



A Proposal for a License To Operate offering motorized boat tours to the general public specializing in wildlife and scenic photographic adventures.

Submitted September 27, 2022

(Soon To Be!) Captain Vincent Shay, Owner

USCG License #TBD
Towing and Marine Radio Certified

PO Box 2603
Avila Beach, California 93424

vincentshaymedia@gmail.com

Table Of Contents

● Table Of Contents	2
● Mission Statement	3
● Experience	3
● Use Capacity	4
● Public Demand For Proposed Service	4
● Business Plan	4-5
● Hours & Pricing	5
● Projected Revenues	5
● References	5
● Statement Of Acceptances	6



Mission Statement

The End Of The Road Boat Adventures is locally owned by myself, Vincent, and my wife, Emily Shay. We have been business owners in the Port San Luis Harbor District for over thirteen years and continue with Mermaid Market. We are very passionate about Port San Luis, the people who frequent the area as well as the local community.

In January 2022, Emily and I sold our successful paddlesport business, Avila Beach Paddlesports, and solely concentrated on creating Mermaid Market. It has always been my intent to bring my passion, enthusiasm and love for the ocean to others just as we did for over twelve years, just in a motorized boat.

Mermaid Market would be a central meeting place for the boat tours. This would be an area where patrons can purchase snacks, apparel, gifts, and souvenirs.

I have not only been an avid paddler and boater for many years, in addition, I have been a professional photographer for over 30 years and relatively well known on the Central Coast for my photographic images of sea otters, whales, and more recently killer whales. What better way to continue to pursue my two passions, being on the water and photography, as well as share my enthusiasm for the ocean environment with others while operating a motorized boating adventure company? I could not think of a better venture!

Experience

I not only am an award winning photographer and videographer, but I have been responsible for operating kayak and paddleboard rentals and tours for over thirty years. I have personally escorted and been responsible for well over 50,000 clients over those years and many situations were very dangerous. I definitely understand the responsibility and safety concerns when it comes to the general public.

I have also escorted and rescued a multitude of kayak and paddleboard customers with a jetski working alongside the PSLHD Harbor Patrol Officers. I also have many years of operating boats and currently own a 15' Nautica RIB which I use currently.

I have been in the process of obtaining the necessary licenses since January of 2022 through the Mariners Learning System. In January of 2023 I am taking my Captains License Class and Exam through the Explorer Guide Maritime Academy in Grass Valley, California. I should be able to be ready to operate for the 2023 Tourist Season if granted permission to do so by the PSLHD.

I am CPR certified as well as First Aid Certified. All licenses, requirements and insurances will be obtained.

Use Capacity

It has always been the intention of the PSLHD to have only 'two like companies' within' PSLHD. We understand the reasoning of this due to the issue of 'use capacity' of the local docks. While this proposal will technically bring one more 'motorized boat touring' to the Port San Luis area, I feel that there is a great demand for this type of activity. To note, in many years even though there have been two 'sailboat' licenses available, historically, these have not been utilized.

It is my intention to work closely with Mark Kocina (Avila Beach Whale Watching) and Michael Brink (SLO Tours) to not impact their departure times so this would not hinder their operation. I have a close relationship with Mark Kocina and Mike Brink and truly believe we can all work together in a manner that will not interfere with their business ventures or business plans.

Both Mark Kocina and Michael Brink are aware of my intentions and have not verbally portrayed any negative reservations and have encouraged me to submit this proposal. Which, I truly, appreciate. This just goes to illustrate how we can work together successfully enabling all to thrive together.

Public Demand For Service Proposed

Since 2009 the Port San Luis Harbor District has grown significantly and the demand for quality tourist activities such as this proposed additional boat tour. Just with people we have come into Mermaid Market they are extremely interested in this sort of venture and we do refer them to the two other companies. Unfortunately, many times these other tour companies are regularly at full capacity with only allowing six passengers per trip and only three trips per day.

The demand for an additional boat touring company is certainly there.

Business Plan

One of the most beneficial components of this proposal as it relates to the success of End Of The Road Boat Adventures is that we still own and operate Mermaid Market. This is a unique opportunity because at Mermaid Market we sell snacks, gifts, apparel, and souvenirs plus we have a 'hard location' where people can meet and purchase items they would want before or after the trip.

Not only will this benefit the boat touring company, but it will benefit Mermaid Market. In turn this benefits the PSLHD.

The business plan is pretty straight forward. I intent to offer boat adventure tours to the general public and maximize revenue for as many months of the year we are able to operate from year to year.

Hours & Pricing

I plan on offering three adventures per day with the morning excursion starting at 8:30am five days per week year around. Each adventure will be 2.5-3.0 hours. These times are approximate and dictated by harsh weather and winds. Also can be dictated by existing boat touring company's operating schedule.

Each Adventure will be unique and interactive, sometimes more focused on local history and the local sea life within the boundaries of the Harbor and sometimes focused on whales and other sea life on the outer waters.

Price per tour will be \$125.00 per person.

Projected Revenues

- 2023 Revenue \$96,750 (Projected at 6 Months full capacity)
- 2024 Revenue \$106,425 (10% Increase per season)
- 2025 Revenue \$117,068 (10% increase per season)

*Since this will be a startup, these are just projections based on experience operating a business within the PSLHD since 2009. This is just a 'gross' revenue projection and does not take into account operating expenses.

References

All the PSLHD Commissioners know myself and my wife Emily Shay and know we will run a top notch operation for this proposed business venture. These are some of the other people within the PSLHD that know us and how we work on the water with clients.

- Howie Kennett, PSLHD Commercial Fisherman
- Kevin Williams, Professional Mariner
- Butch Powers, PSLHD Commercial Fisherman

*Contacts for References Upon Request

Statement of Acceptance

Vincent Shay is entitled to represent the business proposed and also empowered to submit this proposal to the PSLHD as well as authorized to sign an agreement with the PSLHD if proposal is accepted and approved. Vincent Shay accepts the standard Monthly Revocable License Language.

Thankyou for entertaining this proposal.

Sincerely,

Vincent & Emily Shay, Mermaid Market

