



Post Office Box 9415
South Lake Tahoe, CA 96158

OPERATIONAL PLAN 2023 STORE, CAFÉ AND MARINA

DISTRICTS MISSION

The Fallen Leaf Lake CSD Board of Directors and Management are dedicated to providing quality services and products for the resident and visitors who visit our Store, Café, and Marina.

GOALS

Our goal is to provide general merchandise, including clothing and souvenirs, groceries, fresh produce, coffee, cappuccino, ice cream and quality food service from the deli and café.

The Marina will offer slips for rent daily, weekly, monthly and seasonal. Our staff oversees launching of boats while making sure all motorized vessels meet all TRPA launching requirements for Fallen Leaf Lake. The marina staff will inspect and wash all non-motorized watercraft prior to launching.

The Marina will have available for rent two new 22 foot pontoon boats and 2 new 14 foot fishing boats, along with kayaks and paddle boards. All safety equipment will be provided.

SERVICES /PRODUCTS

The Fallen Leaf Store, Café and Marina has operated at the 400 Fallen Leaf for the past 20 years providing food, groceries, clothing, gifts, launching service, non-motorized vessel inspections, slip rentals, rental boats, kayaks, paddle boards and gasoline sales for boats.

The café will be open from 8 am through 4 pm daily with deli and hot food items. Our menu will offer simple local favorites that have been the staple of the café.

We will make every attempt possible to stock requested store items.

As a district operation, we will strive to provide quality services and products to the residents and the public who visit our community.

ORGANIZATION / PERSONNEL

The Store, Café and Mariana will operate as Division of the Fallen Leaf Lake CSD Parks and Recreation Department. It will operate directly under the supervision of the General Manager.

The Store, Café and Marina Operations Manager will work for the District and will report to the District General Manager. The Operations Manager will have hiring authority for the key personnel as well as the staff position for the Store, Café and Marina. The District General Manager will assist the Operations Manager in any manner necessary to assist the Operations Manager throughout the season.

Referenced in this plan are the following positions.

Hiring of one (1) person to assist or a key person to assist directly the Operations Manager.

This would be based on the guidelines within the Financial Section of the plan.

Hiring of three (3) kitchen staff for the open and close of the kitchen. Hiring of eight (8) to ten (10) store staff and five (5) to six (6) Marina staff will be needed so staffing can occur throughout the week and all personnel will receive mandatory breaks.

The kitchen operation should run from 8 am through 4 pm daily, with three personnel in the kitchen who should be able to meet the coverage during the week and have coverage during weekends.

The store hours are 8 am through 6 pm daily and the Marina should run from 8 am through 6 to 7 pm depending on need.

Staffing adjustments may need to be made throughout the summer as store operations fluctuate on weekends and busier than normal times occur.

The store staff responsibilities will be to organize the facing stock for sale throughout the day. To greet people, handle sales of food or merchandise within the store. Normal cleaning of the restrooms and keeping them stocked will be part of the store operation.

The marina staff will be tasked with launching and checking for inspections of boats that want to enter Fallen Leaf Lake, the sales of slips, launch fees, rental boats, and gasoline. The staff will be responsible for maintaining the readiness of rental equipment for safe operations.

TIMELINE

Planning for purchases of boats and merchandise for the 2023 Operational Season should start mid-December. The district will have to secure the purchase of pontoon boats and fishing boats as soon as possible so they are available for the upcoming summer season.

General merchandise for sale in the store should be ordered as soon as possible to have supplies available for sale this summer.

Orders for groceries, food, café supplies, and alcoholic beverages are ordered prior to opening the weekend of Memorial Day.

Management will be hired to start the week of the 17th of April, 2023. Management will need time to start the hiring of key personnel and staff for the season. Management has to start the process of contacting vendors for initial orders. We currently maintain a list

of vendors and suppliers of goods and services that are used by the store operation. The General Manager will assist the new Operations Manager in all technical matters during the startup process.

FINANCIAL COST

The districts projected cost for start-up of the Store, Café and Marina are based on current information provided through historical data, request or bids.

The projected start-up cost for the store, café and marina are:

Management of Store, Café and Marina. This is an estimated cost for one manager for up to 25 weeks based on an approximate \$40 per hour, plus the required 18% in taxes i.e.: Medicare, workers' comp., unemployment, etc.

\$49,088

Managers Assistant or key person for the operation of the Store/Café or Marina. The estimate for the position would be for up to 25 weeks, based on an average of \$30 per hour, plus the required 18% in taxes

\$35,400

Staff personnel, to include 3 cooks, 8 to 10 store employees and 5 to 6 marina employees. Using these number with an average of 32 hours at up to \$18 per hour and the required 18% taxes

\$244,800

General Merchandise for the store

\$75,000.

Boats to include 2 Pontoon boats complete and 2 Fishing boats complete.

\$121,000.

Purchase of 5 new Kayaks complete

\$5000.

Purchase of 50 assorted Adult and Children personal floatation devices

\$ 3,000.

Replacement of Deli cooler prep table and dishwasher if required

\$7,000.

Initial deli and café food supply.

\$4,000.

Initial groceries, produce and dry goods

\$4,000

Initial beer and wine.

\$4,000

Initial Coffee and Ice Cream

\$2,000

Annual utilities cost which include, electricity, sewer, water, propane, phone/internet and trash service

\$42,600

Annual Insurance cost which include pollution insurance coverage. These policies cover the entire District operation.

\$23,200

Watercraft rental insurance may be included in our umbrella policy but I have not received confirmation of that or what additional cost will be for the additional insurance.

\$

Removal and Installation of the Marina gangways and slips for 2023

\$13,000

Winter Storage for pontoon boats

\$3,200

Annual Gasoline cost for rental boats

\$30,000

Fire System monitoring, inspections and service

\$2,000

EPA permits, Eldorado County permits and fuel pump vapor testing

\$1,000

Initial Gasoline for retail sale

\$4,000

TOTAL

\$673,288

FINANCIAL PROJECTIONS

The following revenue projections are based on the highest sales from 2017 through 2021. Sales were affected by fires, smoke and evacuations during 2020 and 2021.

Revenue:

BOAT LAUNCHING SALES 6,255.00

BOAT SLIP RENTAL SALES 82,355.00

BOAT RENTAL SALES 154,225.48

GROCERY SALES NONTAXABLE 49,481.84

GROCERY SALES TAXABLE 1,582.52

PREPARED FOOD SALES TAXABLE 171,822.00

RETAIL SALES TAXABLE 160,857.57

RETAIL SALES NONTAXABLE 60.94

ALCOHOL SALES TAXABLE 29,232.23

GASOLINE SALES TAXABLE 45,513.13

MISC. SALES 2,665.12

Total \$704,050.83

These numbers are based on previous sales. The average for the five year period from 2017 through 2021 is:

\$673,879.26