



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

Submitted September 26, 2023

Captain Vincent Shay, Owner
Emily Shay, Owner

PO Box 2603
Avila Beach, California 93424

vincentshaymedia@gmail.com

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Photo by Vincent Shay (2023)

Business Statement

Best Day Ever Boat Adventures is locally owned by me, Vincent, and my wife, Emily Shay. We have been business owners in the Port San Luis Harbor District for over fourteen years and currently own and operate Mermaid Market. We also live in Avila Beach and are very passionate about Port San Luis Harbor District and Avila Beach and the commercial and recreational communities, and people who visit our beautiful area.

In January 2022, Emily and I sold our successful paddlesport business, Avila Beach Paddlesports, and solely concentrated on developing Mermaid Market. This venture is still going strong and we had our best season at Mermaid Market in 2023. We are looking forward to many more seasons.

Mermaid Market is central to the vision of Best Day Ever Boat Adventures. Our market will be a meeting place as well as an area where guests can purchase snacks, apparel, gifts, and souvenirs as well as sign up for daily adventures. It is also an area where people can check out the photography from past trips and make purchases plus learn more about all that PSLHD has to offer. Having Mermaid Market as a dedicated meeting destination for Best Day Ever Boat Adventures is really exciting for both ventures and actually enhances the potential of both businesses.

In March of 2023, I completed my Marine Mariners Credential OUPV '6 Pack' Captains License with a well respected school, the United States Maritime Academy and based in Seattle, Washington. After completing this very detailed and immersive 3 month course, I passed all required US Coast Guard Captains License tests. This training encompasses not only the US Coast requirements (such as rules of the road and navigation for a maritime captain) but also includes the medical, drug testing and security clearances.

Our Mission Statement comes from our many years of being business owners and residents of Avila Beach. It centers on one specific goal for each and every person who we come in contact with in any of our business endeavors within the PSLHD. Our goal is to offer a truly unique and memorable experience, sharing our passions with people who come to us for information and also patronize our businesses. We both love what we do and the people we come in contact with everyday and we have the passion and experience to create a successful venture with Best Day Ever Boat Adventures.

Experience & Safety Record

First and foremost, the safety of our guests are paramount. The conditions along the Central Coast are constantly changing and those conditions can change rapidly. Because I have decades of experience on the waters of the Central Coast, I understand that the safety of my clients during the boat adventures are my first priority.

In my early years in SLO County, I became a certified scuba diver through NAUI and have over four hundred dives of scuba diving in our local central coast waters and Channel Islands. My experience with boats began when I was 16 years old and at age 22 I became a dive tender on a commercial abalone diving boat in the Channel Islands which gave me a few years of experience piloting larger boats as well as sea time. Even though I did not do this line of work for long, I did gain valuable experience which helps me now as a boat owner and licensed captain.

As far as 'customer safety', I truly believe the impeccable safety record at Avila Beach Paddlesports speaks volumes on my experience and effort to prioritize the safety needs of customers. Before we started ABP in 2009, I was a professional outdoor & kayaking cave guide at Central Coast Kayaks. I literally guided thousands of people, in a safe manner with no injuries, for many years in very dangerous ocean conditions. It was my experience and ability to assess conditions that kept people safe.

The safety of our customers is first and foremost for us and we take this very seriously.

I gained even more experience with safely operating motor vessels by obtaining the jet ski for Avila Beach Paddlesports. I used it for monitoring and assisting paddlers, (not limited to our customers but also the general public) during wind events. Since 2013 I have been going out on my kayak to photograph whales, sea otters and other sea life. When Avila Beach Paddlesports implemented the jetski I would go early and take photos around Diablo Canyon and Pismo Beach, then come back to help monitor or assist paddlers overcome by the west and northwest winds. That was an amazing opportunity to not only get more sea time in varying conditions but also to work with the PSLHD and PSLHD Harbor Patrol in a safety role. This allowed me to gain even more real world experience operating a motor vessel.

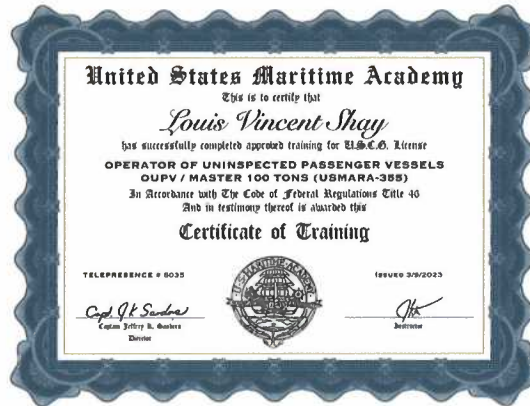
Since then I have owned a few different boats and currently own a 20' RIB that I just really enjoy going out and taking photos of whales and other scenes. The RIB allows for a 'lower view' closer to the ocean water and more intimate experience that I like as a photographer and the angles I achieve by using such a boat is unique. The RIB is also very fast and nimble which is great for getting to tight places or destinations quickly.

In conclusion, I have lived on the Central Coast since 1982 and have spent most of my life on or in the oceans via scuba, kayak, paddleboard, sail boats or power vessels. I have years of experience with guiding patrons, operating motor vessels and created a very successful touring business where customer safety was paramount. I have the business experience to create a successful company and the passion for sharing the outdoors with others.


Certifications & Credentials

I completed and passed successfully the required testing and security clearances for OUPV '6 Pack' Captains License with Towing Endorsement. Also completed and passed successfully was the issuance of the TWIC card, required medical clearances, CPR/Safety Classes, and drug testing for issuing of my captains license by the National Maritime Center. All paperwork has been submitted and accepted by the National Maritime Center for final processing.

UPDATE: As of September 25, 2023 my application has completed the evaluation process and has been issued. It has been sent as of this date and should be to me in Avila Beach in the coming days.



Certificate of Completion
Louis Vincent Shay
has completed the requirements for
Adult First Aid/CPR/AED
conducted by
American Red Cross
Date Completed: 03/22/2023
Valid Period: 2 Years
Certificate ID: 015MOQH



Scan code or visit:
<https://www.redcross.org/take-a-class/qrcode?certnumber=015MOQH>

You can visit the <https://homeport.uscg.mil/mmcstatus> where you can check on the status of my application by inserting my Mariner Reference number of '8595504' and last name 'Shay'.

Business Plan

One of the most beneficial components of this proposal as it relates to the business plan and the success of Best Day Ever Boat Adventures is that we still own and operate Mermaid Market. This is a unique opportunity because at Mermaid Market we offer 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 the public, Mermaid Market as well as the PSLHD.

The business plan is basic and straightforward. I intend to offer boat adventure tours and activities to the general public and maximize revenue for as many months of the year as we are able to operate from year to year.

Another integral part of this business plan will be to incorporate my social media following as an award winning photographer. In 2012, I started to focus my lens on whales, sea otters and other ocean related scenes which has allowed me to amass quite a significant following locally and nationally. Please feel free to visit my 'Vincent Shay Photography' instagram page as well as my photographic website at www.VincentShayPhotography.com.

Throughout our years of operating a seasonal tourist based business in Avila Beach and Port San Luis we have developed multiple outlets and relationships with travel social media sites and operations which we plan to maximize to create quite a 'Buzz' about Best Day Ever Boat Adventures.

We also intend to offer a unique service: 'Photographic Adventure Retreats' and work in coordination with the Airbnb properties we host in Avila Beach. These retreats would be offered as weekend 'getaway' packages and would focus on daily boat adventures for photographers who would receive more focused tutorials and tips. We see this as a more focused 'niche' service and something that no other boat company is offering on the Central Coast.

Hours & Pricing

Best Day Ever Boat Adventures plans to offer one to three boat trips per day with the morning excursion starting at 8:00 am three-five days per week and year round. Each adventure will be 2.5-3.0 hours in duration and dictated by conditions. These times are approximate and will be determined by what weather, winds and ocean conditions. Flexibility will be the key to our success.

Best Day Ever Boat Adventures trips will be informational, unique and interactive. I plan to pull from my 30 years of experience as an outdoor paddlesport guide and lifelong experience on the Central Coast to give customers an interesting adventure that will be very memorable. At times

the adventures will be more focused on local history and sea life within the boundaries of the Harbor and other trips will focus on whales and other bird and marine life on the outer waters.

Price per adventure will be \$50.00 up to \$350.00 per person, depending on their chosen adventure.

Projected Revenues

- 2024 Revenue \$96,750 (Projected at 6 Months full capacity)
- 2025 Revenue \$106,425 (10% Increase per season)
- 2026 Revenue \$117,068 (10% increase per season)

*Since this will be a startup, these are just preliminary projections based on experience operating a business within the PSLHD since 2010. This is a 'gross' revenue projection and does not take into account operating expenses. Each year is different, and we've learned through experience that the ability to adapt is key to long-term success.

Proposed Locations

Proposed locations to transfer patrons to the vessel for the adventure tours are the public docks either on Harford Pier or on the new expanded dock near the Sport Launch Building.

In 2023, the Sportlaunch Public Dock was redone and made larger and more user friendly with an additional gangway and improved design. Historically the other two licensees have used the Public Dock at Harford Pier and I want to work cooperatively and be considerate so being able to utilize this new public dock at the sport launch would be optimum for the business.

However, with that being said, not all times are conducive to using this public dock. I have a great amount of working knowledge on how the Sport Launch Public Dock works and how the current lease holders utilize this dock. There are many times the dock is just too impacted to utilize for patron transfer to vessels and the utmost discretion would have to be taken into account and I am uniquely qualified to make these assessments. I also believe that certain times of the day are more feasible for transfer of patrons and those times would include the hours of 9am-1230pm as well as any time after 4pm when the boat launching facilities are closed for operations.

This proposition relies on the fact that I have the required experience to assess the feasibility of using this dock as well as with the timing of the other fishing boats launching and understand the dynamics on this dock. I have over 14 years of working from this dock and completely understand most issues that impact this area.

If the conditions or time to use the sport launch dock are not favorable, Best Day Ever Boat Adventures would use the Harford Pier Public Dock area. Currently two operators already use this relatively small area. If this proposal is accepted it is my intention to communicate and work

with the two additional licensees to facilitate ease of operations. It's been my experience that communication and flexibility is usually the best policy on alleviating any potential problems.

ENT SHAY PHOTOGRAPHY



Photo by Vincent Shay (2023)

References & Letters of Recommendation

I have included three letters of recommendation who know my extensive experience on the water with non-motorized and motorized vessels as well as working with the public.

- Dr. Wally Taylor, Avila Beach, Ca (Physician, Dallas, TX and Avila Beach)
- Chuck Graham, Santa Barbara, CA (Outdoor Guide & Author Channel Islands)
- Donna & Tim Ellis, Los Angeles, CA (long time customers of ours at ABP)

Any other information you would like concerning this topic, please reach out and I would be happy to supply.

#1 Letter Of Recommendation

Chuck Graham
P.O. Box 970
Carpinteria, CA 93014
805/259-8073
E-mail: info@chuckgrahamphoto.com

To the Port San Luis Harbor District:

I've known Vince Shay for 25 years. I've known him as a fellow kayaking guide, and outdoor sports photographer. I've also known him as an athlete and exceptional waterman as a standup paddler and kayaker.

Vince has always been very consciously aware and enthusiastic about the marine environment and all its inhabitants. I understand he is applying to lead whale watching trips in and around the surrounding waters of Port San Luis.

I know Vince has an impeccable reputation as a guide, and his record in terms of risk management is stellar. He will offer his guests safe and memorable experiences, with the awareness that he will always be an advocate for protecting all marine mammals, seabirds, and sea life.

He has my endorsement and total support if he is granted the opportunity to run whale watching tours out of Port San Luis.

Sincerely,

Chuck Graham

#2 Letter of Recommendation

Dr. Wally Taylor
3672 Asbury St
Dallas, Texas 75205

September 10, 2023

To Whom It May Concern:

I am writing to highly recommend Vincent Shay for his exceptional boating and whale watching experience near Avila Beach. Vince ensures passenger safety with clear instruction and possesses extensive knowledge of the local history and marine ecosystem and the best spots for whale watching. I had an exceptional day with many whale sightings! Vince instilled confidence when whales came near the boat and that is a testament to his years of experience spending time with these incredible sea creatures. We always maintained a respectful distance from all marine life. My experience was made even more memorable because Vince went the extra mile to show me the variety of marine life around Avila Beach as well as sharing the local Port San Luis/Avila Beach history.

In conclusion, Vincent Shay offered me a safe, informative, and thrilling boating and whale watching experience in Avila Beach. I wholeheartedly endorse Vince for an unforgettable day on the water.

If you need any more information please feel free to contact me since Vince can supply, upon request, my phone number.

Sincerely,

Dr. Wally Taylor

#3 Letter of Recommendation

Mr. and Mrs. Timothy Ellis
POB 1132
Lebec, CA 93243
(661) 877-8110

To Whom It May Concern:

Our entire family learned how to kayak in Port San Luis from Vincent Shay through his former paddleboard rental shop a decade ago, when our four boys were around 8, 10, 12 and 13. We were immediately hooked, and kept coming back every chance we got! Through the years, each time we visited the shop, he continued to instruct and educate us, always reminding us to maintain a safe distance from the animals. Under Vince's tutelage, we felt safe on the water; there were even times he temporarily closed the shop, rather than permit folks to go out on choppy seas. On a couple occasions, we even got to watch humpback whales breach– the thrill of a lifetime!! We treasure these happy family memories– all thanks to Vince and his expertise!

Vincent Shay is a consummate professional for whom safety is a number one priority, both for his human guests, as well as for the amazing marine life in the area. He has the utmost respect for the sea and its inhabitants, and is highly knowledgeable of both. In our opinion, Vince has been and continues to be a huge asset to the Port San Luis Harbor District, so much so that when we think about all the wonderful family vacations and experiences we've enjoyed in the area, we think of Vince!

We are thrilled to learn of this latest whale watching endeavor! With Vince's commitment to safety, his great respect for marine life, and his passion for and expertise in sharing the natural beauty of the harbor and surrounding area, we believe his tours will be a great asset to the harbor community! We *highly* recommend Vincent Shay to you. Feel free to contact us with any questions.

Sincerely,

Tim & Donna Ellis and family

Statement of Acceptance

Vincent Shay & Emily Shay are 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 & Emily Shay accept the standard Monthly Revocable License Language.

Thankyou for the opportunity to submit this proposal.

Sincerely,

A handwritten signature in black ink that reads "Emily Shay". The signature is written in a cursive, flowing style.

Vincent & Emily Shay, Mermaid Market

