

# **Perfect Day Surf Camp**

Robbie French Inc.  
Perfect Day Surf Camp  
517 Faye Ln. Redondo Beach, Ca.  
Phone: 310-985-1458  
Fax: 310-540-2868

Subject: Quotation #1038-15 – Beach Equipment Rentals & Information Center

## **1. Business Concept and Plan**

“Perfect Day Rentals” is proposing to provide quality equipment and instructional services to the community. We will also provide a visitor’s guide and information on community and chamber events calendar. All fitness stand up paddle boards are very stable that provide an excellent platform for all levels. The equipment we will provide is listed below.

### a. SERVICES

#### **1. Rental Fees**

- Stand Up Paddle Board w/adjustable paddle & life vest
  - \$25/1 hour
  - \$35/1 hour with 10 minute demo
  - \$15 every additional hour
- Surfboard
  - \$25/2 hours
  - \$15 every additional hour
- Skateboards
  - \$15/2 hours
  - \$10 every additional hour
- Boogie Board
  - \$15/2 hours
  - a. \$10 every additional hour
- Wetsuit
  - \$10/2 hours
  - \$5 every additional hour
- Beach Chair
  - \$10/2 hours
  - \$5 every additional hour
- Umbrella
  - \$8/2 hours
  - \$4 every additional hour
- Combo Packages
  - Surfboard and wetsuit = \$30/2 hours + \$20 every additional hour
  - Beach Chair, Umbrella and boogie board = \$20/2 hours + \$10 every additional hour
  - Beach Chair and Umbrella = \$12/2 hours + \$8 every additional hour
  - Add \$15/2 hours to include a surfboard

## 2. Surf / SUP Lesson Fees

- 1 ½ Hour Private Lesson \$120
- 1 ½ Hour Group Lesson (2-4 ppl) \$90/pp
- 1 ½ Hour Group Lesson (5-7 ppl) \$80/pp
- 1 ½ Hour Group Lesson (8 or more people) \$70/pp

## 3. Retail

- Perfect Day surf shirts
- Perfect Day Hats
- Perfect Day bikinis
- Perfect Day Rash Guards
- Sunscreen

## b. FACILITY DESCRIPTION

- a. I have had a design company for 14 years [www.robiefrench.com](http://www.robiefrench.com) and will make sure the business area looks chic and professional.
  1. \$2500 - Wrapped "Perfect Day Rentals & Lessons" Van
  2. \$1500 - 10x10 "Perfect Day Rentals and Lessons" custom canopy (photo ideas attached)
    - a. Surfboard Rack (see attached)
    - b. SUP Rack (see attached)
    - c. Retail/skateboard table
    - d. Registration Table
      - i. All sales online through software with statistics
    - e. Wetsuits on hangars

## c. HOURS OF OPERATION

- a. Tuesday – Sunday 9am-7pm
- b. Beginning Memorial Day and ending through Labor Day (closed during major events)

## d. MARKETING PLAN

- a. Email Campaign & Newsletters to my existing 6500 local emails through my surf camps
- b. Flier distribution (surf shops and places moms and kids attend & local stores)
- c. PTA Fliers to the local schools
- d. Easy Reader
- e. Beach Reporter
- f. What's up for kids
- g. Camp Expos & Health Fairs
  - i. What's up for kids expo
  - ii. Meadows Expo
  - iii. Manhattan Beach Middle School Expo
  - iv. Boeing Health Fair
  - v. Northrop Health Fair
- h. Social Media – my Perfect Day Surf Camp "active" accounts
  - i. Facebook
  - ii. Twitter
  - iii. Instragram
  - iv. Pinterest
  - v. My website
- i. Cross promotion
  - i. My website
  - ii. First time coupons at local surf shops
- j. Deals – first time deals
  - i. Groupon - Perfect Day currently holds the "Best of Groupon" for 2015
  - ii. Living Social
- k. Manhattan Farmers Market Booth

- i. Perfect Day has a weekly booth
  - l. Fliers at local hotels
  - m. Mom's Groups: Peachhead moms, Cool Coastal Moms, Meetup groups)
- e. INSURANCE – see attached insurance certificate
  - f. LEASE / RENT PERCENTAGE
    - a. 15% of total gross sales
  - g. CONTRACT EXCEPTIONS
    - a. Lessons and retail sales as noted above

## 2. Business Information

- a. Robbie French Inc. DBA: Perfect Day Surf Camp, 517 Faye Ln. Redondo Beach, CA. 90277  
[www.perfectdaysurfcamp.com](http://www.perfectdaysurfcamp.com), [info@perfectdaysurfcamp.com](mailto:info@perfectdaysurfcamp.com), PH. 310-985-1458 FAX. 310-540-2868
- b. Type of Business: S Corp
- c. Corporate Officers: Robbie French-Yrigoyen
- d. Experience: (see below)
- e. References: (see below)
- f. Employees screening: (see below)

Robbie French Inc. DBA Perfect Day Surf Camp is owned by Robbie French-Yrigoyen and has provided safe and educational surf camps since 2001. Robbie is known for her entrepreneurialism running 5 star hotel restaurants from 1992 – 2001 and owning a fashion design business placing her designer belts and handbags in over 600 stores worldwide. She prides herself on professionalism with a strong work ethic that encompasses a positive environment while providing the best quality.

1989, Robbie discovered her love for surfing and traveled the world to surf after college. She also began volunteering at non-profit organizations teaching underprivileged kids to surf and how to be safe in the ocean. In 2001, Bob McKnight, the CEO of the worlds' leading surf company's Quiksilver/Roxy, acknowledged her accomplishments and proposed the idea of opening a surf camp in the Los Angeles area that he would mentor, educate and sponsor. (Quiksilver Contract and Letter available upon request). Robbie's proposal met all the requirements of safety, professionalism, organization and dedication and her first location was born in Santa Monica that year in 2001.

[www.perfectdaysurfcamp.com](http://www.perfectdaysurfcamp.com)  
[www.robiefrench.com](http://www.robiefrench.com)

## Camp Experience

Locations:

1. 2001-present -Santa Monica Surf and SUP Camps
  - approximately \$230,000 gross (statement of revenue attached)
  - contact for permit - Heath Hamilton 310-494-6953
2. 2005-present - Redondo Beach Surf camp & Adult Surf Workshops
  - approximately \$40,000-\$100,000
  - contact City of Redondo parks/rec, Carrie Diaz 310-318-0610 ext 3460
3. 2012 – present Torrance Beach Surf Camps
  - approximately \$145,000 gross (statement of revenue attached)
  - Contact Beaches & Harbors, Dona Kordich 310-305-9543
4. 2012- present Manhattan Beach Surf Camps
  - approximately \$54,000 gross (statement of revenue attached)
  - Contact Beaches & Harbors, Dona Kordich 310-305-9543
5. Hawaii 2 years – Charity surf day for Cystic Fibrosis

- non-profit
  - Contact Maui Ola Foundation, Bobby Serna 949-900-5560
6. 2007-present Maui Ola Foundation volunteer

### **Credentials, Qualifications & Certificates**

- Certificate of Accreditation: Nevada Small Business Development Center – Disadvantaged Business Enterprise Program (attached)
- Better Business Bureau – BBB (attached)
- First Aid, CPR, AED and Lifeguard Certified (attached)
- 26 years surf experience & 9 years SUP
- Implemented a solid Infrastructure for camps
- Trained surf instructor by Quiksilver professionals
- Retired surfing contestant
- Professional entrepreneur of multiple companies:
  1. Robbie French Designs ([www.robiefrench.com](http://www.robiefrench.com)) 10 years
  2. Perfect Day Surf Camp, Redondo and Santa Monica surf/beach camps ([www.perfectdaysurfcamp.com](http://www.perfectdaysurfcamp.com))
  3. Annenberg Beach House Stand up paddle boarding clinics
  4. “Perfect Days” a non-profit organization that offers surf instruction & equipment to organizations benefiting children in need
- Santa Monica local 1984-2004 & Redondo Beach local 2004-Present and new home owner in Redondo Beach.
- 43 year old mother of 2 young children and wife of loving, supportive husband
- Swim Instructor of 11 years
- Mentor at Stoked Mentoring Foundation for inner city kids ages 5-17
- Volunteer at local charity events: Safety Harbor Kids, Make a Wish Foundation, CF Surf Days, Local School Fundraisers
- Co-Chair of women’s social networking groups in Santa Monica and Redondo Beach: Southbay Surf Mamas, Cool Coastal Mommas, Yahoo Surf Moms
- Good Business Sense & generate revenue for local businesses:
  - combine specials with local shops
  - cross promote
  - bring tourism – hotel packages – access destination affiliations – schools abroad
- Managed most popular bars and restaurants in Los Angeles Area including The SKYBAR at Mondrian Hotel, The Standard Hotel, Casa Del Mar Hotel & Hotels in New York City (more about Robbie in attached article)
- Trained and experienced Search Engine Optimization for marketing
- Good standing with all vendors & pay on time
- Good relationship with lifeguards and other camps
- Good work ethic
- Employ a staff of over 75

### **REFERENCES:**

1. Quiksilver Inc.- sponsors
  - a. Bob McKnight (CEO) – 949-378-2460
2. Licker & Ozurovich CPA – Accountants/Bookkeepers
  - a. Andy Ozurovich 310-226-7575 [andyo@locpa.com](mailto:andyo@locpa.com)
3. PSA Insurance – Camp Insurance Broker
  - a. Austin Myers 760-728 5259 [austin@psainsurance.com](mailto:austin@psainsurance.com)
4. What’s Up for Kids – Advertiser
  - a. Cathy Allesandra 310-283-5271 or office 310-544-1042 ext 701 [cathy@whatsupforkids.com](mailto:cathy@whatsupforkids.com)
5. Maui Ola Foundation – Partner in Charity Events
  - a. Bobby Serna 949-900-5560 [bserna@mauliola.org](mailto:bserna@mauliola.org)
6. City of Santa Monica Beaches and Harbors – Issues my permits
  - a. Heath Hamilton 310-494-6953 [heath.hamilton@smgov.net](mailto:heath.hamilton@smgov.net)

7. Parent – Monique Simpkins 310-869-8697 simpkins.ry@gmail.com
  8. Parent – Meredith Harvey 213-841-2777 dandmharvey5@aol.com
  9. Parent – Shilpa Knoll 714-206-6238
  10. Testimonials attached (full comments can be viewed at [www.perfectdaysurfcamp.com](http://www.perfectdaysurfcamp.com))
- More parent references available upon request.

**EMPLOYEE SCREENING:**

- ADP interviewing process
- Background checks
- Live Scans (upon cities request)
- All CPR/First Aid/AEd and lifeguard certified

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