



Lady of the Lake

Lake Chelan Boat Company
P.O. Box 1057
Chelan, WA. 98816

December 1, 2020

Dear friends, family, and passengers,

First, we would like to say thank you. This year, like for most, has been extremely difficult, and your support and dedication were so important to us and much needed. Through it all, we have learned a great deal on what we can do as a company, not only for us, but for our customers.

Discover Lake Chelan's goals remain to provide quality and reliable service for our customers as we continue to grow and seek new opportunities. We will continue to move forward with positivity, while adjusting as necessary to remain a strong, safe, reliable, and viable company. Our changes have centered around these main areas listed below.

- 1) Maintaining a quality, safe, and reliable service.
- 2) Simplification of our ticketing system.
- 3) Increasing the number of options that customers can choose from.
- 4) Preparing for an enhanced year-round service in the future.

The information in this letter is to describe, in a simplified manner, the changes that have been submitted to the UTC. Immense care and thought went into these decisions and it is important to us that everyone has an opportunity to ask questions and receive answers to better understand these exciting and necessary decisions this company is making.

Ridership was the lowest in history due to the Covid-19 restrictions that affected all travel, Holden Village closing entirely, and a second service operating on the lake. We have made many necessary schedule changes throughout the summer, to reduce the effects, while providing the needed services. We are prepared for some of this to continue into the 2021 season as well.

Through the year's challenges, we have learned a great deal about Lake Chelan Boat Company's passenger expectations and what we can do as a company. We are so excited to offer more services and boat runs to our 2021 schedule. The Lady Cat will be running daily in the summer and the Lady of the Lake will be staying overnight in Stehekin for this first time ever! We will be running 30 additional boat runs while keeping costs down as well. We are very much dedicated to creating a continuous service that consistently provides longevity moving forward.

Thank you again, for your continuous support and dedication. It is very important to us, much needed, and appreciated! If you have any questions, please email info@ladyofthelake.com or call 509-682-4584.

Additionally, we will be providing two opportunities for formal questions and answers.

- Meeting 1: Dec 8th 2020 Zoom Call at 5PM
- Meeting 2: Town Hall meeting in January Community Hall Stehekin WA. * Pending COVID 19 Restrictions

Best to you all,

Reed Courtney

Reed Courtney

Discover Lake Chelan, LLC-Managing Member

Brun Garfoot

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Discover Lake Chelan, LLC-Managing Member

Sailing Schedule Snapshots 2021 Season

LADY EXPRESS	Availability		LADY EXPRESS	Availability
May 1—Oct 15	DAILY		October 16-31	Mon, Wed, Fri, Sat, Sun
Chelan	8:30 AM		Nov 1—Mar 31	Mon, Wed, Fri, Sun
Fields Pt	9:20 AM		April 1-30	Mon, Wed, Fri, Sat, Sun
*Prince Creek	10:00 AM		Chelan	9:30 AM
*Lucerne	10:40 AM		Fields Pt	10:20 AM
Stehekin	11:00 AM		*Prince Creek	11:00 AM
Layover time	1.5 hours		*Lucerne	11:30 AM
Stehekin	12:30 PM		Stehekin	12:00 PM
*Lucerne	12:50 PM		Layover time	1.5 hours
*Prince Creek	1:20 PM		Stehekin	1:30 PM
Fields Pt	2:10 PM		*Lucerne	1:50 PM
Chelan	3:00 PM		*Prince Creek	2:20 PM
			Fields Pt	3:10 PM
			Chelan	4:00 PM

LADY OF THE LAKE			LADY OF THE LAKE	
May 14 –31	Fri, Sun		June 1 – Oct 9	Friday
Memorial Day Weekend	Fri, Sat, Sun, Mon		Friday UPLAKE ONLY	DEPARTURE
June 1—Oct 15	Sun, Mon		Chelan	10:00 AM
LADY Schedule			Fields Pt	11:15 AM
Chelan	8:30 AM		*Prince Creek	12:30 PM
Fields Pt	9:45 AM		Lucerne	1:15 PM
*Prince Creek	11:00 AM		*Moore Pt	1:30 PM
Lucerne	11:45 AM		Stehekin	2:00 PM
*Moore Pt	12:15 PM			
Stehekin	12:30 PM		June 1—Oct 10	Saturday
Layover time	1.5 hours		Saturday DOWN ONLY	DEPARTURE
Stehekin	2:00 PM		Stehekin	10:00 AM
*Moore Pt	2:15 PM		*Moore Pt	10:15 AM
Lucerne	2:30 PM		Lucerne	10:30 AM
*Prince Creek	3:15 PM		*Prince Creek	10:45 AM
Fields Pt	4:45 PM		Fields Pt	1:00 PM
Chelan	6:00 PM		Chelan	2:00 PM

Sailing Schedule Snapshots 2021 Season

LADY CAT	
Memorial Day Weekend	Fri, Sat, Sun
June 1-17	Sat
June 18—30	Fri and Sat
July 1—August 31	DAILY
September 1—Oct 9	Fri and Sat
LADY CAT Schedule	DEPARTURE
Chelan	8:00 AM
Fields Pt	8:15 AM
*Lucerne	9:00 AM
Stehekin	9:30 AM
Layover time	6 hours
Stehekin	3:30 PM
*Lucerne	4:00 PM
Fields Pt	4:45 PM
Chelan	5:00 PM

Schedule Times and Date Change Summary:

Please review our boat schedule adjustments carefully.

Lady Express:

Same schedule as this year.

Lady of the Lake:

-Because of a changing marketplace and reduced ridership, we will not be running the Lady of the Lake daily. However, the Lady gets to stay overnight in Stehekin and we have adjusted her schedule to provide our customers (including Holden Village) a more flexible schedule and to allow us to provide other opportunities in Stehekin.

Lady Cat:

We are very excited to be able to provide longer layovers in Stehekin as much as we can! This vessel will increase visitation in Stehekin and provide our customers with more exciting options on Lake Chelan, along with allowing more opportunities for business growth in Stehekin.

Rate Schedule Summary 2021 Season

Boat Passenger Rates					
BOAT	2020 Rates		2021 Rates		Notes
	One Way	Round Trip	One Way	Round Trip	
Lady of the Lake	\$26.75	\$45.00	\$25	NA	
Lady Express	\$41.00	\$67.75	\$43	\$75.25*	<i>Available when you book both legs at the same time</i>
Lady CAT	NA	NA	\$49	NA	
COMMUTER Lady of the Lake	NA	Buy 3 get 4th Free	*Buy 4 get 5th Free	NA	<i>* Individual bookings only. Does not apply to groups.</i>
COMMUTER Lady Express	NA	Buy 3 get 4th Free	*Buy 4 get 5th Free	NA	<i>* Individual bookings only. Does not apply to groups.</i>
COMMUTER Lady CAT	NA	NA	*Buy 4 get 5th Free	NA	<i>* Individual bookings only. Does not apply to groups.</i>

Freight Changes					
	2020 RATES		2021 RATE		
BIKES	\$15.50		\$20.00		
ELECTRIC BIKES	NA		\$35.00		
UNACCOMPANIED PARCELS	.25 /LB	\$7.75	.25 /LB	\$15.00	Customer is charged whichever is greater

Rate Summary:

Our rate changes reflect two things. We are changing to a one-way rate structure to enhance ease of booking and reduce customer confusion.

Lady Express:

Both a one way rate and a round trip rate are available.

Lady of the Lake:

The Lady of the Lake had a reduction in its one-way rate to continue to provide an economical family friendly option for everyone.

Lady Cat:

The Lady CAT will have a set one way rate for the 2021 season.