sunset Water Sport's truck, which includes a SUP/kayak trailer.

While I understand the City of Traverse City wishes to amend the Clinch Park contract to allow for only one designated parking space for transport vehicles, I believe this limitation is most likely to be insufficient and that two spaces will be necessary. If granted the contract, I would like to further discuss this point.

*Display:* I plan to employ the same equipment display as used previously at Clinch Park: SUPs leaning against the structure where rental transactions occur, kayaks will be stored on the beach, and bicycles will be stored on new racks purchased by me and stored in designated location.

*Staff appearance:* Staff will be asked to wear shorts, swimmers, and Sunset Water Sports t-shirts while on duty.

### **VIII. PAYMENT**

Payment to the City of Traverse City for use of the rental facility at Clinch Park would be in the annual amount of \$23,500.

### **IX. REFERENCES**

I have 12 years of working with Bayshore Resort on West Bay, 11 years of providing snowmobiles to Ranch Rudolf, and 15 years of working with vacation rental outlets Visit Up North and Leelanau Vacation Rentals.

Three letters of reference are attached as Appendix B. The letters are from:  
Melissa Bonham, Bayshore Resort General Manager;  
Amy Hopkins, Assistant General Manager (formerly HR Manager) at West Bay Beach Resort;  
Adam Riestler, former sergeant, Grand Traverse Marine Division.

### **X. PROPOSAL SUMMARY**

To be granted the contract for the bayfront rental business would translate to extending my existing business within the City of Traverse City Parks and Recreation specifications and regulations. To invest in increased productivity at Clinch Park, I will purchase new equipment for the rental fleet and will offer employees competitive wages based on market forces.

I have a long history of successful related business. Since 2000, I have taken Sunset Water Sports from a fleet of 10 units in 2000 to 75 units in 2015. I have also expanded the reach of my business from just Traverse City to also encompass Elk Rapids, Torch Lake, Suttons Bay, and Crystal Lake. In summer, the company employs 37 part-time employees to assist with the four year-round staff members.

Given my 20-year investment in Sunset Water Sports, I can bring to Clinch Park's facility a long-range focus on business that considers the viability and success of the bayfront rental operations as an annual—not just seasonal—concern, which includes

**SUNSET**  
**WATERSPORTS**

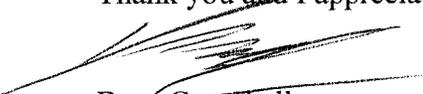


---

231 883 6000 • [Brett@forrenttraversecity.com](mailto:Brett@forrenttraversecity.com)

ability to meet financial obligations in a timely fashion, consistency, and an understanding of and willingness to follow all regulations that apply.

Thank you and I appreciate you taking the time to consider my application



Brett Campbell



To whom it may concern,

It is my pleasure to recommend Brett Campbell and Sunset Watersports for the operation of equipment rental at Clinch Park.

Brett has been providing seasonal water related rental equipment for us at the Bayshore Resort for over 10 years. The equipment they supply and manage for our guests include Jet Skis, Pontoon boats, Ski Boats, kayaks and Paddle boards.

In the many years that Sunset Watersports has been providing this service to the Bayshore Resort, Brett has created and maintained a relationship with 4 different General Managers and 3 Maintenance Managers.

It is a comfort for us to know that the company supplying our guests with extra amenities is competent, capable and professional. Sunset Watersports secures the required insurance and permits and strives to keep the equipment in top working order.

Sunset Watersports has supplied us with the equipment and personnel needed to provide our guest with a fun and safe experience on the water and we look forward to continuing our relationship with Brett and Sunset Watersports in the future.

If you have any questions, please feel free to contact me.

Sincerely,

Melissa Bonham  
General Manager

A handwritten signature in black ink that reads "Melissa Bonham". The signature is written in a fluid, cursive style.

September 22, 2015

City of Traverse City

RE: Brett Campbell with Snow Blitz

Ranch Rudolf has had a business working relationship with Brett Campbell for about the past 10 years in the winter season dealing with snowmobile rentals. He leases one of our buildings for 3 months each winter and brings his snowmobiles to our property to rent.

It really has been a win-win situation. The two businesses merge together to promote each other's business. Ranch Rudolf has overnight guests staying in our Motel looking for snowmobile rentals and Snow Blitz has snowmobile rentals looking for overnight accommodations.

I would highly recommend him as a vender operating out of Clinch Park. He has been an established recreational rental business owner in the Traverse City area, both summer & winter, for many years. He knows the area, is familiar with our tourist highs & lows & loves to promote Traverse City in general.

Melody Hamill  
Ranch Rudolf  
947.9529  
6841 Brown Bridge Rd.  
Traverse City, MI 49696  
[www.ranchrudolf.com](http://www.ranchrudolf.com)

September 2015

To whom it may concern,

The following is a letter of recommendation for Brett Campbell and Sunset Water Sports. I served as a Marine Deputy and former Supervisor for the Grand Traverse County Sheriff Department Marine Division from 2007 –2015. I am very aware of Sunset Water Sports and the quality service this business provides to our community. Our department was responsible for all inspections of rental boats in the county and I personally inspected his entire fleet for many years. His boats were in order, had more than required and in very good repair safety equipment, and were mechanically sound and clean. He seems to run a very tight business being well staffed with quality people.

If you have any further questions, please feel free to call me at 1-989-944-3483.

Sincerely,

Adam T. Reister

Bidder: Please complete and return this sheet – page 4

**PROPOSAL – EQUIPMENT RENTAL SERVICES**

**Clinch Park:** Proposals shall not be less than Twenty Thousand Dollars (\$20,000.00) annually.

Year One: \$20,000/year Plus \$ 3,500 /year = TOTAL BID/YEAR 1 \$ 23,500  
Year Two: \$20,000/year Plus \$ 5,500 /year = TOTAL BID/YEAR 2 \$ 25,500  
Year Three: \$20,000/year Plus \$ 5,500 /year = TOTAL BID/YEAR 3 \$ 25,500

Is the Insurance Attached:  Yes  No  
will supply upon acceptance, prior to opening

Submitted by: [Signature]  
Signature: Brett A Campbell (owner)  
Name and Title (Print)  
231-883-6000  
Phone Fax

Sunset Watersports Inc  
Company Name  
P O Box 1932  
Company Address  
Traverse City MI 49685  
City State Zip  
S Corporation  
Sole proprietorship/partnership/corporation  
Michigan 100% owner  
If corporation, State of incorporation

REFERENCES: (include name of organization, contact person, and daytime phone number).

- Bayshore Resort - General Manager  
Contact Person: Melissa Benham Telephone: 935-4400
- Sargent Adam Reister (Marine)  
Contact Person: Adam Reister Telephone: 989-
- Melody Hamill  
Contact Person: Owner Rand Rudolf Telephone: 947-9529

FMR

ADDITIONAL REFERENCES LIST AND ALL ADDITIONAL COMMENTS MUST BE ATTACHED.

Bidder: Please complete and return this sheet - page 3

Proposed Hours of Operation: 10-8 based on weather

Proposed Rentals, Equipment and or Items and pricing to the public:

List in R.F.P

Proposed Schedule for Rentals:

\_\_\_\_\_

**VENDOR QUALIFICATIONS:**

1. Number of years the Vendor has been involved in providing equipment rentals 20
2. List the companies that the Vendor has and now provides services for and contact person for each company along with phone number.

Past Grand Traverse Resort  
Past Sands Hotel  
Past High Point Golf Course  
Current Bayshore Resort  
Current Ranch Rudolf

3. Does the Vendor have replacement equipment for immediate use upon unforeseen breakdowns or vandalism? Will do

4. Number of years the Vendor has been in business as a vendor under present name 20

5. Improvements that the Vendor has made to increase equipment and personnel productivity in the past four years.

List in RFR