



**Watersports and Recreational Rentals Concession
at Heritage Park**

Proposal by Sweetwater SUP Rentals, LLC

November 1, 2017



SWEETWATER SUP RENTALS PROPOSAL

a) Description of Qualifications

Sweetwater SUP Rentals launched in late summer 2014 and has held the City of Camas watercraft concession contract at Heritage Park on Lacamas Lake since summer 2015. Thanks to the beauty of Lacamas Lake, unprecedentedly hot and dry summers and, we believe, our excellent customer service, Sweetwater has become a very popular amenity for locals and visitors to our area.

Partners:

Rene' Carroll – Rene' is the owner of Rene Carroll Consulting, specializing in marketing and public relations work for a variety of local clients. She brings marketing skills and community connections to the business to help with promotions and create a positive brand awareness. Rene lives in Washougal and is a graduate of CHS and WSU.

Lydia Carroll – Lydia brings with her a degree in Exercise and Sports Sciences from Concordia University. She is an avid SUP rider and is our primary lesson instructor. An experienced manager, she takes the lead in hiring, training and scheduling of Sweetwater employees. Lydia lives in Washougal and is a graduate of Battle Ground High School.

Our complimentary backgrounds, passion and understanding of the SUP sport and our connection to and love of this community have played a role in creating a high-quality watersport rental concession at Heritage Park.



b) Strategies to Implement Management Plan

Our Season

The Sweetwater SUP Rentals season will open, weather permitting, weekends in May through mid-June. Once public schools break for summer we begin our seven day a week schedule. This is to accommodate our student staff and follow customer need. Our last day of operation is Labor Day.

2018 Hours of Operation

May 5 - June 15

Weekends 11a.m. - 5p.m.

By appointment other days and times

June 16-Labor Day (September 3, 2018)

Open Daily 11a.m. - 6p.m.

By appointment other days and times

Hours will be extended earlier or later by appointment and are always weather dependent. We are also considering having several days scheduled to offer early morning or late evening reservation options.

Fleet

The Sweetwater fleet has grown to meet customer demand. We now offer:

- 14 Standup Paddleboards
- 8 Single Kayaks
- 3 Tandem Kayak

All rentals come complete with paddle, personal floatation device, safety whistle (as required by boating safety laws), complimentary cell phone dry bag, craft transportation to and from the dock, launching assistance and paddling instruction.

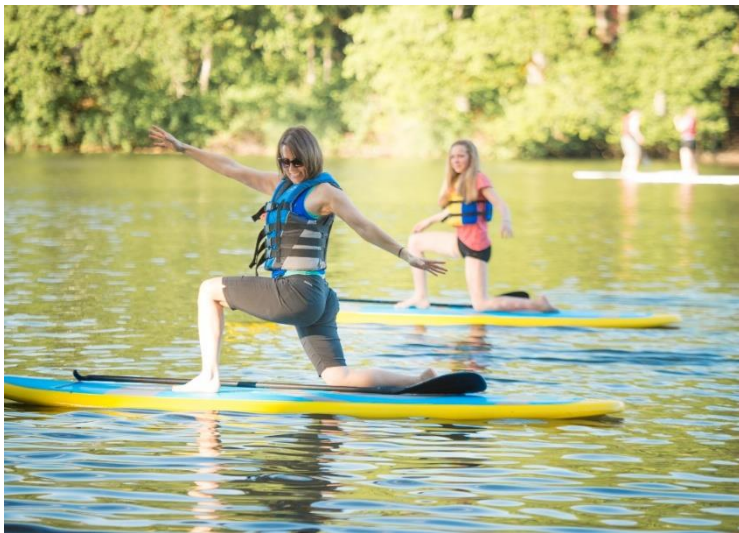


City Contract Compensation and Duration

We recommend continuing the concession fee of \$500 per month for May, June, July, and August, paid at the first of those months. We'd like this contract to cover summer 2018 and 2019.

Staffing

Staffing at Sweetwater has risen through the years with more employees and more hours. Our staff includes eight local high school and college students as well as Rene and Lydia who work regularly to manage lake operations. Per City requirement there is at least one person during all hours of operation trained in American Red Cross Basic Water Rescue and CPR/FA. All employees are also trained to provide renters with basic SUP and kayak use and safety instruction.



Lessons and Fitness Classes

Our 90-minute private and group SUP lessons are available to renters of varying ages and abilities. The lessons are designed to increase paddler confidence, improve riding and paddling techniques and learn advanced turns and board maneuvers.

We are also working with Body Bliss Yoga of Washougal, Spears Strong of Camas, and Hot Yoga Studio in Camas and Vancouver to offer SUP yoga and fitness classes. These have been very popular.

Securing the Crafts Overnight

The past two years we have run our operation and stored our equipment in a unit at the lake rented from MiniMobile. This has worked very well, and we plan to continue this practice. We are sure to consult with City of Camas staff on the siting of the container to ensure there is no damage to the area during delivery and pick up.

Connecting to the Community

We make it a point to have Sweetwater connect to our community. We donated many gift certificates for free rentals to charity auctions and raffles, joined the Downtown Camas Association, participated in the Camas Days Parade, offered community classes and provided rental services to church groups, Boy Scouts, birthday parties, graduation parties and company picnics.

We are happy to allow Camas Fire to install a key lock box for emergency access to our equipment.

c) Improvements to the Premises

Although we researched the ability to help fund an additional dock for non-motorized crafts, we are not able to see our way past the Shoreline Management Plan. We would be excited to open additional discussions at any point changes are made to allow a dock to be installed.

Our staff is expected to pick up litter they see around the park and take care to protect the areas we use.

d) Describe goals and objectives

Sweetwater SUP Rental's goal is to provide an exceptional SUP/kayak experience for visitors to Heritage Park. Our objectives are to meet the Camas/Washougal communities' non-motorized watercraft needs, promote and grow the SUP sport and create an experience to attract visitors from outside of the area to discover the City of Camas and enjoy Lacamas Lake.

e) Rental Rates

Our strong start to 2017 gave us confidence to drop our SUP and single kayak rates from \$25 per hour to \$20 and tandem rentals from \$45 to \$40. That lower pricing was very popular, and we plan to keep them for 2018.

SUP and Single Kayak Rental	
Rate	\$20/per hour
Tandem Kayak Rental	
Rate	\$40/hour

SUP Lesson Rates	
90-Minute Private	\$70
90-Minute – Additional	\$60
90 Minute – Youth 12-16	\$45



f) Marketing Activities www.sweetwatersuprentals.com

Our marketing plans will continue to drive interested customers to our phone, website and our Facebook page for details. We plan to participate in Camas Days again this year.

We will continue to distribute business cards and rack cards at area health and fitness related businesses. We also display rack cards at businesses that visitors stop by such as C/W Chamber, Camas Hotel, City of Camas, Lacamas Lake Lodge, C/W Port and Best Western Motel.

We would again promote heavily in social media. Photos of customers will be posted for tagging and sharing with their friends. This channel proved to be our most successful marketing medium and we plan to continue to employ this tool. We also encourage customers to share their experience on Trip Advisor, Google and Yelp.

Our sign at the entrance to Heritage Park during business hours does an excellent job to attract drivers as they pass by.

A few Google Reviews!

The screenshot displays two browser windows showing Trip Advisor reviews for Sweetwater SUP Rentals. The left window shows three reviews:

- Review 1:** "Nice and easy, very relaxing" (5 stars, August 23, 2017) by MtStHelens Vancouver, Washington. The reviewer mentions kayaking, calm water, and helpful staff.
- Review 2:** "Service can't be beat" (5 stars, July 4, 2017) by Dstu325 Shannon, Ireland. The reviewer praises the personalized service and instruction.
- Review 3:** "Great Staff and Great Equipment" (5 stars, May 26, 2017) by Tamtacoma Tacoma, Washington. The reviewer mentions the quality of equipment and helpful staff.

The right window shows two reviews:

- Review 4:** "Friendly staff, great rentals!" (5 stars, June 30, 2015) by Kailey T Vancouver, Washington, United States. The reviewer describes the staff as phenomenal and the rentals as a great way to cool off.
- Review 5:** "Great Time!" (5 stars, June 24, 2015) by Erica I Vancouver, Washington, United States. The reviewer describes a fun kayaking experience with helpful staff and good equipment.

Background Information

Sweetwater SUP Rentals was born from the awareness that there was an unmet demand for access to standup paddleboard rentals in the Camas area. We expect the enthusiastic welcome received from locals and visitors over the past three years to continue.

Detailed Estimated 2018 Budget

Estimated Expenses for Fixed Base at Heritage Park.

Fees

City Fees - \$500 monthly for 4 months \$2,000

Employee Costs

Wages \$23,000

Training \$500

Promotion

Flyers, Posters, Banners, cards, signage \$1,000

Venue

Storage for crafts \$1,800

Office Supplies and Merchant Fees \$1,200

Crafts

Maintenance \$500

Repairs and Replacement \$1,000

Insurance \$1,800

\$32,800

We expect our revenue projections to exceed our expenses.

