

Sean Ashcraft  
Peak North America, LLC  
30 Main Street  
Greenfield, MA 01301

Kevin Kennedy  
Director of Community Development  
Town of Orange  
6 Prospect Street  
Orange, MA 01364

March 1, 2016

Dear Mr. Kennedy and members of the Riverfront Park Committee,

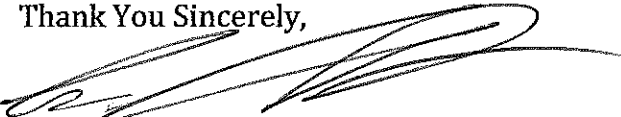
Enclosed is a proposal to operate the Boat House at the Orange Riverfront Park, as outlined in the *Request for Proposals, Kayak and Canoe Rental Concession and Boat House Lease* of February 23<sup>rd</sup>.

As you know, I was responsible for the operation of the Boat House for three years during my tenure as co-owner of Peak Expeditions. Having dissolved that partnership I am now doing business as the sole owner and director of Peak North America, LLC; the inventory previously held by Peak Expeditions (boats, climbing wall, bicycles, and related equipment) belongs to me, as does the operating name of Peak Paddlesports.

This new structure will permit me, should this contract be extended to Peak North America, LLC, to expand the hours of operation and programs offered through the Boathouse: affordable camps, rentals, instruction, and athletic training for individuals and families in Orange and the North Quabbin region. My recent acquisition of a 102 acre non-profit camp in southern Vermont, will also provide new opportunities for local schools, businesses and organizations to hold meetings and retreats using the resources of both the Boathouse and those of Camp Waubanon (cabins, ropes course, nature trails, climbing wall, pool, etc.)

I want to assure you that as Peak North America, LLC, I will devote both time and energy to the Town of Orange through the maintenance of the Boathouse and Riverside Park. The Millers River waterfront has been identified as key to the community development of the town; through regular use and special events, Peak North America LLC will commit to the support of that undertaking.

Thank You Sincerely,



Sean Ashcraft  
Director, Peak North America, LLC  
978-633-9131

Peak North America, LLC

**RENTAL CONCESSION AND BOAT HOUSE LEASE, ORANGE, MA**

**PROPOSAL**

**History, relevant experience, and qualifications of Peak North America, LLC**

During the previous three years of operation at the Boathouse, Sean Ashcraft, then in partnership with Peak Expeditions, developed and was primarily responsible for the day to day operations of the Orange Community Boathouse and related activities, including serving as the director for the Day Camp sessions for Orange middle and high school students. With Peak Expeditions, Sean developed programs, policies and procedures, and was responsible for marketing, purchasing, and the hiring and supervision of staff. Sean has extensive experience in the development and leadership of outdoor programs, and is particularly interested in youth development through outdoor opportunities and challenges. Sean is an ACA Coastal Kayaking Instructor, Climbing Guide, PSIA Nordic Skiing Instructor, Wilderness Medicine & SOLO WFR, Outdoor Emergency Care, Avalanche Forecaster, Flat & Whitewater Canoe Instructor, Challenge Course Facilitator, Pilot, NYPUM Dirt Bike Instructor, Gear Guru, Backcountry Travel Guide, and General Wilderness and High Altitude Adventure leader.

**References:**

Austin Paulson, Coordinator Outdoor Leadership Program, Greenfield Community College: [PaulsonA@gcc.mass.edu](mailto:PaulsonA@gcc.mass.edu) (413) 775-1126

Carol Normandin, Coordinator Mahar Kayak and Canoe Club: [cnormandin@rcmahar.org](mailto:cnormandin@rcmahar.org) (978) 424-3406

**Services and Programs to be provided**

Services provided at the Boathouse will include, but not be limited to:

1. The daily operation of the boat and equipment rental six (6) days weekly, (7 days by appointment) Memorial Day through Labor Day, and from April 1-Memorial Day, and Labor Day-October 31, weather permitting and/or by special arrangement.
2. Equipment available for rent for use on the river and locally by arrangement will include recreational and performance kayaks, canoes, stand-up-paddleboards (SUP), personal flotation devices (PFD), and paddles. Equipment for other activities such as climbing, bicycling etc. will be made available in structured environments such as camps and instructional programs.
3. Instruction in the use of the kayaks, canoes, rowing shells, and SUPs will be regularly scheduled and provided by appointment.

4. Five (5) one week sessions of Adventure Day Camp will take place during July and August for students 9-17 years of age, with priority given to students in the Orange and RCMahar school districts.
5. The development of accessible programs for individuals with limited mobility or other non-traditional needs.

Target Audience:

The target audience for all Boathouse related programs and services will be residents of Orange and the North Quabbin region, with an emphasis on families, youth, schools, and local businesses and organizations.

Fee Structure:

1. Basic recreational rental of a kayak, canoe or SUP with PFD and paddle: \$10 per hour.
2. Performance boats/SUPs: \$12 per hour.
3. Specialty boats: \$15 per hour.
4. Instruction: brief introductory: free. Scheduled: \$30 per hour.
5. Adventure Camps: \$249 per session with scholarship aid available, and early booking discount.

Marketing:

Marketing will consist of social media, web, print and radio advertising. Particular attention will be paid to the resources of the local tourism organizations: North Quabbin Visitors Bureau and Johnny Appleseed Trail Association.

Employees:

The Boathouse will employ a total of 4.5 FTEs consisting of a director, assistant director, and seasonal, part time employees with a focus on employing local youth.

**Plans for the interior renovation according to the plans provided by the Town of Orange.**

The primary focus on renovation and maintenance both in and outside the Boathouse will be to bring the building and property into full compliance with the Americans with Disabilities Act (ADA)

1. An accessible entrance on the west side of the building will be constructed by adding a ramp and handrails in accordance with ADA requirements, by May 15<sup>th</sup>. Materials and contractor to be determined. NOTE: This will provide access to the existing ADA compliant restroom.
2. The interior will be maintained in such a way that nothing will impede the movement of a person using a wheelchair or other adaptive equipment: floors, canoe racks etc. No additional cost is anticipated.
3. The accessible dock will be reinstalled and maintained.

4. The full-transfer chair and equipment will be added to the accessible dock this summer. Exact date to be determined dependent upon availability.

**Performance Bond:**

Peak North America will provide a check in the amount of \$1,400 to be held by the Town of Orange as a Performance Bond.

**ORANGE RIVERFRONT PARK  
KAYAK AND CANOE RENTAL CONCESSION AND BOAT HOUSE LEASE  
BID FORM**

The undersigned proposes to enter into a lease term to be negotiated at the price detailed below to operate a kayak and canoe rental concession and to complete interior renovations at the Boat House at the Orange Riverfront Park, East River Street, Orange, MA for the Town of Orange in Massachusetts in accordance with the Specifications contained in this IFB.

Year	Base Annual Lease Amount	Requested Annual Waiver (if any)	Final Annual Lease Amount
Year 1	\$1400	in kind \$1250*	\$2650
Year 2	\$1600	in kind \$1250*	\$2850
Year 3	\$1800	in kind \$1250*	\$3050
<b>Total for 3 Year Lease</b>	\$4800	\$3750	\$8550

\*in kind payments reflect camp scholarships for students from Orange schools.

Final three-year lease total in words:  
Eight thousand, five hundred and fifty dollars

Peak North America LLC

Name of bidder

978-633-9131

sean@PeakNA.com

Telephone Number

E-mail Address

FEIN or SSN:  
47-5218790

Address, City, State and Zip Code 30 Main St. Greenfield, MA 01301

3/1/16

Bidder's signature:

Date

**NOTE: If the bidder is a corporation, indicate state of incorporation under signature and affix corporate seal; if a partnership, give full names and residential addresses of all partners; if an individual, give residential address if different from business address.**

## TAX COMPLIANCE AND NON-COLLUSION STATEMENTS

Any person or corporation that fails to date, sign with original signature, and submit the following statements shall not be awarded this contract.

### Tax Compliance

Pursuant to M.G.L. Ch. 62C, Sec. 49A, I certify under the penalties of perjury that, to the best of my knowledge and belief, I am in compliance with all laws of the Commonwealth relating to taxes, reporting of employees and contractors, and withholding and remitting child support.

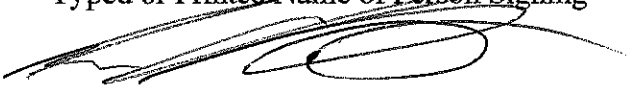
Authorized Official's Signature	Director
Sean Ashcraft	Title of Person Signing
Typed or Printed Name of Person Signing	Peak North America, LLC
978-633-9131	Company or Corporation
Telephone Number	30 Main St
N/A	Address
Fax Number	Greenfield, MA 01301
3/1/16	Address
Date	

### Certificate of Non-Collusion

The undersigned certifies under penalties of perjury that this bid has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals.

Date 3/1/16 \_\_\_\_\_

Sean Ashcraft  
Typed or Printed Name of Person Signing

  
Authorized Official's Signature

Peak North America, LLC  
Company or Corporation