

331 MISSOURI AVENUE
LORAIN, OHIO 44052

APRIL 1, 2016



The LoCo 'Yak Shak is growing, yet again!

Thanks to great partners like the Lorain Port Authority, The LoCo 'Yak Shak's 2015 Mobile Rental Program was a great success.

As the 2016 paddling season rapidly approaches, we are looking forward to the opportunity for extreme growth this year. We have purchased the first two pieces of our Adaptive Paddling gear, so that our friends in wheelchairs will be able to get themselves into a kayak with minimal help from our staff. We also anticipate adding an Adaptive Certificate to our Instructor Certifications. We have begun planning our summer schedule of rentals including Avon Lake, Berea, Sheffield Lake, and of course, Lorain. We will continue to offer great local events like Monday Paddle Night and guided trips to hear Rockin' On The River, as well as day trips to fun locations like Presque Isle in Erie, PA and Middle Bass Island.

We, again, would like your permission to offer kayak rentals at the Lakeside Landing beach and the beautiful, new kayak launch area near Spitzer's Guest Dock. As in 2015, instead of a seasonal rental rate, we will "leave it better than we found it" by following and promoting the Leave No Trace Principles ensuring a clean and friendly beach & waterfront for all who visit.

We would also like to move forward on the opportunity to establish our 'home base' at the Port Authority's building on the Black River at Riverside Park on Alabama Avenue. In lieu of a rental or lease payment, we will clean & fix up the building as well as maintain the cleanliness of the adjacent park and fishing areas. We have discussed the option of developing a kayak launch at that location with a potential grant, but in the meantime, we will continue to offer mobile rentals from the above mentioned locations. We plan to utilize the building for local tourist information, LoCo 'Yak Shak signage, booking of kayak trips & classes, and eventually the selling of snacks, consignment kayaks, gear, post cards, t-shirts, and other Lorain novelty items. As this will also serve as overnight storage for the kayaks, we plan to install security cameras. By inhabiting this building, we hope to bring more visitors to Lorain's waterfront and potentially create 1 – 2 jobs in 2016 and another 1 – 2 in 2017.

We will again advertise via social media and free event websites with up-to-the-minute posts regarding weather and location changes. Flags and seasonal signage will be posted at each location as on-site advertising.

Thank you for your continued support. We look forward to a long and rewarding relationship with the Lorain Port Authority.

Sincerely,
Stephane & Robb
~The LoCo 'Yak Shak

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