

# ***SLO.TOURS***

***(San Luis Obispo Tours)***



Sept. 20, 2021

Legal Business Name:

***Micheal Brink DBA / SLO.TOURS***

**Captain Micheal A. Brink**



**(805) 705-8681**

[www.slo.tours](http://www.slo.tours)

[slo.pacifictours@gmail.com](mailto:slo.pacifictours@gmail.com)

**Store Front:** 66 Landing Passage

Avila Beach, CA 93424



# ***SLO.TOURS***

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# ***SLO.TOURS***

## **Mission Statement**

Owner/Operator Capt. Micheal Brink with SLO.TOURS offers an exciting Power Boat tour in Avila Beach and would like to continue forever! With the use of my 25' USCG Inspected SAFEBOAT Defender Vessel or similar vessel type, I am offering a unique adventure 6 passenger tour for all ages. Tourism in Avila Beach has increased, and the need for water activities on the central coast is needed.

I have offered 6 passenger power boat charters in the central coast since 2009 in Avila Beach and Morro Bay. I received the first permit from Port San Luis in 2009 as Seaweed Express / Avila Beach Boat Charters. Since then, I have grown into the business as SLO.TOURS with online reservations. I have perfected the charters, reservations, SEO, prices, advertisement and customer service.

## **Adventure Harbor Tours**

This 1 Hour Harbor tour is not your typical harbor cruise! The Tour starts at Port San Luis Public Landing, travels west of the pier along the cliffs of pillow basalt lava rock, around Smith Island, hugs LightHouse Beach and along side Whalers Rock. Wait there is more! Boat along Pelican Lane and through Sea Lion Jetty. There, the tour corners the jetty into the deep ocean blue. This is where the Ocean Rafting begins! After the excitement you can enjoy the sight of Port San Luis Lighthouse from a beautiful ocean view and then back to Port.

## **Whale Watching Tours**

A total of 22 years of experience of whale watching in Hawaii, Central Coast & San Diego, CA commercially with small and large craft vessels. Capt. Micheal Brink knows his whales! SLO.TOURS wants our customers to feel safe and have as much fun as possible with the utmost respect of these giant creatures of the sea.

# Business Plan for Power Boat Permit

Departure Location on Port San Luis Pier / Harford Pier (public landing). Currently Permitted by Port San Luis Harbor District

Vessel Used: 25' USCG SAFEBOAT Defender (Commercial Grade) or similar type power vessel.

**Whale Watching** (Seasonal: July 1 - November 1 ) 4 months of Humpback Whale Season

9:30 Whale Watching: (2 hour) July 1 - Nov. 1

Whale Watch @ \$150 per person  
Open 6 days a week

-All payments will be collected by online reservations (FareHarbor Reservations Systems) Online reservations at [www.slo.tours](http://www.slo.tours)

**Adventure Harbor Tours-** Year Round / weather permitting)

Coastal Tour (6 passengers max) @ \$35 per person (1 Hour coastal tour)  
6 days a week (Open Year Round)

Departure Times: Summer: 11:30, 12:30, 1:30, 2:30  
Winter: 11:30, 12:30

## Estimated Income

1. Estimated Income for 2022	.....	\$55,000
2. Estimated Income for 2023	.....	\$60,000
3. Estimated Income for 2024	.....	\$62,000

## Costs:

Fuel: at \$6.00 per gallon, my vessel burns around 20 gallons per full day tours.....	\$120
#Fuel is purchased at Port San Luis Boat Yard	
Mooring Fees per year.	..... \$408
Port San Luis Boat Yard Boat lift per year:	..... \$210
Liability Insurance per year	.... \$2,100
Maintenance per year (oil, plugs, filters, cleaners)	..... \$600

Standard Costs per year: \$3,318  
(Fuel not included due to price changes)

# ***SLO.TOURS***

## CREDENTIALS:

- Honolulu Hawaii Marine Academy 100 Tons
- FCC Marine Radio Operator
- USCG Masters 50 Ton Captains License W/ Towing Endorsement
- CPR/AED Professional Rescuer
- PADI Diver
- University of Hawaii Maui College: Security Guard Training

## COMPANY'S WORKED WITH:

- USGS
- USCG Non Emergency Tows
- USA Navy/SWCC
- University Research SLOCUM Recovery Team
- Fugro
- Clean-Seas
- Fish & Wildlife
- National Geographic
- BBC
- Discovery

*# Featured on SHARK WEEK 2016 and 2019*

*# Owner / Operator of Avila Beach Boat Charters 2009-2013*

*# Worked for Blue Water Rafting in Maui, HI 2005-2009*

*# Worked for Adventure RIB Rides in San Diego 2018-2020*

# ***SLO.TOURS***

## **References:**

**Captain Mark Kocina-** Owner/Operator for Avila Beach Whale Watching  
[REDACTED]

**Trevor Ray-** San Luis Water District and Water Operations / Cal-Poly  
[REDACTED]

**Chris Pate-** Kailua Hawaii Fire Department Officer and Waterman Rescue  
[REDACTED]

**Stephen Clough-** Helmerich & Payne Inc.

## Monthly Revocable Permit to Operate in Port San Luis

I, Micheal Brink agrees with the Port San Luis Harbor District's decisions for permits given and percentage rate standards. I will personally see to it that all income for SLO.TOURS will be included in the monthly dues that are required by Port San Luis.

All my equipment will be kept in perfect condition to present a clean and respectable company.

All my advertisement will be true for customer satisfaction.

***Declaration of Maritime Losses: None***  
***Maritime Incidents: None***

*Micheal Brink*

MICHEAL A. BRINK

**Statement of Acceptance:**

I hereby accept the standard Monthly Revocable License from the Port San Luis Harbor District.

**Signing Certification and Fictitious Business Name Statement:**

As the owner/operator for this small business, I Micheal Brink am hereby entitled to represent this business as a sole proprietor. And authorized to submit this proposal to sign an agreement with the Port San Luis Harbor District.

## SLO.TOURS Social Media and Reviews

Facebook: slo.tours (18,185 followers)

Facebook Reviews: 28 (4.9 Star)

Instagram: slo.tours (1026 followers)

Trip Advisor Reviews: 65 (5 Star)

Google Reviews: 77 (5 Star)

0 Negative Reviews

*SLO.TOURS already is #1 google rated in Avila Beach / San Luis Obispo boat tours search engines! SLO.TOURS is the first and original Adventure Boat Charters on the Central Coast. A must do in San Luis Obispo!*

*Reviewed October 5, 2017*

***Fantastic Experience***

*My husband and I have been whale watching several times; this was the best. The boat only seats 5-6, allowing perfect viewing and a one-on-one interaction with the captain. Captain Michael knows whales and he knows the Central Coast. We saw more whales in one trip than I have seen in a life time. And we were close enough to take great photos with an iPhone!*

*Reviewed August 13, 2013*

***Fantastic boat tour!***

*Captain Michael is your man for a great offshore look at Avila Beach and the whales. Traveling in a small, fast, powerful, and maneuverable craft like his gives you great advantage in getting around to the vantage points you want to see, and up close & personal with the whales...*

