

**CITY OF TONKA BAY  
Administrator Report**

# Memo

**To:** Honorable Mayor and City Council  
**From:** Joe Kohlmann, City Administrator  
**Date:** January 8, 2013  
**Re:** Excel Boat Club

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Staff was given the *attached* proposal from Tom Jacob, the owner of the Excel Boat Club. The proposal describes the Excel Boat Club's intent to rent out slip spaces at the Caribbean this upcoming boating season.

Staff has reviewed the entire proposal and conducted a full City Code review.

With the exception of some signage requests, that will be determined at a later date, the proposal has been deemed to be in compliance with City Code.

**Council Action:**  
Informational

## **Proposal for:**

### **A Boat Club**

*At The Caribbean*



#### **Request**

Diamond Reef Watersports, Inc, owned by Tom Jacob and formerly doing business as Excel Boat Club, seeks approval to operate a boat club by locating 21 member boats and 3 public rental pontoon boats at the 147 slip Caribbean Marina located at 135 Lakeview Avenue, Tonka Bay, MN. The current request is for the 2013 boating season. The desire is to develop a longer term lease arrangement with the owners of the Caribbean, however, we believe for all parties concerned (City, Caribbean Owners, Boat Club), a one-year trial period will be beneficial and appropriate.

#### **The Boat Club**

##### **Our Mission:**

To provide an affordable, hassle-free boating experience with high quality boats in the most professional and FUN manner possible.

##### **Our History**

Excel Boat Club opened twelve years ago in Excelsior as an alternative way of boating on Lake Minnetonka. In fact, we pioneered the idea. We wanted to offer a variety of quality boats and an easy boating experience for our customers: no gassing, no docking, no maintenance. Tom Jacob owns the boat club and launched this boat club concept more than twenty-years ago in Montana. Some would say – in true Minnesota speak, “So, the concept was ahead of its time, then.” Tom is both passionate and enthusiastic about his business model. He makes every customer experience a personal meet and greet. And, he makes sure that each and every customer expectations is exceeded. That passion and enthusiasm -- to provide hassle-free boating FUN -- is shared by the boat club staff.

Our first year, 30 customers joined our club. As our reputation grew, so did we. Our customer’s friends and families who join them had no idea this boating opportunity existed. By 2010 we capped the boat club at 180 members. In 2012 we will cap the membership at 200.

##### **Business Model**

The boat club is a “country club” boating experience. For a yearly fee, Members share use of various boats on a call in / on-line reservation basis. Depending upon the package a member purchases, they are allowed a number of uses during two time slots during the day. Member use times are from 9:00 AM – 2:30 PM, and 4:00 PM – Sunset. All boats are required to return to the boat club docks by sunset.

In addition, the boat club has 3 rental pontoon boats available for rent to the public. The pontoons are popular for both the general public (families on weekends) as well as corporate use during the week.

All members are required to complete a 3 hour orientation which includes proper use of the boats as well as understanding the “rules of the lake.”

### **Member Profile**

Our typical member is a family with two to three children fourteen years of age or younger - an active family with busy lifestyles and limited time to use a boat. That is why people look to the boat club instead of buying their own boat

### **Boat Inventory**

We offer a variety of sizes and types of boats that have proven to be popular with the members and the public. The current inventory is listed below:

- One 23.5’ Southwind Runabout (with pontoon top)
- Three 25.5’ Glastron Runabouts
- One 25.5’ Bryant Deckboat
- One 25.8’ Azure Runabout
- One 26’ Azure Deckboat
- One 26’ Clearwater Pontoon
- Three 26.5’ Tahoe Deckboat
- One 26.8’ Bryant Runabout
- One 28’ Skiffcraft Wood Cruiser
- Three 30’ Clearwater Pontoons
- One 25’ Clearwater Pontoon (Rental)
- Two 30’ Clearwater Pontoon (Rental)
- Five Boats to replace 2012 boats that have recently been sold

### **Our Commitment to the Community**

The boat club is an active member of the South Lake Excelsior Area Chamber of Commerce and a proud supporter of local businesses from the supplies and services we need to all of the catered food and beverages for our members and guests. We’re also proud to sponsor several kids baseball and hockey teams, contribute tubes, drives, and skis to school, Chamber, Rotary, and other community fundraisers. We have also participated in sponsoring the Excelsior 4<sup>th</sup> of July fireworks, a major community event for families and friends.

## **Specific Proposal**

- Number of Boats / Slips to be leased from The Caribbean (Total of 24)
  - 21 Member Boats ranging from 23.5’ – 30’
  - 3 Rental Pontoon Boats ranging from 25’ – 30’ with capacities of 14,18, and 18
- Check-in Facility
  - A portion of the existing cabin located at the entrance to the Caribbean will be utilized for member and rental check-in, as well as a shelter for the dock workers. There will be a check-in counter/desk, and furniture to provide a “club-like” atmosphere. There will be some minor storage of lifejackets, propellers and boat cleaning supplies; however, there will be no retail sales out of this facility.

- Parking
  - On Site
    - Caribbean will allocate 24 spaces of their inventory to the boat club.
  - Off Site
    - The boat club will be leasing storage and parking from The Water Street Pump, located at the corner of Water and Third Streets in Excelsior (See the attached letter of intent). While there is adequate on-site parking during the week, there will be additional parking available at The Pump during weekends and holidays, where a shuttle service will be provided. During these times, members and guests will be directed to park at The Pump, minimizing traffic on Lakeview Avenue.
    - The Boat Club owns and maintains one 15 passenger bus, and will be leasing another bus for convenient and efficient shuttling of members and guests.
  
- Restroom Facilities
  - The Caribbean has male and female rest room facilities accessible directly from the exterior of the building, just off the parking lot. The facilities are open during boat club hours.
  
- Signage
  - Since the request for approval is for a one year trial period, we would ask for a small sign over the door to the check-in facility, along with two temporary flag signs which would be at the entrance to the check-in facility. If necessary, these flag signs could be removed each night upon closing of the boat club.

Please note the attached site plan, images, and letter of intent for additional parking.

Thank you for your consideration of our proposal.

**Contact Information:**

Tom Jacob, President

Phone: 952-401-3880 Club

952-451-1778 Cell

Email: [Tom@excelboatclub.com](mailto:Tom@excelboatclub.com)

Website: [www.Excelboatclub.com](http://www.Excelboatclub.com)



## Parking Letter of Intent with The Water Street Pump, Excelsior

----- Original Message -----

Subject: Parking Spaces/Intent to Lease  
Date: Sat, 24 Nov 2012 13:54:17 -0600  
From: Mark Mahoney <mark.mahoney11@gmail.com>  
To: tjacob2@excelboatclub.com

Hi Tom!

As we discussed, please accept this email as an intent to enter into the following agreement:

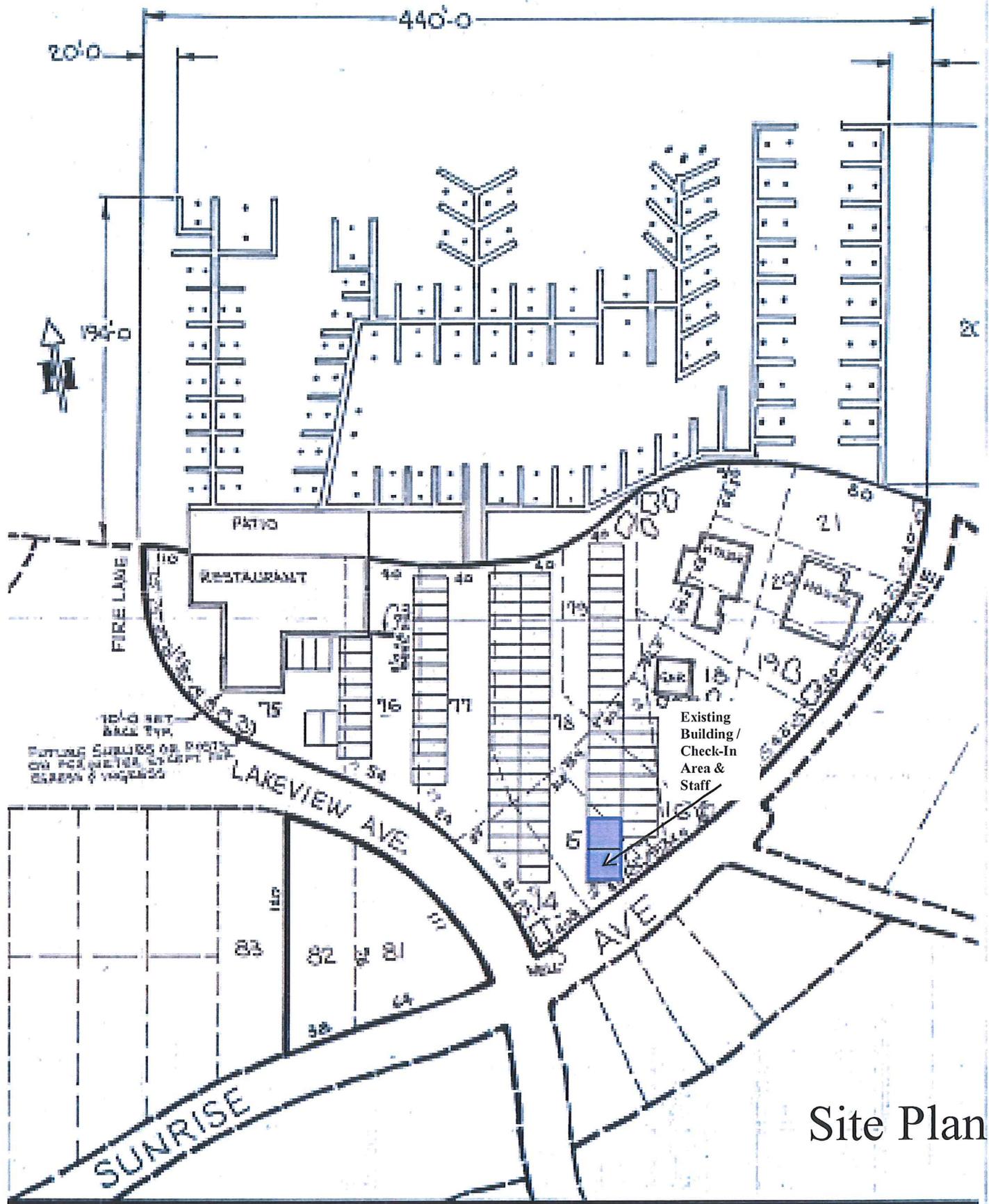
Triple Star Management, Inc, (dba The Water Street Pump), owner of the property located at 300 Water Street, Excelsior, MN., will lease parking spaces for the use of Diamond Reef Watersports, Inc. (dba Excel Boat Club) beginning in 2013 and running through such times as the parties may decide.

The amount of parking spots and the dollar amount charged will be determined at a later date.

It is the intention of Triple Star Management, Inc. to lease the maximum number of spots available.

If you have any further questions, please feel free to contact me.

Mark Mahoney  
612-751-0748



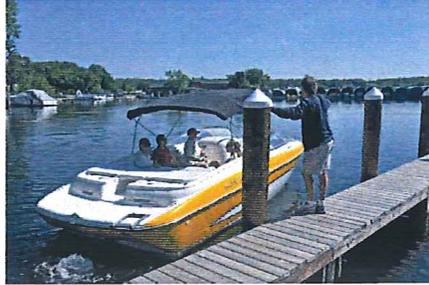
Site Plan

DOCK USE AREA - 987'  
 AFFECTED HIGHWAYS - FIRE LANE TO FIRE LANE  
 BOAT SLIPS - 104 SLIPS - 10' DIA. - 10' DIA.  
 PARKING - 38 SPACES - 8' DIA. - 8' DIA.

DOCKAGE PLAN FOR  
 CURLY'S MIAMETONGA MARINA  
 LOWER LAKE SOUTH LINC\*41

# The Boat Club

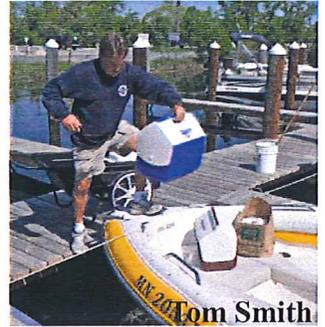
## Members / Guests



## Our Fleet



## Our Staff



## Our Staff



## Check-In Facility



## Our Shuttle Bus

