



Edwin M. Lee, Mayor
Philip A. Ginsburg, General Manager

Date: March 2, 2017
To: Recreation and Park Commission, Operations Committee
Through: Philip A. Ginsberg, General Manager
Dana Ketcham, Director of Property Management, Permits and Reservations
From: Sarah He, Property Manager
Subject: Camp Mather-Horse Concession

Agenda Wording:

Discussion and possible action to authorize the General Manager to issue a five year revocable permit to Pot A Gold (PAG) Adventures for the management and operation of a horse-riding concession at Camp Mather, with substantially the same terms as described in the staff report.

Strategic Plan

Strategy One: Inspire Public Space: Keep today's park safe, clean, and fun; promote our parks' historic and cultural heritage; and build the great parks of tomorrow

Objective 1.2: Strengthen the quality of existing parks and facilities

Strategy Two: Inspire Play: Promote active living, well-being and community for San Francisco's diverse and growing population

Objective 2.1: Strengthen the quality, responsiveness, and accessibility of recreation programs

Objective 2.3: Work with partners and neighborhood groups to activate parks through organized events, activities and unstructured play

Background

The horse riding concession (the "Concession") at Camp Mather (the "Camp") was operated by The Barnes Family, dba Mather Saddle and Pack Station from 1929 to 2016. The Concession not only offered general horse rides for adults and children, but also a variety of programs including one-hour, two-hour, half-day and all-day rides, breakfast and sunset rides and hay wagon rides.

In 2016, the Barnes Family retired from operating the Mather Saddle and Pack Station Concession. Subsequently, the Department issued a Request for Proposals (RFP) for a horse



riding concession to replace this popular amenity at the Mather. The Department received a response from PAG Adventures, who was awarded a short term, six month permit to pilot their horse riding operation at the Camp for the summer of 2016

PAG has over 20 years of experience breeding horses, operating horse stables and offering outdoor activities operating in Regional and National Parks and Resort settings.

This past summer, PAG made a seamless transition into the Camp offering campers and their guests horse rentals, children’s rides, organized trail rides, and other horse related activities. PAG Adventures received great reviews for their service and quality of horses from camper and camp staff. PAG also provided over 60 discounted rides to the participants of the Teen Outdoor Experience program, an amenity that was not available to this program in the past.

Department staff believes that the continuation of an equestrian program adds tremendous value to the overall Camp Mather experience and PAG has extensive experience and a proven track record at the Camp.

Key Permit Terms:

- Term:** Five (5) year revocable permit
- Permit Fee:** Annual Permit fee of One thousand Dollars (\$1,000)
- Revenue Share:** The Department shall receive five percent (5%) of the gross revenues received from the general public rides.
- Use:** PAG will offer a horse-riding concession to camp residents and the general public

Ride Categories	2016 Rates	*2017 Potential Rates
One (1) Hour Ride	\$34	\$35
Two (2) Hour Ride	\$58	\$60
Beginner – Child	\$29	\$30
Beginner – Adult	\$34	\$35
Breakfast Ride	\$74	\$76
Sunset Ride	\$46	\$48
Children’s Burro	\$24	\$25

Approved Rates:

Hay Wagon – Child	\$14	\$15
Hay Wagon – Adult	\$18	\$19

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Rates: The fees for various ride categories may be adjusted subject to the Consumer Price Index. An increase of one, or all, fees is optional and not required.

Staff Recommendation: Support

Supported By: Friends of Camp Mather

Opposed By: No known opposition

Attachment: Term Sheet