



Sacramento County General Operations Summary

Draft 1

Areas of Interest:

William B. Pond

American River East of Discovery Park

Owner: Rob Macias

Programs

“Leisurely Flow” – Beginner Level Paddlers- This fun filled entry level class is a perfect way to explore the sport of standup paddle boarding while floating through the rivers and lakes of the Sacramento valley. Each class will contain elements of paddle board safety, basic technique, mild workouts, group challenges, fun games and paddle board yoga (SUP yoga). It is a 90 minute transformation from life’s pressures to a perfect state of FLOW.

- Program Site: William B Pond
- Period of Operation: April 1 – Sept 31, 2013
- Times: Monday, Wednesday, Friday 5:30 pm to 7:00 pm
- Participant Numbers: Average 4 per class
- Projected Sales \$7560

“Flow Fit” – Intermediate / Advanced Level Paddlers - Our 90 minute session will give you a full body workout unlike anything you have experienced. It’s a combination of land and water exercises that will work every muscle in your body from your toes to your earlobes. Your heart will pump, your endorphins will explode and you will be floating your way through the rest of your day! Each class contains elements of paddle board safety, advanced technique, full body workout, stroke analysis and race training.

- Program Site: East of Discovery Park.
- Period of Operation: April 1 – Sept 31, 2013
- Times: Tues, Thursday 8am – 9:30 am, Saturday 10 am – 11:30
- Participant Numbers: Average 4 per class
- Projected Sales: \$7560

Keiki Camp – In Hawaii their Keiki (children) are born into the water. Ever seen a child on a surf or paddleboard? Smiles from ear to ear. Our 5 day standup paddleboard camp will open their eyes to a new world of possibility while improving motor skills, self-confidence and socialization. Our instructors are certified in water safety and instruction by the World Paddle Association and all have a PHD’s in fun, laughter and communication bestowed on them by FLOW Standup Paddle.

- Program Site: William B Pond
- Period of Operation: June 1 - Aug 31, Two camps per month, Monday through Friday
- Times: 8:30 am – 12:30 pm

- Participant Numbers: 10 per session
- Projected Sales \$12,000

Rentals

- Program Site: William B Pond
- Period of Operation: April 1 – Sept 31, 2013
- Times: Saturday and Sunday 10:00 am – 5:00 pm
- Participant Numbers: Average of 10, one hour long sessions a day.
- Projected Sales \$8,000

Safety and Limitations

1. All instructors hold certifications in water and paddle board safety from either the World Paddle Association or American Canoe Association
2. All classes will operated with no less than a 10 to 1, student to teacher ratio. Should a class be 11 or more people a second instructor will be added.
3. All instructors are CPR certified
4. All U.S. Coast Guard and California Department of Boating and Waterways safety rules and regulations are to be followed at all times.
5. Clients renting a board will be given a safety and instruction lesson and must stay within the designated area set forth by FLOW Stand Up Paddle and approved by the County of Sacramento.
6. Careful consideration will be given to being stewards of the environment at all times. Some of these considerations will include but are not limited to:
 - You take out what you bring in. NO trash or objects are to be left behind.
 - Do not take yourself or any FLOW equipment into an area other than that approved by FLOW Stand Up Paddle. (Specific and detailed maps and instructions will be created for this once an agreed upon location has been established.)
 - Appreciate the wildlife but do not interact with it. Wildlife is for viewing only and may not be fed or touched at any time.