



Proposal for Quotation: #1038-15
Beach Equipment Rentals & Information

Contact:
Campsurf
Tommy Ostendorf
Tommy@Campsurf.com
310-963-0232

Business Concept and Plan

Services

Campsurf will provide the following services:

- Rentals
 - Foam Surfboards
 - Boogie Boards
 - Wetsuits
 - Beach Chairs
 - Beach Umbrellas
 - Volleyballs
- Surf Instruction

Campsurf is currently contracted to run the Parks and Recreation summer surf lessons and classes for the city of Manhattan Beach at the south side of the pier. In addition, we will offer the following surf programs under this contract:

 - Private Surf Lessons (Walk-up and pre-scheduled)
 - Group Surf Classes
- Merchandise (optional)

We can offer merchandise sales including Campsurf / Manhattan Beach T-shirts, hats, rashguards, etc.
- Information

Campsurf will act as an information source for beachgoers, directing them to local retail, dining, activities, etc.

Facility

Initially our facility will include two, side-by-side shade canopies, branded Campsurf, with descriptions of our offered services. Additionally, we will have hanging banners with descriptions of our services and 10ft flags attached to the canopies to attract passerby's. The facility is completely mobile and will be taken down each night. Total cost of the facility is \$1,200 and no installation is required. Below is an example of our tent canopy. Verbiage will be changed to include rentals and other services.

We have devoted a lot of time and money into creating a mobile operating system to run our Campsurf programs. This system will allow our staff at the facility to use an iPad to process cash, check and credit card payments for products and services. The system keeps track of every service and allows for simple reporting on a daily, weekly or monthly basis. Clients can also sign liability waivers on the iPad as well as register for future services. The system operates over a data network so no wi-fi or power is necessary.



Days and Hours of Operation

The facility will operate 7 days a week, 9AM to 7PM, from June 20th through September 7th. The facility will be open weekends starting May 23rd. Should we feel demand exists mid-week prior to June 20th, we will assign staff and operate the facility during that time.

Marketing and Advertising Plan

Through our research, we have found that approximately 40% of our participants hear about us through various online search engines. We understand the value of an exceptional online presence so we are constantly updating our website with content, features, posts, photos, etc. to draw more traffic. We budget \$300 a month for search engine optimization and recently hired a part time social media expert to create and manage our Facebook, Twitter, Instagram and YouTube accounts. We will customize our website specific to our new facility at the Manhattan Beach Pier.

The majority of our participants hear about us through word of mouth, almost 50%. This keeps us motivated to constantly find ways to improve our services for our clients. For us, our service includes everything from finding us, having your questions answered, registering, participating in the service and follow-up on the services rendered.

Constant contact is a huge tool for us to communicate with participants. We send monthly email blasts to participants, past and present, and bi-weekly emails come summer time. Each participant receives a follow-up email after each of their services expressing gratitude for choosing Campsurf and asking them to share their experience with us on our social media pages.

Over our 20 years of operation in Manhattan Beach, we have developed strong relationships with local businesses and have created a significant referral network. We will extend those to include our new facility as well as distribute Campsurf banners, flyers and postcards to these local retail stores, restaurants, and real estate offices in Downtown Manhattan Beach.

Below is a list of our online resources:

- Website: www.Campsurf.com
- Facebook: www.facebook.com/Campsurf
- Instagram: www.instagram.com/Campsurf
- YouTube: www.YouTube.com/Campsurf
- Twitter: www.Twitter.com/Campsurf

Insurance

Our current Campsurf operations require us to carry the following policy, which is valid for the year and is renewed annually.

Comprehensive General Liability: We carry General Liability in the amount of \$1,000,000 with a \$2,000,000 aggregate and an Additional Insured (AI) naming the City of Manhattan Beach (or whatever entity is required by this license) as an additional insured.

Automobile Liability: \$1,000,000 limit for bodily injury and property damage, in combined or equivalent split limits, for each single accident. Insurance covers liability arising out of Campsurf's use of autos pursuant to our license, including owned, leased, hired, and/or non-owned autos, as each may be applicable.

Workers Compensation: We also carry a workers compensation policy for all our Staff through our Payroll company and State Fund.

Proposed Lease/Rent Percentage

For the initial year, we propose a lease fee of 15% of gross revenue collected from operations at the proposed facility. As it is the first year at this location operating this type of business, we feel this is a mutually beneficial structure. We feel we can generate revenues that will produce a fee to the Licensor in excess of \$2,500 per month, especially in the months of July and August.

Campsurf will provide a detailed breakdown of revenue collected from this facility along with a check for full payment within the first 7 business days of the following month. This report can be detailed to include revenue broken down by service category, if preferred.

Contract Exceptions

We proposed a schedule change in May and early June based on demand for full day operations mid week. We are willing to operate as requested, if preferred by the Licensor.

For safety purposes, we will not be offering Stand Up Paddle services at this facility. Stand Up Paddleboards are extremely dangerous due to their size and weight and should not be used in an area with breaking waves. Their use anywhere near the Manhattan Beach Pier during the summer months puts both the paddler and all swimmers/surfers at risk. If Campsurf is not issued this license, we highly advise the Licensor to exclude SUP from the licensee's service offering.

Business Information

Contact Information:

Tommy Ostendorf
504 N. Broadway
Redondo Beach, CA 90277

Type of Business:

S-Corp

Corporate Officers:

Tommy Ostendorf
Chris Brown
Mark Gerold

Operational Experience

Campsurf has been operating in the South Bay area of Los Angeles County since 1997. Our programs were created by LA County Lifeguards and watermen to provide a safe, educational and fun surf, beach and ocean experience for visitors and residents of the area. Campsurf was named "Los Angeles' Premier Surf School" by the Los Angeles Business Journal and is the official surf school of the City of Manhattan Beach, operating the Surf Classes and Surf Camps for the city's Recreation Department since 1997. We have been featured on ESPN, Fit TV, K-CAL Channel 9, the nationally broadcasted CBS Morning show, HD Net's "Get Out!" and the nationally syndicated TV show "The Doctors". Campsurf is also the surf school partner of the Jimmy Miller Memorial Foundation, a non-profit 501(c)(3) that works with the Wounded Warriors Battalion, VA and at-risk youth facilities to promote the healing powers of surfing and the ocean environment.

Partnerships

In 2012, Campsurf partnered with BeachSports to manage, improve and grow their business. BeachSports provides youth beach activity and ocean safety programs with locations in Newport Beach, Corona del Mar, Hermosa Beach, Redondo Beach and Manhattan Beach. BeachSports has been operating camps in Newport Beach for 9-years under the direction of Jack Tingley.

We also recently partnered with Body Glove International, which gives us access to top quality surfboards, wetsuits, rashguards, shade tents and more at competitive prices. We receive support from other well-known brands, including GoPro, Globe Shoes, Fresh Brothers Pizza, John Wayne Cancer Society, Dizm Eyewear, Zico Coconut Water and JS Surfboards.

Operation Locations

Campsurf currently holds two beach use permits in Manhattan Beach at Rosecrans Avenue. Our private lesson permit allows us to accommodate groups of up to 30 surfers in the water at a time and our camp permit allows us 25 campers in the water and 50 on the beach at any given time. Campsurf also has a contract with the City of Manhattan Beach to run their Parks & Recreation surf classes and camps, which it's held since 1997.

Our recent management contract with BeachSports has expanded our Camp management reach to 9 additional locations under the BeachSports/PCH Skate Camps name.

Program Specialty

Campsurf specializes in providing quality surf instruction at a level of professionalism that exceeds the expectations of our clients. We strive to make the entire surfing experience, from registration to final wave, an enjoyable one. For over 18 years we have provided our clients, whether private lesson adults or youth campers, with the knowledge and skills necessary to safely and confidently ride waves on their own. Our low instructor to surfer ratio of 1:4 in all our programs guarantees personal attention and instruction. All of our instructors are experienced watermen and women and accomplished surfers who have completed our detailed training program.

Staff Screening Process

All of our staff are CPR and First-Aid certified and we process a criminal background check on each member through a government service online. We also have a training process each staff member must undergo prior to being hired.

References

Name: Russ Lesser

Title: President, Body Glove International; Former Mayor of the City of Manhattan Beach

Services Performed: Surf instruction for various non-profit events sponsored by Body Glove, including the Jimmy Miller Memorial Foundation.

Phone:

Email: Russ@Bodyglove.com

Name: Deborah Hom

Title: Recreation Supervisor

Services Performed: Campsurf has held the contract to operate all surf lesson and camp programs for the City of Manhattan Beach Parks and Recreation Dept. since 1997.

Phone: 310-802-5413

Email: dhom@citymb.info

Name: John Kim

Title: Dean of Admissions at Harvard Westlake School, Westwood, Los Angeles

Services Performed: Campsurf has coordinated and conducted year-round private surf camps, classes, lessons, retreats and fundraisers for the Harvard Westlake School for since 2005.

Phone: 310-274-7281

Email: JKim@HW.com

Name: Terry Yamamoto

Title: Chief of Lifeguards Los Angeles County

Services Performed: Campsurf has operated on LA County beaches since 1997 and has maintained it's excellent reputation amongst lifeguards

Phone: 310-372-2166

Email:

Name: Steven Napolitano

Title: Future Supervisor for the 4th District of LA County

Community Impact

Addressing Resident Concerns

As discussed above, residents are our word-of-mouth advertisers who make up almost 50% of our business so it is in our best interest to ensure we are on good terms with them at all times. We will adapt however necessary to alleviate any and all concerns. Regarding our impact on the surfing community, we are surfers as well and understand the frustrations of over crowding in the lineup. Our staff will always look for the least crowded areas within our permitted area to conduct lessons and direct renters. We want to avoid any crowds for safety reasons. In the event of a conflict, our instructors are trained to conduct themselves as if they are speaking with an authority figure; "yes, sir", "I'm sorry, ma'am", "We will move right away", etc.

Proactive Communication with Residents and Businesses

At the sign of any conflict, we will search for a solution. We want to have a positive impact on all members of the community and will adapt however necessary to ensure harmony in our areas of business. At no point do we ever want to be “those guys” and we will be proactive about maintaining positive relationships with surrounding residents and businesses.



Campsurf Van in Los Angeles

Additional Materials

Testimonials

Given the fact that both my wife and I work full time, summer camps are a way of every summer day life. My son, Malcolm, has been to probably 10-15 different camps over the past 5 years, many of them beach camps. Of all of the beach camps, the camp my son enjoyed the most was undoubtedly Campsurf. Not only did Malcolm enjoy Campsurf, but got the most out of it compared to other summer camps. Campsurf was more than just camp, it was a place where my son learned about water safety, keeping our beaches clean, the importance of surf – related humanitarian efforts like Surf Aid, where swells come from and why waves do what they do, respect for other surfers and beach-goer, plus much much more, all while learning how to surf. The instructors were kind, fun, helpful and informative...so much that Malcolm now participates in the Campsurf After School programs. Businesses like this are crucial to bringing our children up in and around the water. It's a fun, safe and educational place for our kids to grow into becoming responsible surfers and beach-goers.

- Jeff Cutler

Being from Idaho I had no idea what to expect from a surf school I just picked off the web but I only had a few hours in LA and wanted to learn how so I decided good or bad I would just do it. My surf instructor, Kyle, met me in the parking lot at Manhattan Beach, got me into a good wet suit and ran me quickly through some basics on the sand. I was in the surf quickly and ready to catch a wave. Kyle was really positive as I wiped out a couple of times (giving me pointers along the way) and soon I was riding each wave I caught back to the beach. Kyle's attitude was great, he was really encouraging and made me feel comfortable being a newbie. I highly recommend Campsurf and highly recommend Kyle. Now, I just need to find a good place to surf in Idaho.

- Quinn

Having a child diagnosed with autism, has lead to its fair share of heartache and disappointments. Perhaps most difficult has been attempting to find after school programs and camps that have the patience to deal with these unique and wonderful kids. That is why, I can't state strongly enough the positive and beneficial experience that my son is having at Camp Surf. To say that it exceeded our expectations would be a tremendous understatement. My son, who was initially reluctant to attend the surfing lessons, quickly became enamored with surfing and bonded immediately with the staff. The instructors all seem personally vested in the development and success of every student, while making the experience fun and enjoyable. There is no pressure for performance here, just encouragement and camaraderie. Since attending Camp Surf, I have noticed improved confidence in my son and his true desire to continue with the sport. I could not have dreamed of a better scenario. This is why I give Camp Surf my highest recommendation and thank Chris Brown the Executive Director of the Program for his dedication to helping others and instilling to his students a passion for the great sport of surfing.

- Kathryn Novakovic

Thank you for making my bachelorette memorable and amazing for everyone! All the Campsurf instructors are AMAZING! They take the time with each surfer to be sure they are knowledgeable and safe in the water and put everyone at ease so you are able to focus on what it's all about... Having a great time and experiencing surfing! We will all be back soon to surf with you!!! Thanks again!

- Carly

I wanted to send you a note to thank you for doing such a great job with Kevin last week. He REALLY didn't want to go, but I didn't know that until after I set it up. He doesn't like to try new sports and is afraid of sharks. Of course he had a great time surfing with you anyways. He told me afterwards how much he liked it. He also talked about how much he liked it when his cousin came the next day too. I knew if anyone could get him in water it would be you.

- Wendy

I just want to say how pumped I am on everything you and the team have done for Mac. He honestly enjoys surfing more than any other sport...how lucky am I? I attribute that all to you guys. THANK YOU!!!! Please pass the thank you along to Jason and the others who help make each Friday something to look forward to.

- JC

Hey guys, Just wanted to let you know that we had an awesome experience this week! Taylor Hein was amazing, working with my 9-year-old daughter, Callie. He taught her so much in such a short time. She now feels totally safe and confident in the water - and I can assure you that a lifelong surfer has been born!

Taylor went above and beyond to make this the best possible experience for Callie in every way. Can't tell you how much I appreciate that! Also, your customer service across-the-board was excellent. We will be back all summer for Camp! Kudos to running such a first class operation. All the best,

- Tina

Dear Tommy, You not only answered my questions, but you did so very promptly - Thank you! Unlike your competitors, you answered the phone when I had called and my inquiries were addressed efficiently and professionally. Also, I found your website to be easy to navigate and very well designed. I will be booking my private lesson with Campsurf today. I look forward to my first surfing experience during my maiden voyage to L.A this weekend. See you soon,

- James