

Fallen Leaf Lake Community Services District

Request for Interest Management of Store and Marina Operations January 2011



Fallen Leaf Lake Community Services District is the government body responsible for the operation of the park and recreation and fire/emergency services at Fallen Leaf Lake, California (near South Lake Tahoe). The District owns a small store and marina which is part of the park and recreation services. We are looking for individuals interested in a contract for operation of this store and marina.

The store and marina are located on two acres of land and include public restrooms, a boat launch, a public beach, and a parking lot. The use season is from the end of May to the first of October, however, winter and spring use is increasing and may offer opportunities for an extended season. The sense of community is integral to the area, and many have enjoyed the lake community for five generations. The operation should be an integral component to maintaining that sense of community.

The marina includes 78 slips for ski boats and other small water craft, a gas dock, a small boat rental operation, breakwater, boat launch ramp, and a boat wash to keep

non-native species out of Fallen Leaf Lake. There is also a public beach with a swim area.

The store/cafe includes groceries, beverages, clothing and gift items as well as a kitchen that can serve breakfast and lunch and the occasional early dinner. There is outdoor eating space and counter service for ice cream and coffee drinks. Current activities of the district include movie nights at the Fire Station, volleyball, ping pong, and several larger events each summer such as fire department demonstrations and fundraisers (picnics and wine tasting).

The community has a desire to maintain a small local operation with limited influx of the public outside of Fallen Leaf Lake. This means no advertising and no significant changes in the service level offered. While this provides an environment desired by the community, it may also pose unique business challenges for the operator.

We would like to hear from those who have run similar operations or who have a desire to run one. We are looking for an individual(s) with some related experience and a track record of successful operations. It is important to us to find someone with the ability to financially support such a venture and with the interest to commit to integrating themselves and the operation into the desires and needs of the community. We invite you to schedule a time to review the facilities we have in place and to exchange ideas on the operation. The goal is to provide the income the community needs to maintain the infrastructure as well as a reasonable return for the operator.

If you are interested in responding please contact General Manager Gary Gerren at ggerren@fallenleaflakecsd.org