



MONONA BAY NEIGHBORHOOD ASSOCIATION

Eric Knepp, Parks Superintendent  
Board of Parks Commissioners  
Alder Tag Evers, District 13

August 11, 2020

Dear Superintendent Knepp, Board of Parks Commissioners, and Alder Evers:

I write on behalf of the Monona Bay Neighborhood Association in strong support of Brittingham Boats' request for a successor agreement.

Since Brittingham Boats opened in 2013, we have seen a significant increase in positive use of Brittingham Park along with a sharp decline in negative use, making it a safer and more enjoyable place to live and recreate. Brittingham Boats has invested substantially in improving the Brittingham Beach House and the surrounding land, including giving free boat rental passes to neighbors who volunteer monthly to pick up trash around Monona Bay. In addition to making the space cleaner and more beautiful, they've opened up the bay to be enjoyed by many more people.

Before Brittingham Boats opened, water recreation on Monona Bay was limited to those with land on the bay, or those who had the time and money to purchase and haul in their own boats. Now, the bay is able to be enjoyed by many more people, including people from out of town and locals who can't afford or don't have space for their own watercraft, or would just much rather rent than buy a boat. In this way, Brittingham Boats has provided more equitable and wide-spread access to Monona Bay. And, with their daily boat rentals and special events like the Full Moon Paddles and Movies on Monona, they help people step away from their busy lives to enjoy the beauty of nature, relax, and connect with others (which is important now more than ever). In light of the pandemic, they've also shown their ability to pivot and be adaptive by investing in new safety procedures and putting the health and safety of their employees and customers first.

When COVID hit it was still too cold out for Brittingham Boats to be open, but during that time they were busy preparing. They purchased hundreds of life vests to ensure that each vest could sit for 3 days before being used by another customer (the minimum time needed so there would be no risk of passing on the virus). On Memorial weekend they had so many customers that there were no clean life vests left for Memorial Day, so they closed on what would have been one of the busiest days of the year in order to protect their staff and customers. Shortly thereafter they developed a sanitizing process so they could safely reuse life vests without having to wait 3 days. They've also implemented new procedures for making sure customers and staff stay socially distanced, in addition to wearing masks. In this way Brittingham Boats has shown their true colors once again: they care deeply about their staff and people in the community and are willing to invest in their safety.

Time and again Brittingham Boats has shown themselves to be a responsible business with heart: they've invested in and supported their staff, customers, and the community in many more ways than can be listed here. The Monona Bay Neighborhood Association wholeheartedly supports the successor agreement for Brittingham Boats as they've shown themselves to be a great business and a truly good neighbor.

Sincerely,

A handwritten signature in cursive script, appearing to read "Colleen Borchard".

Colleen Borchard

President

Monona Bay Neighborhood Association