



Sacramento County General Operations Summary

Draft 2

Primary Use Areas: Howe, Discovery Park

Minimal Use Areas: Watt, Sunrise

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: Howe Avenue
- Period of Operation: April 1 – Oct 31
- 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: Discovery Park.
- Period of Operation: April 1 – October 31
- 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: Howe Avenue
- 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: Howe Avenue
- Period of Operation: April 1 – October 31
- 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

SUP Yoga - Taking everything you love about yoga and adding a touch of nature, an added challenge of in-stability and the bliss of floating on the water. Serene, empowering, rejuvenating. Come add a new element to your practice with us.

- Program Site: Howe Avenue
- Period of Operation: April 1 – October 31, 2014
- Times: Sunday 6:00 pm
- Participant Numbers: Average 4 per session
- Projected Sales: \$1920

*Sunrise access location will only be used on a very limited basis for downriver paddles on special occasions. These paddles will never be conducted during peak business hours of the rafting companies such as weekends and holidays as their participation numbers pose a safety risk to our clients which we do not care to participate in.

**Watt Avenue access location will only be used on a limited basis as an alternative to Howe during peak season days. On a few days during the summer the Howe location can have high visitation numbers such as holiday weekends. We would just like to have an alternative option to avoid these crowds which will prove better for our clients in addition to reducing the traffic at the Howe location during peak days. In addition, Watt Avenue can only be accessed for our purposes during a very short window when the water levels are high enough to paddle through the access point to the main river.

*** Private lessons in small groups of 1 to 4 may also be conducted at these sites at varying times however these are very limited sessions and almost always during low trafficked times such as Monday – Friday between 8 am and 4 pm.

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. For kids camp a 5 to 1 student to teacher ratio will be used.
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.