



*"As long as we're in Okoboji,
we can guarantee you're
going to have fun!"*



This is my 38th May in the boat business. I've been selling boats half my life. My, how time flies. We have experienced high water, low water, floods, early ice out, early ice in, late ice, recessions, prosperous years, too much inventory, no inventory, hard times, good times, COVID... what's next? I still feel very lucky and blessed to live in Iowa and Okoboji. I think it is time to cut back this year. I'm only going to work half days..... just 12 hours.

It appears it is going to be one of the best summers at the lake since I can remember. People are ready to be normal again. Our cruise boats are booking up at a record pace. Any event you can plan we can accommodate on the boats at Okoboji Boat Works. The Gardens at the Central Emporium, The Barefoot Bar, Snappers Turtle Bay Café and the Boat Club room just above it, can handle almost any gathering, too. It feels good to be answering the emails and the phone calls regarding weddings, birthdays, class reunions and business meetings. We are happy to be in business again!

The main level restaurant in the Central Emporium is reopening this year with a new name, Prime Boji. The new owners, Tom and Juliana Domoras, have been working hard remodeling and it looks great. They will feature upscale American cuisine including steaks, seafood and pastas. The view is one of a kind, high above the shores of West Lake Okoboji! We welcome Prime Boji to the historic Central Emporium.

For a more casual atmosphere, join us at the Gardens on the lower lake level of the Central Emporium. We have added some new items to the menu and have upped our burger game. You must come and eat and stay for some live entertainment, now on the weekends (see calendar). Our Funset Sunsets will be back every night from 5-9, with live music on the deck starting Memorial Day weekend.

If you want to visit the happiest store in Okoboji, visit the Palm at the Park store, also in the Central Emporium. It's got all the colorful fashions from Lilly Pulitzer and Vineyard Vines. In our travels to Florida, Debbie discovered Lilly Pulitzer and finally convinced the brand they must be in Okoboji, because we are the next best thing to West Palm Beach!

Okoboji Boat Works has some new 18 passenger pontoons for rent with drivers available if needed. They are large enough to accommodate 3-4 families for a fun day out on the lake. Our public and private cruises on our larger excursion boat fleet took a hit during Covid. This year seems to be telling a new story, as ticket sales and private bookings are extremely good. Get your date set and get a hold of us while we still have some availability. cruises@okobojiboatworks.com

Boat inventory is at its lowest ever for us. We have hundreds of boats and pontoons on order but they are arriving slowly. We are getting new inventory in almost weekly but it seems to sell as fast as it hits the show floor. If you need a new or used boat, check in with us, as they sell quickly. You may want to think far enough in advance and order for late fall or next summer. If you are thinking of selling, we can buy your boat or sell it for you. Our Sioux Falls location on North Cliff Avenue is available to assist you as well.

Come in and do some shopping, the Barefoot Bar is open on weekends through May 23rd and then the first Full Moon Party is Wednesday May 26th with the Fish Heads. So make Memorial Weekend an extra-long one and join us a couple days early to celebrate the opening of the 2021 season!

Life is returning to normal, and as long as we're in Okoboji, we can guarantee you're going to have fun! Can't wait to see all your smiling faces,

One of my customers from Omaha told his kids, four of them who were whining about stuff, "Shut up! You kids are in Okoboji, and you're going to have fun whether you want to or not!"