



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 General Store Concession

Agenda Wording:

Discussion and possible action to authorize the General Manager to issue a five year revocable permit to Friends of Camp Mather (FOCM) for the management and operation of the General Store at Camp Mather, with substantially the same terms as described in the staff report.

Strategic Plan

Strategy Two: Inspire Play

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

Strategy Three: Inspire Investment

Objective 3.3: Cultivate increased philanthropic support

Background

Friends of Camp Mather (FOCM) was established in 1983 to promote, enhance, protect and support the traditional, recreational, social environmental and historic aspects of Camp Mather (the "Camp"). In 2003, FOCM was incorporated into a 501(c) (3) non-profit and is governed by a volunteer Board of Directors, with a wealth of Camp Mather experience. The Board is made up of a diverse cross section of Camp patrons.

Over the years, FOCM have been instrumental in supporting and sustaining the Camp contributing over \$500,000 back into the Camp. From the creation of the Naturalist Program which educates campers about the local biodiversity and the importance of stewardship to the



replacement of chairs, tables, mattresses, bed frames and dressers, FOCM has provided a steady stream of funding to make the necessary improvements to keep the camp thriving.

There is a General Store at the Camp that provides amenities like batteries, soap, snacks, coffee and ice cream to the campers and the general public. The General Store was previously managed by Evergreen Destination Holdings, LLC through an annual permit.

In 2010, the Commission approved a five year agreement with FOCM to operate the store and contribute all its profit back to the Camp. This added partnership has enhanced FOCM's visibility and presence at the Camp and has been impactful for the Camp and its patrons. Last year, FOCM successfully applied for a Community Opportunity Fund grant to build new sports courts to replace the aging basketball court in the center of the Lodge side of the camp.

This agreement expired in October of last year and FOCM continues to be committed the Camp and has expressed interest to enter into another five year agreement to operate the General Store with the same terms.

Key Permit Terms:

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| Term: | Five (5) year revocable permit |
| Permit Fee: | \$1 per year |
| Revenue Share: | All profits will go directly back to FOCM to support the operation of Camp Mather. |
| Use: | For the management and operation of the General Store |
| Hours of Operation: | 8:30 am to 8:30pm daily from May to August when Camp is open. |
| Staff Recommendation: | Support |
| Supported By: | Department Staff |
| Opposed By: | No known opposition |
| Attachment: | Term Sheet |