



Mayor Gavin Newsom
Philip A. Ginsburg, General Manager

*** Press Release ***

Bidder Chosen for Stow Lake Boathouse Concession

Recreation and Park Department Excited about Historic Boathouse's Potential

For Immediate Release

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The San Francisco Recreation and Park Department will recommend award-winning concessionaire Ortega Family Enterprises for the operation of the historic Stow Lake Boathouse in Golden Gate Park.

Ortega Family Enterprises (d/b/a "Cloudless Skies") has more than 20 years of experience working in public parkland and 22 years of accident-free boat and kayak rental management experience.

"The Ortega family is a great match for Stow Lake on a number of levels," said Phil Ginsburg, general manager of the Recreation and Park Department. "They have the business expertise to revitalize the boathouse, are sensitive to the site's historic preservation needs, are environmentally conscientious, are committed to providing healthy, affordable and locally produced foods, and they understand the importance of maintaining the traditional charm and feel of Stow Lake that San Franciscans love."

Ortega Family Enterprises is a family-run enterprise that emphasizes environmental sustainability and best practices in all phases of its business. It has a proven track record of turning around underperforming park concessions and maximizing their potential, including concessions at four National Park Service locations: Bandelier National Monument, Carlsbad Caverns National Park, White Sands National Monument and Muir Woods National Monument in the Bay Area.



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In 2009, the Ortega family won the Marin Conservation Council's Green Business Award for its renovation and rejuvenated operation of the historic Muir Woods concession. They incorporated sustainable construction materials, implemented a trash disposal system that recycles and composts 90 percent of waste, and achieved significant electric and water savings. The Recreation and Park Department is looking to emulate this model at Stow Lake.

Ortega Family Enterprises has proposed the following improvements to the Stow Lake Boathouse operations:

- Capital improvements to stabilize and improve the boathouse building while preserving the facility's historic architecture and charm. All restoration efforts will follow the Secretary of the Interior's Standards for Preservation and will be completed to LEED-certified standards.
- A small, informal café that will feature traditional Stow Lake favorites like pink popcorn, pretzels and animal crackers while also providing a new menu of local, organic, healthy and sustainable food and beverage options. Menu items will remain affordable, ranging from \$1 to \$11.75, with most items available from \$4.95 to \$8.95.
- Investment in a new fleet of pedal, row and other boats while maintaining affordable boat rentals for the public
- A projected revenue increase of between 30 and 40 percent

Ortega Family Enterprises was selected by a panel of five individuals representing a wide range of expertise and experience, including a neighborhood representative, a historic preservationist, a proprietor of a small business, a Recreation and Park Commissioner and a former manager of boating operations at Lake Merritt Boat House.

Recreation and Park Department staff will take the panel's recommendation to the Recreation and Park Commission for approval on August 19. If approved, negotiations over specific contract terms will begin.

Stow Lake was created in 1893 under the direction of W.W. Stow, then-president of the Recreation and Park Commission. Today, the lake continues to attract thousands of visitors annually to its shores. The Boathouse currently features a snack bar and is also used to rent and repair boats and bicycles.

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Stow Lake Boat House RFQ Selection Panel

Andrea Jadwin

Ms. Jadwin is Co-President of the Inner Sunset Park Neighbors, a frequent Golden Gate Park user and a leader within the City's community gardens program.

Meagan Levitan

Ms. Levitan is a member of the Recreation and Park Department Commission

Gary Rulli

Mr. Rulli is the proprietor of Emporio Rulli, Inc.

Tara Sullivan

Ms. Sullivan is a Legislative Liason for the San Francisco Planning Department. Her duties include staffing the Historic Preservation Commission.

Jim Wheeler

Mr. Wheeler is a Neighborhood Service Area manager for the Recreation and Park Department. He previously oversaw boating operations at the Lake Merritt Boat House.

STOW LAKE BOAT HOUSE RFQ SCORING SUMMARY

Cloudless Skies Park Company, LLC (Ortega Family Enterprises)				
	Qualifications and Experience	Financial Capability	Capital Improvements and Business Concept	TOTAL
<u>Panelists</u>				
Andrea Jadwin	30	30	31	91
Meagan Levitan	33	29	34	96
Gary Rulli	30	30	30	90
Tara Sullivan	28.25	30	30.5	88.75
Jim Wheeler	32	28	33	93
Average	30.65	29.4	31.7	91.75
Herrick, Liu and Torrest (Stow Lake Boathouse Café)				
	Qualifications and Experience	Financial Capability	Capital Improvements and Business Concept	TOTAL
<u>Panelists</u>				
Andrea Jadwin	16	15	30	61
Meagan Levitan	18	20	23	61
Gary Rulli	25	25	22	72
Tara Sullivan	18.75	6	31.5	56.25
Jim Wheeler	28	25	28	81
Average	21.15	18.2	26.9	66.25

Stow Lake Corporation

	Qualifications and Experience	Financial Capability	Capital Improvements and Business Concept	TOTAL
Panelists				
Andrea Jadwin	25	20	22	67
Meagan Levitan	26	26	30	82
Gary Rulli	25	25	25	75
Tara Sullivan	30.75	13	19.5	63.25
Jim Wheeler	30	26	30	86
Average	27.35	22	25.3	74.65