



LAKE MINNETONKA TOURISM

Lake Minnetonka is a recreational destination located 20 west of downtown Minneapolis. It's comprised of 28 connected bays with 110 miles of shoreline within a 150 square-mile area. Since it's considered non-navigable, its laws are enforced by the Hennepin County Sheriff's Water Patrol, as opposed to the U.S. Coast Guard. Its waters do, however, flow out a dam to the Minnehaha Creek and onward to the Mississippi River.

There are 14 communities surrounding Lake Minnetonka with each having a representative board of the Lake Minnetonka Conservation District. This ensures consistency of rule and regulations.

Lake Minnetonka has long been an attraction of influential people dating back to presidential visits by President Grant in the late 1800s. In just the past decade alone, President George W. Bush and presidential hopeful Mitt Romney visited Lake Minnetonka for fundraising events.

In the 1980s, Lake Minnetonka was immortalized worldwide thanks to a reference in the smash hit movie *Purple Rain* starring Minnesota native Prince. His character uttered the now-famous line "you need to purify your soul in the waters of Lake Minnetonka" and the attention soon followed. TV's "Keeping Up with the Kardashians" has filmed episodes on and around the lake. Most recently, popular concerts have been drawing visitors to see Tim McGraw, Big and Rich and Randy Houser.

Rockvum Boat Yards is located in the heart of Lake Minnetonka on West Arm Bay in Spring Park, Minnesota. Formerly known as "Skunk Hollow" in the 1960s to 1980s, the site on which Rockvum Boat Yards sits is filled with nostalgic memories of bars, restaurants and all-hours parties with live music. Slowly becoming a nuisance and eyesore, the area was purchased by Rockvum Boat Yards and renovated into beautifully landscaped shoreline and picnic area.

Per a requirement to build a commercial dock, Rockvum Boat Yard was required to provide various public amenities. Beginning with just a few rental fishing boats and one pontoon, the fleet has grown to more 15 pontoons and an abundant supply of fishing boats. The rental market has provided a unique entry to point to recreational boating and fishing to customers who may not ordinarily have the opportunity to enjoy the lake.

Every season, the rental business alone attracts some 8,000 visitors to Rockvum Boatyards from all over the country east to west and north to south. In recent years, the business expanded online to attract worldwide visitors from Germany, Australia and Canada.