



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

Department Name: Community Services  
Department No.: 057  
For Agenda Of: March 6, 2012  
Placement: Administrative  
Estimated Tme:  
Continued Item: No  
If Yes, date from:  
Vote Required: 4/5ths

---

**TO:** Board of Supervisors  
**FROM:** Department Herman Parker, Director Community Services (805) 568-2467  
Director(s)  
Contact Info: Brian Roney, Deputy Director (805) 568-2461  
**SUBJECT: Pyramid Enterprises dba Rocky Mountain Recreation Company Concessionaire Agreement – Cachuma Lake Recreation Area; Third Supervisorial District.**

---

**County Counsel Concurrence**

As to form: Yes

**Auditor-Controller Concurrence**

As to form: Yes

**Other Concurrence:** Real Property

As to form: Yes

**Recommended Actions:**

That the Board of Supervisors:

- a) Authorize the Chair to execute the attached Concessionaire Agreement with Pyramid Enterprises dba Rocky Mountain Recreation Company authorizing the operation of the marina, boat rental and sale of goods and services at the camp store located at Cachuma Lake Recreation Area for a period of up to twenty-five (25) years;
- b) Approve and execute the attached original Cachuma Corporation Inc. Bill of Sale, Inventory of Assets & Release Agreement with the Cachuma Corporation, Inc. to sell, assign, transfer, convey and deliver to the County all that certain personal property (inventory of assets) known as a gas station now found residing on a portion of Cachuma Lake Recreation Area, in consideration of the sum of \$50,000 and a mutual release of claims by each party;
- c) Approve Budget Revision Request 0002080 to establish a capital asset appropriation of \$50,000 to purchase capital equipment for the Cachuma Lake Recreation Area gas station, funded from Parks Development Fee Fund 1406 (Development Fees Santa Ynez Valley); and
- d) Approve the Notice of Exemption from CEQA pursuant to CEQA Section 15301 - Class 1 consists of the operation, leasing, of existing public or private structures, facilities, mechanical

equipment, or topographical features, involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination.

**Summary Text:**

The recommended actions:

- 1) Enter into a 10 year concession lease with Rocky Mountain Recreation to operate the concessions located at the Cachuma Lake marina and camp store.
- 2) Lease agreement provides options for 10 year renewal followed by an option for a 5 year renewal.
- 3) Purchase the gas station infrastructure at Cachuma Lake to continue to provide fueling services for residents, staff and park visitors.

**Background:**

The County issued a Request for Proposals for various goods and services at Cachuma Lake, including, the operations of the marina and camp store. Two proposals were received. After careful review by a committee, the committee recommended awarding a contract to Pyramid Enterprises based on their experience, qualifications and ability to provide quality services.

Pyramid Enterprises is currently operating the marina under a short term agreement and operates similar facilities throughout southern California, including concession operations at Lake Skinner, Lake Perris and Castaic Lake. Pyramid Enterprises has been providing lake concessions, boat rentals, and other concessions for over 20 years. Cachuma Lake receives over 750,000 visitors every year that will utilize concession services at the Lake. Pyramid Enterprises will provide a variety of services from concession operations such as boat rental, gasoline sales, camp store and pre-packaged food service.

The gas station, which includes, tanks, pumps and monitoring equipment, located at Cachuma Lake, is the only gas station available for fueling services on Highway 154. The purchase of this station secures access to fueling services in the Santa Ynez Valley and will provide a source of fuel for the public, visitors to Cachuma Lake and also provide an opportunity for fueling county vehicles in the event of an emergency. Staff carefully reviewed records and reports related to the current concessionaire's management and upkeep of the gas station infrastructure. The pumps, tanks, and monitoring equipment where found to be in good repair. The incoming concessionaire, Pyramid Enterprises, will continue to operate and maintain the gas station as part of this new agreement and provide monitoring and operational permits.

The proposed action is for the renewal of a concession agreement and transfer of rights of certain assets to the Community Services Department and does not involve an expansion of use. Therefore the action does not have a potential for causing any effect on the Environment and is therefore categorically exempt from CEQA as stated in CEQA Guidelines Section 15301: Class 1 consists of the operation, repair, and maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination. The types of "existing facilities" itemized below are not intended to be all-inclusive of the types of projects which

might fall within Class 1. The key consideration is whether the project involves negligible or no expansion of an existing use.

**Performance Measure:**

Remain responsive to the needs of park users by achieving a response of “yes” to the following question on 90% of 350 annual customer satisfaction surveys returned: “Did the quality of your experience in the park meet your expectations?”

**Fiscal and Facilities Impacts:**

The agreement provides rent of 10% gross monthly sales of all marina sales and rentals, \$0.03 per gallon on all marina gasoline sales, 7% gross sales of all camp store sales, and \$0.03 per gallon on all camp store gasoline sales. Fiscal impact details can be found within the attached concessionaire agreement in section 9. It is expected that this agreement will provide an estimated \$77,000 annually of revenue to the Cachuma Lake Recreation Area. The purchase agreement to acquire the gas station located at Cachuma Lake for \$50,000 is requested to be funded from Parks Development Fees Fund 1406 (Development Fees Santa Ynez Valley), and if approved the estimated remaining balance in Fund 1406 would be approximately \$105,200.

**Special Instructions:**

Please send minute order and original signed agreement Attn: Jessica Rauch.

**Attachments:**

- Attachment A – Rocky Mountain Concessionaire Agreement
- Attachment B – Bill of Sale, Inventory of Assets and Release Agreement
- Attachment C – Budget Revision Request 0002080
- Attachment D – Notice of Exemption

**Authored by:**

Sherman Hansen, Mid County Operations Manager

**cc:**

Sherman Hansen  
Brian Roney  
John Jayasinghe  
Mike Ledbetter  
Ronn Carlentine