

TO THE CITY COUNCIL
FROM THE CITY MANAGER'S OFFICE

DATE
August 17, 1988

NO.

SUBJECT: CONSIDER REQUEST OF WINE COUNTRY CARRIAGE TO WORK A HORSE DRAWN WAGON-CARRIAGE
CONCESSION AT LODI LAKE PARK

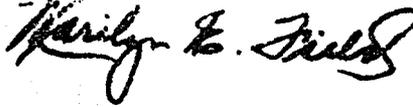
PREPARED BY: Parks and Recreation Acting Director

RECOMMENDED ACTION: The Parks and Recreation Commission and Staff are entertaining the possibility of negotiating with the Wine Country Carriage Company to provide horse-drawn carriage rides through Lodi Lake Park.

BACKGROUND INFORMATION: Staff was approached by Dave Smith, representing the Wine Country Carriage Company, requesting that he be allowed to promote carriage rides from the Kine and Roses Country Inn through Lodi Lake Park. We felt with adequate insurance provided by the company that this would be an appropriate activity in and about Lodi Lake Park.

Additional information will be presented to the Council prior to the meeting.

Respectfully submitted.



Marilyn E. Field, Acting Director
Parks and Recreation Department

MEF:jd

LODI CITY COUNCIL MEMBERS

The Wine Country Carriage proposes to work a horse drawn wagon-carriage concession at Lodi Lake and in turn bring in revenue for the Lodi City Parks and Recreation Department for the use of the park grounds.

As far as projecting how many people or trips around the lake, I cannot realistically estimate at this time, however I truly believe it will enhance the park's atmosphere and provide an attraction as well.

Here are several ideas **in charging** the Country Carriage:

1. Ten percent of the daily income.
2. A flat daily rate for the use of the grounds.
3. A fee for every trip around the lake.

As far as liability insurance we will have one million dollars coverage twelve months of the year per vehicle with either the Carriage Association or through a company out of Denver, Colorado.

Lodi City Parks and Recreation Director Ron Williamson thinks this would be an excellent opportunity for Lodi Lake and is contacting the State Recreation and Parks Director on what type of contract could be applied.

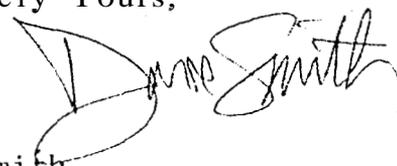
Rides around Lodi Lake would mainly consist of three months of the year from late May to sometime in September but weather permitting, many more days.

My drivers are responsible and cautious professionals. They have done over one hundred events such as weddings, parties, parades, and country rides. These events were performed safely and competently of which I am proud to say. I have learned from folks who have been in the business for sixty years or more. They have been ever so willing to teach us the proper and safe ways of driving.

For the Last one-and-a-half years my business has been very satisfying to me and is growing steadily. This venture at Lodi Lake would improve my business as well.

I appreciate the time you have given me to explain my proposition. Thank-You very much.

Sincerely Yours,

A handwritten signature in cursive script that reads "Dave Smith". The signature is written in dark ink and is positioned to the right of the typed name.

Dave Smith

CITY COUNCIL

JAMES W. PINKERTON, Jr. Mayor
JOHN R. (Randy) SNIDER
Mayor Pro Tempore
DAVID M. HINCHMAN
EVELYN M. OLSON
FRED M. REID

CITY OF LODI

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CALL BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 334-5634
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THOMAS A. PETERSON
City Manager
ALICE M. REIMCHE
City Clerk
BOB McNATT
City Attorney

August 22, 1988

Mr. Dave Smith
Wine Country Carriage
Wine and Roses Country inn
Corner of Lower Sacramento
and Turner Road
Lodi, CA 95242

Dear Mr. Smith:

This letter will confirm action taken by the Lodi City Council at its regular meeting of August 17, 1988 whereby, following your presentation requesting approval for Wine Country Carriage to work a horse-drawn wagon/carriage concession at Lodi Lake Park, the City Council conceptually approved the idea and directed the Parks and Recreation Director and the City Attorney to meet with you to work out the details and to proceed with the preparation of a one year contract for this concession.

Should you have any questions regarding this matter, please do not hesitate to call.

Very truly yours,

Alice M. Reimche
City Clerk

AMR: jj

cc: Ron Williamson, Parks and Recreation Director
Bobby W. McNatt, City Attorney

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Income Projections

Lodi Lake

Rides around Lodi Lake with Belgian Draft horse and wagon, three months a year from June 4, 1988 to September 5, 1988.

Total amount of weekend days	28
Hours worked at Lodi Lake.....	12 to 7
(With an hour of loading and unloading)	
Childrens rate.....	\$ 1.50
Adult rate.....	\$ 2.50
Children 6 years and under free with parent	
Adults 60 years and over free	
With 10 children at three rides per hour.....	\$ 45.00
With 8 adults at three rides per hour.....	\$ 60.00
Average hourly income.....	\$ 52.50
Average per weekend day... ..	\$ 367.50
Total per weekend	\$ 735.00
Total per month.....	.\$ 2,940.00
(These averages are based on using one wagon only)	

The Wine Country Carriage would like to use a carriage with the wagon when not being used for weddings or parties. This would add 1/3 more income.

Weekday work is hard to estimate, but if attendance is beneficial, Lodi lake will be worked.

We would not only work the best 3 months of the year, but will begin early or extend through parts of the year dependant upon the weather.

The rides would begin on the east side of the restrooms on the right as you enter the park. We would need enough space for two vehicles and horses (approximately 40 feet in which there is no parking there as of now). The rides would continue around the lake completely, then we will make a left turn and finish where we started. We will take the same route every time which takes from 12 to 15 minutes. We would like to work from 12:00 noon until 7:00 p.m., with appropriate breaks to feed and water the horses.

There will always be two people working together. One being the driver and the other the groom who tends to the horse. The horse will be wearing a diaper to insure the grounds are kept clean.

At no time will we take any riders who have paid inside the lake off the grounds.

This shall be a fun and exciting venture for the Wine Country Carriage and Lodi Lake and we will always act with complete professionalism.

Thank You

A handwritten signature in cursive script that reads "Dave Smith". The signature is written in black ink and is positioned to the right of the printed name "Dave Smith".

Dave Smith