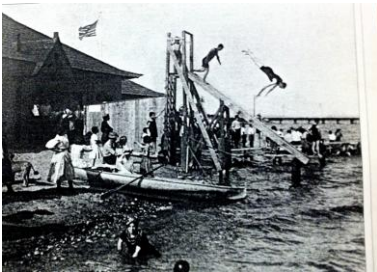


BRITTINGHAM BOATS OPERATING PLAN



HISTORY

Named after its founder in 1908, Brittingham Park was destination for Madisonians and by 1910 the bathhouse with its expansive water slide and 300 swimsuits available for rent, became so popular that they recorded a summer attendance of 50,000 people. Sadly, the park has since experienced a period of decline since this time and developed a reputation for harboring homeless, for violence including stabbings, murders and rapes. Over the last couple years the park has become much better through both police and park efforts, and from renewed interest and investment in the park. However the Park is still underutilized and might be called a “pass through” park rather than the destination it was designed to be.



Tyler Leeper owner of Wingra Boats and his business partner Stephan Reinke have a vision of returning the Beach House and Brittingham Park back to its previous glory and become an iconic of outdoor living and the Madison quality of life. They see their mission to enhance people’s lives through outdoor recreation, and education as the catalyst needed to make Brittingham Park a destination.

SERVICES OFFERED

SAFETY: There is inherent risk in and activities that takes place in or around water and Brittingham Boats #1 focus is on limit this risk. By monitoring the weather, age, skills, and by offering high quality safety equipment like PFD’s and a rescue assistance boat and instruction to the customer we are committed to keeping people safe.

BRITTINGHAM CAFÉ (7:30 am to 8 pm): The Café will feature French-press coffee, and gourmet grilled cheese sandwiches using local and high quality ingredients. The menu will have a number of signature grilled cheeses, a build your own option, salad, soup and of course summertime classics including ice cream, and lemonade. No alcohol will be served.



FULL SERVICE BOAT RENTALS (8 am to 8 pm): Modeled after the high level of service at Wingra and Vilas, we will be another access point to Madison’s Beautiful Lakes. The fleet of new boats will consist of canoes, kayaks, rowboats, standup paddle boards, paddle boats, and smaller pontoon boats and fishing boats that will be powered by electric motors. Brittingham Boats is committed to providing the highest level of service, boats, and activities to the general public for rent

at a reasonable price. SEE LIST OF WATERCRAFT UNDER RESOURCES.

PUBLIC DOCKING PIER: We will offer 2-4 open slips for boat owners to dock their boat and offer boat owners another destination to stretch their legs, hang out on the beach, or get lunch or an ice cream.

FULL SERVICE MEMBERSHIPS (Valid Memorial Day through Labor Day): An economical option for frequent boaters, Memberships provide unlimited access to the rental fleet and discounts on lessons and events. Members are the community! Membership levels are individual, couple, family and company or group.

SUMMER DAY CAMPS (1/2 and Full Day Camps starting June 17th through August 19th): Brittingham Boats will be the location for a number of Camp Wingra's successful summer camp programs. About 250 kids attend Camp Wingra each year and camps include Advanced Excursion Camp where kids paddle all 7 lakes of the Yahara Watershed; Fly Fishing Camp; WI River Excursion; and Limnology Camps.



SUP & PADDLE LESSONS (time TBD): Stand-Up Paddle Board is very popular right now and we will offer uncertified lessons for those interested in learning more about the basics of this increasingly popular activity. For those interested in learning more about kayaking and canoeing, we also have the ability to set up noncertified instruction as requested.

EDUCATIONAL SERVICES: Wingra Boats has become a hub of outdoor education and we hope to bring much of this energy and services to Brittingham Boats as well. These services include field trip planning and hosting, water monitoring equipment, science carts and free public workshops.

ART & MUSIC (Every other Tuesday & Special Events): To enhance outdoor living Brittingham Park plans to partner with existing groups to promote and display art and music. We plan to have acoustic café-style performances, and have hired Susan Moberly, a well-known art teacher in the madison community to host "Art-In-The-Park" which will feature a free art project every other Tuesday between Memorial Day and Labor Day.

PARK STEWARDSHIP & COMMUNITY SERVICES: Brittingham Boats' long term success will depend on a number of factors 1) creating a clean, safe and appealing park 2) providing a variety of services to appeal to a large variety of people 3) creating a community around the area and business. As a new business we recognize we have just begun learning how we can be involved and that there is a wonderful existing community. We have reached out and will continue to reach out to the different stake holders and are excited to learn how we can continue to build community and improve our neighborhood.

ADDITIONAL PLANS FOR GROWTH AND EXPANSION

If chosen, Brittingham Boats intends to expand on our services year by year. We are always brainstorming and looking into new ways for our customers to enjoy the lake and park.

OTHER POSSIBLE PLANS

- Sunrise yoga
- Community Potlucks
- Full Moon Paddles
- Movie Nights
- Winter Activities (Curling & Broom-Ball leagues)
- Ice-Fishing equipment & rentals
- Host boat building seminars
- Park and Shoreline Clean-ups
- Environmental Demonstration Center (Net 0 Energy use, worm farms & composting, Solar Panels, etc.)
- Boat delivery to neighbors living on Lake Monona and the Bay
- Adopt a Boater Program: Partnering experience boaters with new boaters.
- A new facility to provide year round activities & to facilitate private events, groups, and indoor seating.
- Stand-up Paddle board yoga tetherball
- Host Neighborhood Association Meetings
- Paddle Board Disc Golf
- Games: Shuffleboard and horseshoes
- Cross country ski trails
- Snow sculpting/ Kites on Ice
- Create a competitive SUP Club

EQUIPMENT & RESOURCES

Brittingham Boats has purchased about 65 boats for 2013. We believe that this location may be able to host similar activity levels as the Wingra Park location and foresee adding more canoes, kayaks SUP boards, and paddleboats. We also plan to have three pontoon boats (two 18 foot boats and one 20 foot boat) this year. We hope to offer fishing boats next year and yet do not envision this growing into a “large boat” marina and expect a maximum number of pontoons and fishing boats to be less than 10. Brittingham Boats connection to Wingra Boats also allows them to use the 250 boats owned by Wingra Boats for larger events or groups.

Brittingham				
Boat	2013 Quantity	Foreseeable Quantity	Capacity	Motor
Single Kayak	16	40	1	na
Ocean Kayak	4	10	1	na
Tandem Kayak	6	15	2	na
Tandem Ocean	2	5	2	na
Canoes	8	20	2 to 4	na
Rowboats	2	6	2 to 4	na
Paddle Boats	6	10	2 to 4	na
SUP Boards	16	25	1	na
Fishing Boats	1	4	2 to 4	electric or 40 hp
20' Pontoon Boats	2	4	10	electric or 40 hp
Rescue Assistance Boat	1	1	staff	100+ hp
At the Max Quantity would be a total of 10 boat racks and 24 boat slips for the paddleboats, rowboats, fishing and pontoon boats which would require less than 150' of piers!				

FACILITY DEVELOPMENT



STAFF & OPERATIONS

Our staff is our most important resource and we work hard to train, mentor and cultivate the “boat house” spirit. We get over a hundred applications and interview close to half of them looking for the person who will add to the environment through their energy, personality, knowledge and potential. All employees undergo significant training to maintain the highest level of service. The training includes two day introduction and safety training, 5 hours of personalized 1-on-1, and weekly in-services. There is a comprehensive 45-page training manual, which helps standardize the excellent services that we intend to offer. Brittingham Boats will have 2 to 4 staff for each shift with Owner and manager Stephan Reinkee overseeing and helping during busy periods.

One of the great things is this can be a great job 1st job for teenagers and young adults. The expectations are high but simple. That each employee should do everything they can to ensure 1) customer and their

safety 2) the customer has a wonderful experience and 3) that they are having fun. Brittingham Boats wants its employees to be excited to come to work each and every day. A major part of our philosophy is that you can't help people have a fun and enjoyable experience if you aren't having fun yourself.

CAPITAL INVESTMENTS

Brittingham Boats is committed the Park and the community. This is as simple as picking up trash, pulling weeds, sweeping, washing, and rake the facilities. But we have also committed to investing \$45,000 in capital improvements to the building and the site over the duration of the contract. These improvements include but not limited to upgrades to the electric and plumbing, painting the interior and exterior, building out the service area and kitchen, building a multi-purpose patio, expanding the beach, and general beatification improvements like murals, walkways and landscaping, teak flooring for the showers, and improvements to the overall functionality and usability of the Beach House and park.

It is important to note that this is not an isolated operation. Brittingham Boats success is dependent on the performance of Leeper, Reinke and our staff, but it is also dependent on support from the Parks Division, the neighbors and the community as a whole. We believe that with passion and open communication we can offer great services and more importantly wonderful experiences for everyone who visits Brittingham Park.