



Commercial Activity Permit for California Action Sports at Oyster Point Marina.

California Action Sports



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WWW.CaliforniaActionSports.com

- Per the Director I can move forward with my business teaching kiteboarding without a permit, as long as I don't pickup people at the marina, which is a minor inconvenience to me and customers.
- So any issues of a competing business would seem irrelevant as there will be two businesses, but it will be lost revenue to the SMCHD.
- I would prefer to pay for a permit and do my part in maintaining the public facilities that serve the entire community.
- Issuing "California Actions Sports" a Permit, will benefit the community by expanding the service and opportunities for local residence, visitors, hotels, restaurants, etc.
- The current permittee is stating that he only earns about 4 thousand a month, but this number should be easily met and exceeded.
- Simple math 6 hour window to teach (3 - 2 hour lessons) x 7 days = 21 lessons a week, at \$250.00 = \$5250 per week, x 4 is 20k a month. This only accounts for 6 hours during the afternoon 2-8~ when wind is strong, and leaves many hours in the morning for other activities.
- Working for other school and getting paid as little as \$40.00 hour I can easily my 4k a month. Even if you did one lesson a day at \$250.00 5 days a week you would still earn \$5k,
- The other permittee is doing multiple lesson in a day, and has at least one other instructor, which means he has enough demand to need help with lessons and therefore is likely exceeding 1 lesson a day himself.
- There is more demand for instruction than current businesses can handle, as most schools are booked solid and its hard to book a lesson. This has been stated by(California Boardsports, KiteTheBay, TheKiteSchool. And Delta Windsports)

- The current business has had 9 years to become successful, and many without any competition, so it would appear his struggles are not regarding competition in a limited market but other factors
- Being successful business has many factors involved, such as offering excellent service, marketing and promoting, managing, finances, etc.
- My plan is to run a business which offers various options for water activities throughout the day instead of just one.
- My original request and plan was to offer various water sport activities, the other permittee only teaching kiteboarding/Kite foiling and now wing foiling which are just minor variations, and appeal to a limited group of people., but staff keep expressing concerns about impacting the marina, which turned out to be mostly about competing with another permittee. This is confirmed by the fact that the director said he would support issuing me a permit if the other permittee didn't have a problem with a me getting a permit.
- The permittee told me he didn't have a problem with me having a permit, but that it was the previous schools owner he had a problem with.
- He then told the director something that cause the director to conclude that he would have a problem with me having a permit to do business there.
- I have a requirement to operate a vessel for hire per federal law. It is not possible to teach from oyster point without ferrying the client back to shore, as winds blow offshore and therefore you must have USCG captains license.
- I have 3 business sending me customers as they can not handle the demand, and they have stated there is plenty of business out there for more schools.



California Action Sports

READY TO LAUNCH INTO THE OUTDOOR ON OR IN THE WATER, JOIN US!

GO FROM SWIMMING, TO PADDLEBOARDING, SAILING TO KITEBOARDING, ETC

My Vision

Water sports

Open Water swim
club – early
morning hours 7am

Paddle boarding
early morning 9am-
11am

Intro to Windsurfing
11-1

Sailing 9am-12

Kiteboarding,
advance
Windsurfing, Wing
Boarding, Wing
Foiling, Kite Foiling



Open Water Swimming Club



Stand Up Paddleboarding

► Paddleboard core
Fitness exercises on
water

Intro to Windsurfing/S ailing

▶ This is a completely inflatable setup for learning to windsurf. Its easily stored, light weight, kid friendly and fun for the whole family.

▶ BIG Plus is that an Inflatable SUP can be used for paddling boarding and as the Wind Picks up you can add the inflatable sail.

▶ While this is called windsurfing, it is also sailing, and once you learn to do this activity you now know the



Basic Sailing for Kids to Adults with kids summer program camp



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Wing Boarding, Wing Foiling, Kite Foiling, Kite Boarding

THESE SPORTS ARE ALL FORMS OF SAILING AND ONE CAN TRANSITION FORM BASIC PADDLEBOARDING TO PADDLEBOARDING WITH A SAIL TO WING BOARD FOILING