

LOCATION: Cedar River Boathouse, Renton, WA
PERSON: Dan Henderson

DATE: March 2007
NOTED BY: Starbird

Seed funding provided by: Boeing owned the hydrofoil port building and the land on Lake Washington next to the Cedar River and airport

Founding leadership provided by: Boeing approached King County Parks & Rec with an offer to donate the building in exchange for expansion permission

What types of entities did you coordinate with? Parks & Rec issued an RFP for a boat rental concessionaire and approached an already established rental concessionaire on the lake to tender a proposal.

Land owned by: county

Tenant improvements owned by: County and concessionaire

Operated by: Cascade Canoe & Kayak with Parks & Rec for bathroom maintenance (Boeing has a taxiway and road easements through the park; boathouse is contiguous with an 18-mile riverfront parkway with bike, jogging, and pedestrian paths).

Sustaining revenue stream and percent of total revenues reflected: \$250 rent per month (estimated <\$.05/sf land and dock) plus 8% of service revenue and 1.5% of retail revenue

Advantages of this model: Fulfills county's public-benefit mission but business risk is concessionaire's. Landowner has no profit motive. Lake is part of a mapped water trail and has multiple parks and access sites around it.

Disadvantages of this model: For-profit concessionaire cannot accept public grants nor is public water access provided at this site, although adjacent park offers access to the Cedar River which opens onto the Lake.

What should Petaluma replicate?

What should Petaluma avoid?

Do you know a person who could advise Petaluma in organizing itself?