

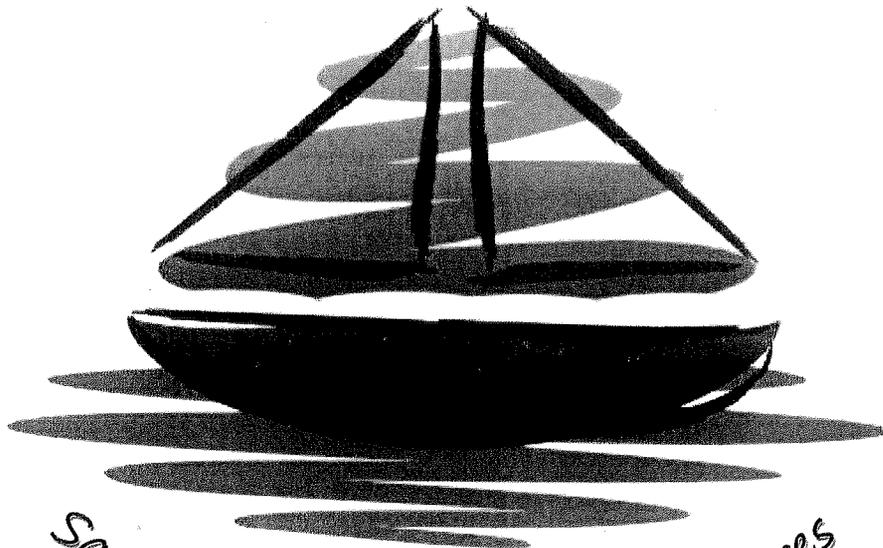
MAY 19 2011
#6

Proposal
Coastal Cruising Concession

At 219-G Stearns Wharf

Santa Barbara

May 5, 2011



Santa Barbara Water Adventures

ATTACHMENT #4



May 5, 2011

City of Santa Barbara
Waterfront Department
132-A Harbor Way
Santa Barbara, CA 93109

To Whom It May Concern:

Santa Barbara Water Adventures is pleased to present this proposal in response to the City of Santa Barbara's re-issued R.F.P. of March 31, 2011. Previously we submitted a response to the R.F.Q. on January 6, 2011 under the name "Santa Barbara Sailing Adventures". We have revised the rent to the City and added the additional requirements in accordance with the R.F.P.

We have read, understand, and confirm that all the requirements of the R.F.P. and the City's personal guaranty and insurance requirements will be acceptable to Santa Barbara Water Adventures. At this time, we are registered with the State of California as "Santa Monica Parasailing, LLC". Upon the successful award of the Stearns Wharf concession we will form a new LLC and appropriate dba's. These name changes do not in any way abdicate our responsibilities or acceptance of the terms of the license agreement from the City of Santa Barbara in terms of the Stearns Wharf Coastal Cruising Concession.

Sincerely,

Mark Sentyrz 5/5/11

Mark Sentyrz-member
Santa Monica Parasailing, LLC

Holden Daniels

Holden Daniels-member
Santa Monica Parasailing, LLC

5/05/11

MAY 19 2012
#6

Table of Contents

Cover Page/Signatures i

Table of Contents ii

Project Description 1

Parasail Overview..... 3

Sailing Overview..... 4

Premium Charter/Rental Power Boat Overview 5 - 6

Financial Summary..... 7

Coast Guard Licensing..... 7

Vessel Acquisition & C.A.R.B. Emission Compliance..... 7

Marketing Plan..... 8 – 10

Experience..... 11 – 13

Exhibits

Holden Daniels' financial statement..... Exhibit "A"

Holden Daniels' line of credit from home equity..... Exhibits "B-1" & "B-2"

Sailing Schedule Exhibit "C"

Copy of Kings Beach Aqua Sports rack card Exhibit "D"

Revenue Return to City of Santa Barbara..... Exhibit "E"

Invoice for Parasail Vessel Exhibit "F"

Purchase Order for Pursuit DC 265 Exhibit "G"

Spreadsheets

- Catamaran: 49 Passengers
- Parasail Vessel: 15 Passengers
- Premium Charter/Rental powerboat: 6-12 passengers
- Sloop Sailboat: 6 passengers

Photos

- Catamaran-by Gold Coast Yachts
- Parasail Vessel-by Commercial Water Sports
- Power Boat-Pursuit Dual Console 265
- Sloop Rigged Sailboat-"J-Boat"

Project Description

Santa Barbara Sailing Adventures is looking to provide visitors to the Stearns Wharf a high-quality on-water experience. Whether a high adventure thrill such as a parasail ride or a thoroughly relaxing sunset sail, we'll strive to provide the visitor with an indelible memory of their vacation in Santa Barbara.

Top-of-the-line, well maintained equipment is only the starting point to ensure our guests leave with a smile, only to share their terrific adventures they experienced back home. These word-of-mouth accolades are essential for a successful business serving the public. Customer service starts with a simple hello and a friendly greeting, but memories are created when staff truly engages with our clients. It's all about making people happy.

An engaged and stellar team works from the top down.

- From the management team that is happy with a successful operation.
- The ticket kiosk salesperson who was hired because he/she loves constant interaction and banter with people, striving to make every guest interaction just the beginning of an unforgettable Santa Barbara memory.
- The parasail captain, who is well trained, focused, loves people, the water, and knows that he/she has a demanding yet fun job and is being paid a higher wage than an average 'captain' job on the water.
- The sailboat captain who has a visceral love of the sea and the Santa Barbara coast, who loves sharing his/her affection for sailing and creatures that share our ocean.
- The crew that knows they're on the finest vessels --- the best equipped and maintained to the highest standards --- and are proud to call Santa Barbara home.

Operationally we envision a 12 month a year operation broken up into three 'seasons'

1. The "core" season runs from June 16th to September 15th. This 13-week period is when we expect upwards of 80% of our revenue to occur. We will staff the ticket kiosk a minimum of 8 hours a day, 7 days a week during this period. Unless it is stormy, very cold (below 60 degrees) or blown out, we will have someone in the ticket kiosk to greet people on the Wharf and engage in sales or just friendly banter. We know from experience that those seemingly inclement days provide an opportunity to thoroughly engage with a

MAY 19 2011
#6

prospective client and let other Wharf businesses know that we provide a reliable service that they can direct their customers towards with confidence.

2. The "spring" shoulder season runs from April 16th to June 15th and the "fall" shoulder season from September 16th to October 31st. This 15-week period is marked by some of the best maritime weather here in Santa Barbara, but since many people are busy with school schedules, we expect to see the majority of our business on weekends and near the weekend. Depending on market conditions, we expect to have parasailing and sailing on weekends and either one or the other during the week as to allow one captain to always work full-time. During this time we will staff the ticket kiosk a minimum of 6 hours a day, 6 days a week unless we experience stormy weather, high winds and or very cold temperatures. This schedule will allow the visitor to always have an activity of either parasailing or sailing from April 16th to October 31st uninterrupted.
3. The "winter" season from November 1st to April 15th. This period with its shorter and cooler days will be challenging to parasail operations. From our experience 68 to 70 degrees with sunshine and light wind is the point at which most patrons are comfortable hanging on a string over the water. Warm weather often comes in bursts during these times, and we'll not only be ready to accept 'Free Independent Travelers' (F.I.T.) on the Wharf and visiting the area, but we'll actively pursue those staying at local hotels and resorts by our concierge contacts. We expect sailing charters, especially those when our heated cabin catamaran arrives, to be more desirable. Every effort will be made to staff the ticket kiosk a minimum of 5 hours a day, a minimum of 5 days a week. We will staff extended hours during periods of warm weather.

Whale watching during the spring months will also be performed with the parasail vessel until the arrival of the catamaran. We expect the catamaran to be the envy of the West Coast upon her arrival in time for Summer 2012. With the arrival of the 'cat,' we expect our winter utilization to rise dramatically.

Parasailing and sailing charters are complementary activities both for the visitor and for the efficient operation of the business. A thorough knowledge of the sea, wind and aerodynamics by the captain of the vessel allows for a safe and fun activity. Parasailing tends to be an early in the day activity while sailing isn't often possible under wind power alone until mid-afternoon. The 'sloop' rigged sailboat and the catamaran will both have auxiliary power, but the cat --- by its very efficient hull design --- will allow much higher speeds both under sail and under power.

The ramp-up to the catamaran arrival, and therefore her early success, will be made much smoother by the transition from a high-end customer service experience aboard a relatively small 35-foot sailboat to the same experience aboard the state-of-the-art catamaran. Parting with a quality appointed uninspected 6 passenger vessel will allow the business minimum depreciation and ease of transfer. Training crew and captains with the mindset of a very high degree of customer service will be made easier through this incremental transition.

Parasail Overview

The parasail boat will provide flights for one to three persons up in the air at any given time depending upon weight of passengers, sea state and wind conditions. Flights will last from 8 to 12 minutes and the entire trip with a full load should run between one hour and fifteen minutes and one hour and thirty minutes in duration. During the high season we expect to start parasailing at 8 am and run until about seven. Busy days will see us fly upwards of 100 parasailors with ticket prices between \$65 and \$80 per person as the normal rate. Discounted rates will be offered for early morning, children, locals, groups and off season periods.

We've flown over 30,000 persons from age 4 to 92 including persons with physical disabilities. Many people wear swimwear, but we've had a few in wedding attire as well. Depending on the season and the customers' request, we can dip their feet in the water while parasailing, we refer to this as a touch-and-go. The boat will accommodate 15 paying passengers, one captain and one crew member. Keeping fliers together with their non-flying family members is more important than simply giving priority to flying passengers. The ticket person will deftly handle guests to optimize passenger loads during peak periods. Riders are always encouraged to 'convert' to fliers and may do so while riding with their family and friends.

The parasail boat will be manufactured by Commercial Water Sports in New Jersey. It is called the Ocean Pro 35. It is powered by the latest Cummins QSC 8.3 engine that meets the current Tier II C.A.R.B. requirements for its intended purpose. (See color photos of similar boat in back) This will be our fourth parasail boat and third from them. Build time is approximately 7 weeks. Due to the BP oil spill (parasail companies in the Gulf were paid large settlements) Commercial Water Sports received an unusual number of parasail boat orders for this coming summer season. We have already ordered our boat and expect to have a boat in operation around the first week or so in July. Our first parasail boat was the Aerial Pro 30 that we had built in 1995 followed by the acquisition of a Nordic 28 named "Pegasus" that we traded after a short time for another CWS boat the Ocean Pro 31. We also acquired another boat made in England by the manufacturer Paracraft. We can't claim to be the first to tow parasailors off the

MAY 19 2011
#6

beach with a powerful boat, but we were one of the first on the West Coast with a winch boat that made take-offs gentle and landings dry. We've learned about every issue imaginable that makes a parasail boat efficient and most importantly safe. The Ocean Pro 35 is the thoroughbred of parasail boats available worldwide. No other vessel is as capable of providing safe, reliable and dry rides as the OP 35. In many locales, Hawaii in particular, the parasail boat provides a stable platform for whale watching. We expect to do the same.

Photos will be shot with a professional Canon digital camera with an SD card that is pre-loaded with 10 images of Stearns Wharf and the beautiful Santa Barbara surroundings including local marine life. This allows us to take 12 – 15 images of the parasailor and his or her family while on the trip. The quality of the photos and our money back policy will allow us to sell hundreds and hundreds of photo packages to our customers. From past experience we expect at least 25% of passengers to purchase a photo package with higher utilization likely.

T-shirt and logo wear is popular with our customers thanks to the quality and unique style of our parasail logo. Upwards of 20% of our fliers purchase t-shirts and assorted logo wear. Employees are provided with plenty of logo wear to wear at work and hopefully off duty as well.

Sailing Overview

Sailing Charters will initially be offered on a sloop rigged sailboat carrying 6 passengers and then transition to a 49-passenger catamaran. We hope to transition once again to an 80-passenger higher horsepower 65-foot sailing catamaran for greater range and flexibility within 3 years of acquiring the initial cat.

The loading and unloading of the catamaran and sloop rigged sailboat will occur at the PLR. If strong wave action makes the PLR impractical to use, we will either moor to a buoy or anchor nearby and then we will unload using a Zodiac to the PLR or the Harbor. We are flexible as to the daytime mooring arrangement adjacent to the wharf but hope for either a semi-permanent buoy or an anchor set-up that would allow us to be seen from the Wharf by passersby.

All sailing charters will emphasize quality over quantity. The initial sailboat will be put into service knowing that it will most likely be a break-even enterprise. This transitional sloop will allow us to polish our approach to customer service and fine-tune training for our captain and crew for the new vessel. Building a rapport on the Wharf, in the community, and with hotels and resorts will ensure that our marketing efforts will have maximum impact upon the arrival of the catamaran. Prices will vary widely depending upon the type and length of adventure. We expect to charge from about \$35 to \$99 per person. Discounted rates will be offered for early morning, children, locals, groups and off season periods.

Food and beverages including alcoholic drinks will be available on the catamaran. Shorter cruises will have small bites available that will be of the highest quality. Longer cruises will have a simple yet tasty menu centered on barbecue fare. Private cruises will have options that fit every budget. We will have an online menu very similar to the catamaran sailing vessel "Makani" in Hawaii. This stepped price menu will allow event organizers to make menu choices around their budget and tastes. An expansive menu will feature price points per person from \$8.50 to \$64.50. Platters will also be available. We will likely have an agreement with a local catering company picked for superb food quality or oversee a small commercial kitchen with a hand-picked chef. We will offer Santa Barbara vintners whenever possible and will be sensitive to the other food and beverage options available at the Wharf.

A catamaran design has already been drawn for us by the famed marine architectural firm Morrelli & Melvin of Huntington Beach, CA. They have designed famous cats such as Playstation, the Stars & Stripes boat from 1988 America's Cup and most recently the BMW/Oracle trimaran that won the most recent America's Cup. We've also been working closely with Gold Coast Yachts in St. Croix, U.S Virgin Islands - the leader in day sail cat manufacturers. We expect delivery of the cat to Santa Barbara between May 1, 2012 and June 15, 2012, in time for our "core" season.

A potential schedule both for the sloop and the cat is marked Exhibit "C" with a colored graphical chart. With a mostly enclosed cabin and heat ducts inside the cabin and at the helm station, we expect comfortable sailing and whale watching year-round for the catamaran. The combination of folding props and advanced composite design will allow our catamaran to really fly while sailing and under power. The power will most likely come from Yanmar diesel engines that meet the Tier II C.A.R.B. requirements. Cummins could also be another engine option and again, only the engines that meet current C.A.R.B. requirements will be installed in this new vessel. Photos of similar cats are enclosed in back. The colorful hull design of "Mirabella" will be duplicated on our catamaran. We believe this dovetails nicely with the theme of the Ty Warner Sea Center on Stearns Wharf. The layout of the vessel will be most similar to the "Jonalisa To" and the "Kaimaka" both manufactured by Gold Coast Yachts.

Premium Charter/Rental Power Boat Overview

We see a real need in Santa Barbara for a premium motorboat that would allow discerning mariners the ability to experience the Santa Barbara coastline at their pace. We've rented high-end vessels in the past and have found that with a proper check-out and credit card deposit, renters take excellent care of the boat. Of course there are those that come along that don't understand the rules of the road on the water or just don't have the skill-set to operate a 23-27' boat; and for those, we will offer a captain to go along on their voyage.

MAY 19 2007
#6

The boat can be chartered with a Captain for as short as a one hour jaunt but will need to be rented for a minimum of two hours without a Captain. Depending on the size and features of the vessel, we expect to charge \$190 to \$350 per hour for this activity. These rates align with other locations around the country that rent premium vessels. The fuel tank on this boat is large and has enough capacity that all day operation is possible on one tank of fuel. Digital flow meters will track each voyage's fuel consumption and the customer will pay the fuel dock this amount over the phone. If there is any question about actual fuel consumed, one of SBWA staff will accompany the guest to the fuel dock for a fill-up.

We've identified three brands that have the best combination of panache, seaworthiness, ease of operation and simple maintenance. Pursuit, Grady-White and Boston Whaler are three incredibly well built and highly respected vessels for cruising the coastline. The type of vessel most suitable for couples and a family is the "SUV of the sea" the Dual Console layout. This design affords protection from the cool breeze, extra seating in the bow and an easy to operate single engine four stroke outboard motor. Today's new four stroke outboards are clean, incredibly quiet and very reliable. Either the latest Yamaha or Honda four stroke motors will be utilized. A simple to operate electric windlass for dropping anchor will be an additional feature on these vessels.

As these vessels will be rented at times without a USCG licensed Captain, we will provide all the mandatory safety gear and will add the following to insure confidence in a safe voyage from both the renter and SBWA: a fixed VHF radio, an E.P.I.R.B.(registered with the USCG), a GPS chart plotter with a "home" feature and as technology permits, a GPS tracking device that will show the vessels location on our computer monitor in the kiosk.

The Passenger Loading Ramp or "PLR" will be utilized to load persons into the powerboat or they will be shuttled by a small 13 foot inflatable 'Zodiac'. Upon the powerboats return they will either come back to what we hope will be a mooring buoy near the Wharf or drop the anchor at a predetermined area for us to shuttle them back to the PLR. In the past we have dropped "temporary" anchors that are quite robust with a float and carabineer for the rental boat to attach--this could be another alternative to a fixed mooring or dropping anchor. We've had excellent results with having a rental boat arrive back to a buoy or drop anchor in the past; this has diminished dock rash to our vessels as docking is usually the most difficult of maneuvers for a boater. The beauty of the single outboard is the simple operation and an easy trim-up of the motor to check the propeller for damage. We are sensitive to Lil' Toot and its operations at the PLR. We will not interfere with its access and hope to have a warm and reciprocal relationship with his operation.

The berth Marina 4-B-ET3 with a catamaran spanning the entire width will still have sufficient room for two vessels behind and/or nest between its hulls. The

parasail boat will overlap somewhat between the hulls of the cat and the power boat will just lie abreast of the parasail boat and behind the cat. The entire length will not exceed 85 feet. Because of the 'free' anchoring area to the East of the Wharf we would like to potentially rent/charter up to three motor boats. We feel that during the summer season the demand is there and nothing is available of a similar nature in Santa Barbara. Boats will have trailer storage nearby for slow periods.

Financial Summary

Detailed, five year proformas follow with modest growth assumptions. Assumptions are contained within the proformas. Exhibit "E" is our forecasted revenue return to the City of Santa Barbara. Because of the large investment on our part and the considerable financial risk, we ask for the maximum term of five years plus an additional option for five years on the lease. We will pay the City of Santa Barbara 15% of gross receipts over \$14,667 monthly or \$2,200 whichever is greater. We estimate gross sales year one to be \$490,994 with a rent return to the City of Santa Barbara of \$73,649.

Coast Guard Licensing

Manager/owner Mark Sentyrz has had a USCG license in the past and it lapsed due to non-use. He is in the process of renewing his license again for the concession. His test date will be sometime in mid-May. We still have several ex-employees that work on the water doing everything from parasailing to sailing charters and fully expect to hire at least one or two of these folks if not a more qualified local Santa Barbara Captain. Manager/owner Holden Daniels has spent a great deal of time on the water both sailing and operating motor vessels; he owns a two year old Air Nautique Wakeboard boat that he enjoys with his family and son. Holden is currently in a two week course for his Captain's License and will be taking the exam on the final day of class May 13.

Vessel Acquisition & C.A.R.B. Emission Compliance

The parasail vessel is 35 feet long and 10 feet 6 inches in maximum beam. She will carry 15 passengers and two crew members. She has several sister vessels that have passed the Coast Guard Inspection process recently and we expect the same. The vessel has the one of the most technologically advanced computer controlled diesel engines available today. It falls under the Tier II emissions and is fully C.A.R.B. compliant. We put a deposit down on March 3 of this year for this vessel and it is now fully funded. The boat will be complete around the end of June or very early July, with an in-service date of early to mid July.

The catamaran will be built by Gold Coast Yachts in St. Croix, U.S. Virgin Islands. She will be 54 feet long and approximately 27 feet wide. She will fit in the

MAY 19 2011

#6

existing Marina 4-B-ET3 berth snugly but with no problem. She will carry 49 passengers and three to five crew depending on the type of charter and number of guests. Gold Coast Yachts is the leader in building Coast Guard Inspected day charter catamarans. They have built many vessels that are very similar to the catamaran that will call Stearns Wharf home. The engines will most likely be Yanmar diesels that will be either Tier II or Tier III. The new engines will be C.A.R.B compliant. The catamaran will be financed through Holden's line of credit, ongoing operations and a close friend or two.

The sloop rigged sailboat is being shopped for at this time and has yet to be determined. We have several options on the table and most likely it will be about 35 feet long with an eleven foot beam. Although perfectly capable of carrying more than 6 passengers, she will be limited to this number because she will not be an inspected vessel. We are leaning towards a "J" boat as Mark is an active sailing competitor and will be a member in the local fleet allowing a dual purpose. It will have a small auxiliary diesel engine that is exempt from the C.A.R.B. emission standards. This vessel will only be in-service until the catamaran arrives, unless a suitable berth can be economically procured outside of Marina 4-B-ET3.

The powerboats will be from 23 to 27 feet in length and from 8 feet to 8 feet 9 inches in maximum beam. They will be operated under the rules of "6-pack" if a Captain is operating the vessel and will carry up to 10-12 people if rented. The Pursuit Dual Console 265 is the boat we are leaning towards as it is very ruggedly built and easy to operate. The other boat that is at the top of the list is the Grady-White Freedom 255 or 275. These boats will be powered by a single four stroke outboard that cannot exceed 10 hp for each foot of length, per Lloyd's insurance standard. These outboards will be very clean and quiet and fall outside of the C.A.R.B. diesel engine requirements.

The vessel that currently operates from the Wharf, the "Harbour Queen" is currently for sale for \$150,000. We have not approached the seller, but would consider this vessel a potential candidate for shoreline or harbor cruises if the right deal could be struck. The Certificate of Inspection or C.O.I. as it's commonly referred to would need to be investigated as well as future C.A.R.B. compliance. The ability to berth this vessel economically would be one of the more important factors when considering its acquisition.

****Note:** SBWA is flexible in regards the Water Departments sensitivities as to the charter/rental boat(s) and the potential acquisition of the "Harbour Queen". Neither of these activities is make or break for the success of this operation. We want to optimize the berth space and provide activities that will fill a void for on the water recreation. We see the berth as having the capacity to contain two smaller vessels behind or in front of the catamaran upon its arrival without exceeding the 85 foot overall length.

Marketing Plan

Santa Barbara Sailing Adventures marketing plan will incorporate new media, traditional media and viral marketing to form a comprehensive, synergistic plan driving people to our business and the Stearns Wharf of Santa Barbara.

Traditional objectives of a marketing plan for a tourist centric activity include the obvious advertising of the service/product to the visitor. This has been accomplished through rack cards (brochures) see Exhibit "D", yellow page advertising, signage, local magazines, local newspapers, ticket brokers, co-op advertising with similar businesses, radio, local television and signage.

New media encompasses most forms of digital advertising such as: web sites, GPS map advertising, banner ads, pay per click (PPC), as well as social media including: Foursquare, Facebook, Twitter, Flickr and You Tube.

SBWA is media savvy and will leverage its contacts in the entertainment industry to build a video presence online. SBWA through its close network of cinematographers, producers and editors will capture the spirit and vitality of fun on the water through film while engaged in our activities. These clips will be smattered about in our social media to present a fun upscale Santa Barbara experience. Relevancy is everything in regards to social and viral media. Between our on-water staff, ticket kiosk and back office, people that can capture action as it takes place and put into digital media will be key now and in the future to capture the digitally connected visitor.

Besides the visitor, SBWA will encourage **Santa Barbara locals** to take a walk down Stearns Wharf to discover fun they thought was there primarily for the visiting tourist. A local ID will entitle each person a 15 percent discount on all of our non-group activities. Word of mouth is the most powerful marketing tool out there. By encouraging our locals to pay us a visit we hope to gain local alliances. SBWA will encourage staff of local businesses that visitors frequent to try a deeply discounted or free activity.

SBWA will provide financial sponsorship of youth activities that are water centric such as swimming and sailing in the Santa Barbara area. We've sponsored a number of charities in past ventures, especially those that assist children that have suffered burns. We will also sponsor a free activities day annually for The Alisa Ann Ruch Burn Foundation and the Children's Burn Foundation.

Discovering the wonders of the ocean and the wide variety of aquatic animal life will be the focus of our sailing cruises that depart during those months that many might regard as too chilly to venture upon the ocean. Since Santa Barbara affords one of the best places to easily observe our mammalian giants in "their" environment we will be building on this treasure through associations with a variety of cetacean centric programs. Through our close associations with those that produce programming for the Discovery Channel and National Geographic,

MAY 19 2014
#6

we will have numerous opportunities to project our business and Santa Barbara as the epicenter for viewing whales.

For maximum impact, we will allocate at least six percent of our projected first year revenues towards our marketing package. As we have projected approximately \$490,000 as our first 12 months revenue, this puts our marketing budget at about \$29,000 for this period. As born out in our pro formas, our marketing budget increases substantially on a dollar level.

Visitors to Santa Barbara lean toward sophistication and above average means. All marketing will be geared towards the fun one may have on-the-water while still catering to a refined clientele. Our signage and ticket kiosk will embrace the nautical environment with a polished and appealing look. All social media including viral promotions will adhere to an upscale and elegant image of SBWA and Santa Barbara.

Examples of our marketing/image/promotions are as follows:

- A beautiful sign on the kiosk that exceeds the expectations of the Waterfront Department while appealing to the Stearns Wharf visitor.
- A mid-size television that plays a loop of our activities from within the confines of the kiosk but isn't audible outside of the immediate area (we will confer with Waterfront Staff as to their preference on this one)
- A freshening-up of the kiosk so that it appears approachable when the doors are open or closed.
- Websites for both parasailing and coastal cruises/whale watching that modern, fresh and easy to navigate. Websites will be optimized for mobile smartphones that are prolific in this era.
- Two brochures (rack cards) one for parasailing and one for the coastal cruises/whale watching. These cards will not only be distributed to the local Santa Barbara area but in outside markets such as LAX airport.
- Pay-per-click (PPC) advertising with key word specific ad words on Google and Facebook.
- Updating GPS mapping software with our activity and address including Mapquest, Google Maps, Garmin, TomTom, Magellan and other proprietary GPS mapping systems found in late model vehicles.
- An interactive presence on Facebook including current guest photographs and whale watching statistics. This will include regular advertising on Facebook on the right-side of the page.

- FourSquare presence for check-ins.
- Elegant descriptive brochures made exclusively for concierges and activity desk personnel that work at local resorts & hotels.
- Twitter updates along with current 'Twitpics'
- Acrylic brochure holders that have our logo keenly etched in the holder for a more professional look. These will be distributed in-person to those businesses that will cross promote with our organization.
- Magazine promo in Santa Barbara Magazine focusing on whale watching.
- When the catamaran is launched we will run an ad in United and Continental Airlines "Hemispheres" in-flight magazine. This ad will reach 12 million people around the globe. This magazine is seen by more air travelers to Santa Barbara and Southern California than any other in-flight magazine.
- A 'Green' image throughout our advertising. We hope that biodiesel will be made available at the fuel dock or that we will be able to fill our boats ourselves with this alternative fuel. All disposable items used on the catamaran will be the most environmentally friendly available.

Experience

Mark Sentyrz, General Manager, has been involved with the marine business since the age of 17. Starting as a deckhand as a summer job while in high school (1985) at Helgrin's Sportfishing in Oceanside Harbor. Highlights of his experience include:

- Dock worker then promoted to manger in 1987 at Tahoe Water Adventures in Tahoe City, CA.
- Worked at Squaw Valley Sport Shop selling hard goods from 1987 - 1992
- Attended E.M.T. training and became volunteer firefighter for Squaw Valley Fire Department.
- Obtained USCG license in 1988 and worked and then took over ownership of Mountain Lake Adventures Waterski School for four summers at the Hyatt Resort & Casino, Incline Village, NV.

MAY 19 2012

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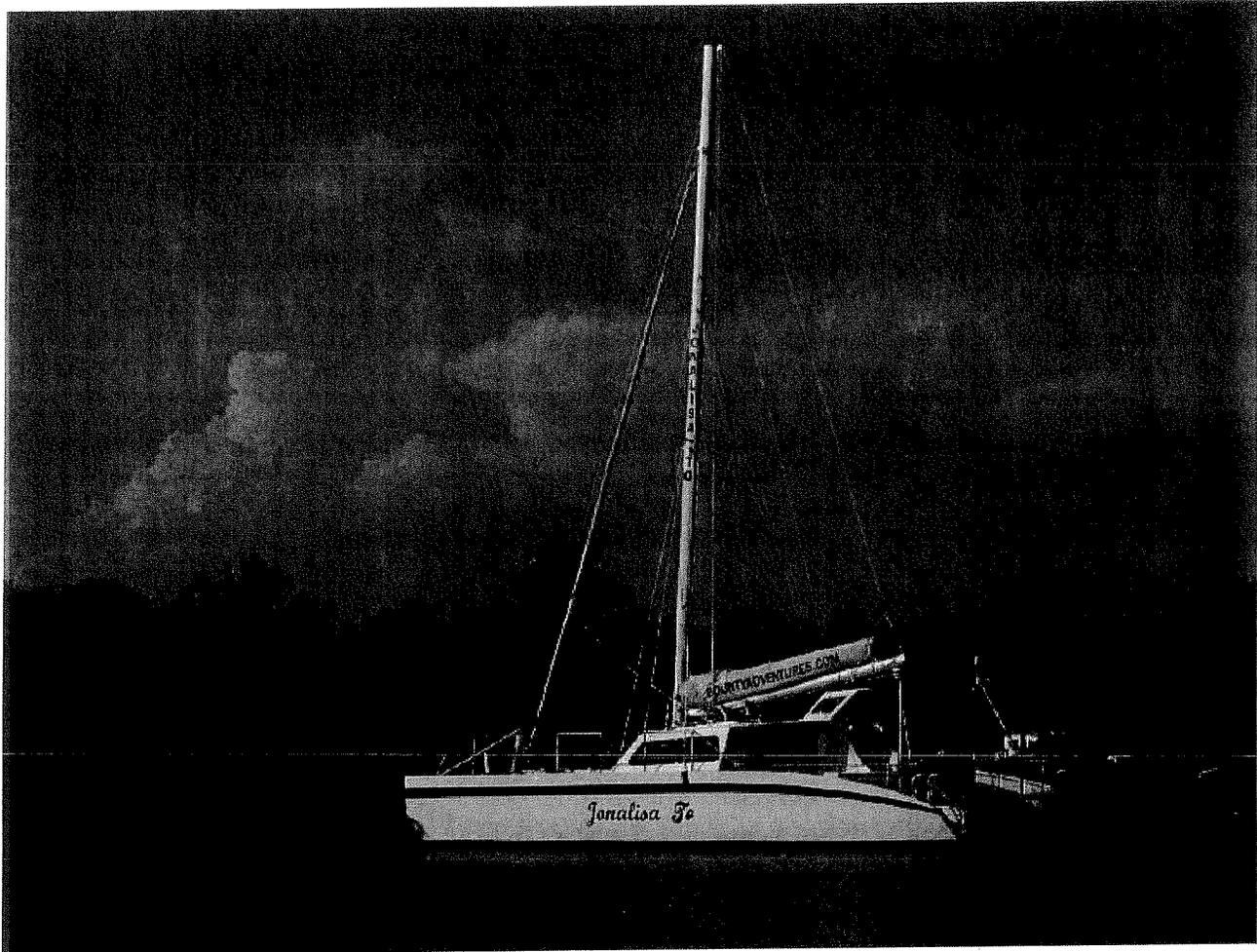
- Went to Stanford Paramedic School in 1990 and became full-time firefighter/paramedic at North Tahoe Fire Department.
- Received B.S. in Economics from University of Nevada, Reno in 1999.
- Taught snowboarding part-time at Squaw Valley, 1999 – 2001.
- Competed in local and regional regattas as Captain on J/24 "Electra" from 1997 – 2002.
- Started Lighthouse Water Sports (1992), Lake Tahoe Aqua Sports, Kings Beach Aqua Sports, Lake Tahoe Parasailing and purchased North Shore Parasailing & Water Sports. This period from 1992 until 2004 saw enormous growth but many challenges in the water sports climate at Lake Tahoe. Two-stroke motors were banned and many restrictions were imposed on the industry.
- Employed over 50 seasonal employees and managed payroll upwards of \$20,000 bi-weekly.
- Rented, chartered and provided Lake Tours on 11 powerboats. Provided parasail flights on 3 parasail boats. Rented 30-three person Sea-Doos and Waverunners. Rented 46 non-motorized watercraft consisting of: sailboats, canoes, kayaks, pedal boats & Aqua-Cycle Trikes. Managed all of these activities at four locations simultaneously on Lake Tahoe.
- Received FAA private pilot's license with high-performance and complex endorsement in March 2003.
- Moved back to Southern California in 2005 and worked as Outside Sales Representative for Associated Ready Mixed Concrete in Los Angeles.
- Competed in National and Regional J/24 regattas with Team "Take Five" from 2006 –2010.

Mark Sentyrz will manage day-to-day operations of Santa Barbara Sailing Adventures. Holden Daniels will be also manage/participate in operations several weeks during the core season and as often as practical during the shoulder and winter seasons. Mark Sentyrz will be absent delivering the catamaran to Santa Barbara during the Spring of 2012 for approximately one month, during this time Holden will manage day-to-day operations.

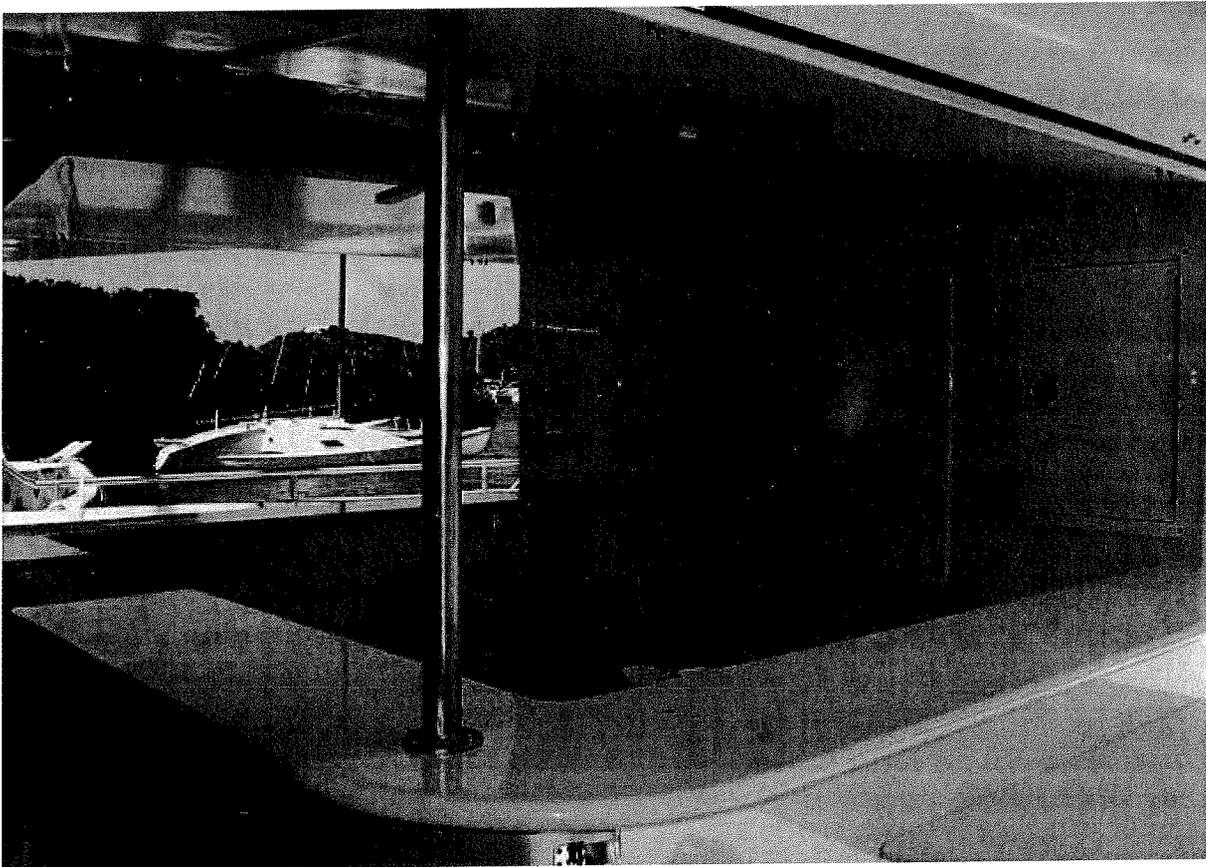
Holden Daniels currently resides in Novato, California and works full-time as a Firefighter/Paramedic at Central County Fire Department. He has a 15-year-old son and owns his home in Novato and another in Lake Tahoe which he rents out.

- Attended Automotive Technology Program at College of Marin in 1987 to 1989.
- Received Certificate of Completion from Automotive Technology Program in 1989.
- Continued to work as a mechanic while attending College and taking classes to become a firefighter from 1989 to 1991.
- Received my EMT certificate in 1990.
- Hired with Cal Fire as a seasonal firefighter fighting wild land fires during the summers of 1990, 1991, and 1992.
- Graduated from College of Marin with an A.S. degree in Fire Science and Automotive Technology in 1991.
- Moved to the North Shore of Lake Tahoe winter of 1991.
- Worked Ski Patrol at Squaw Valley Ski Resort and a volunteer firefighter for Tahoe City Fire Department from 1991 to 1992.
- Hired as a full-time Firefighter/EMT with Tahoe City Fire Department from 1992 to 2000.
- Worked at Tahoe Aqua Sports part-time from 1996 to 2001.
- Went to Paramedic school at Santa Rosa Junior College from 1998 to 1999.
- Hired as a full time Paramedic/Firefighter with Central County Fire Department.
- Went back to school and received Bachelor's degree in Occupational Studies from CSU Long Beach from 2004 to 2006.

MAY 19 2PM
#6

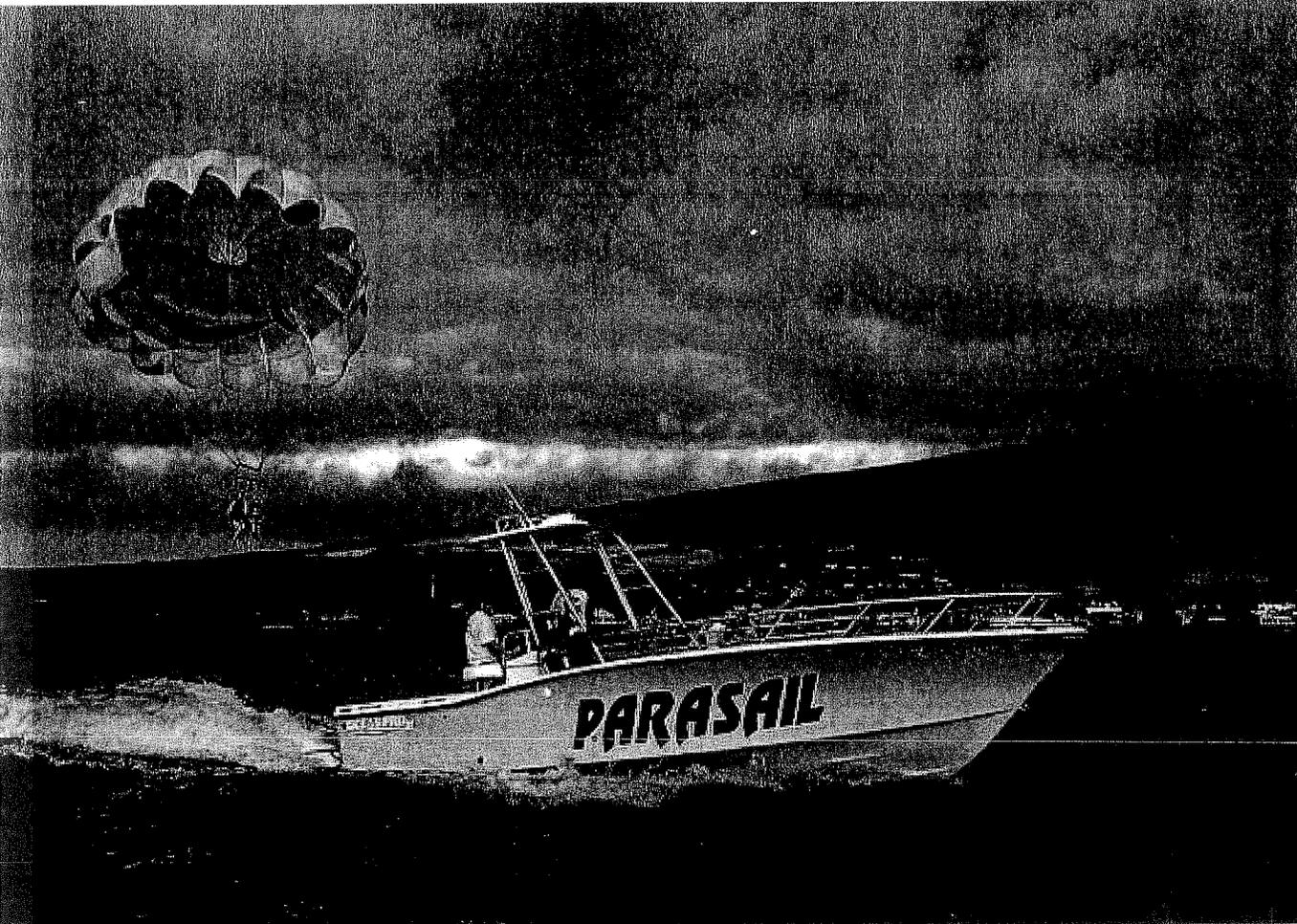


JONALISA TO
Gold Coast 49-Passenger Catamaran

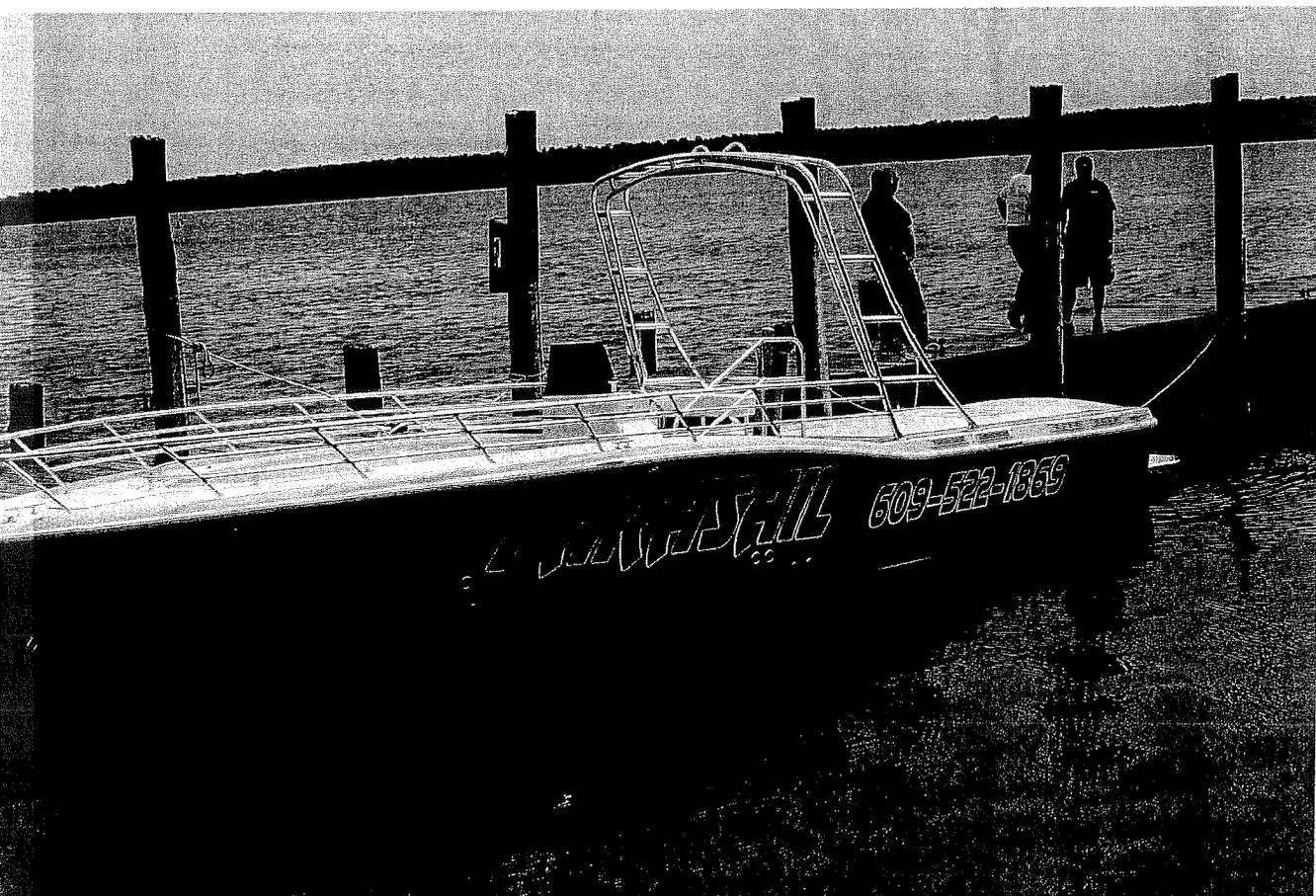


JONALISA TO
Galley

#4



15-Passenger Parasail Boat

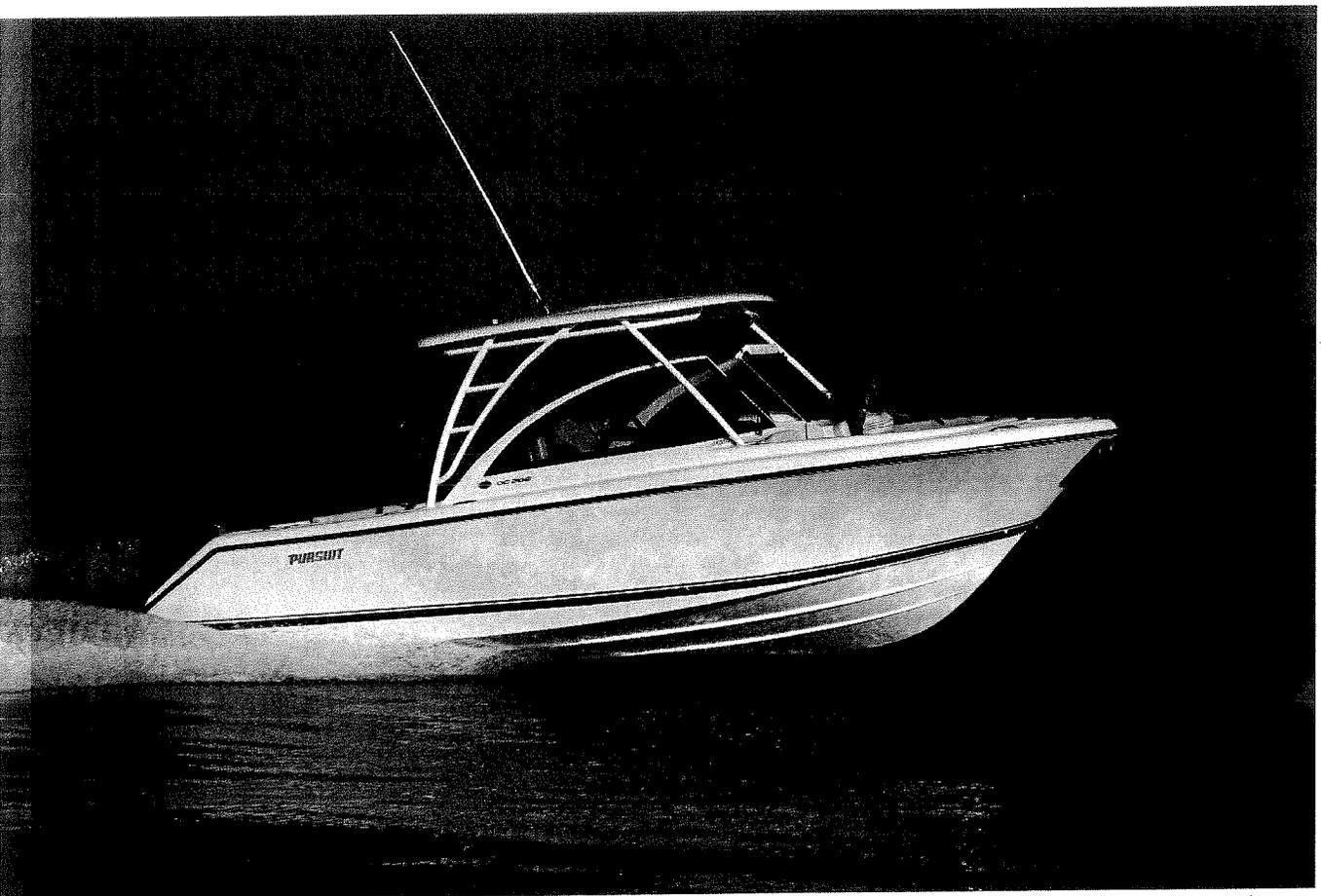


15-Passenger Parasail Boat

MAY 19 2011
#10



Pursuit Dual Console 265-Interior



Pursuit Dual Console 265

ATTACHMENT #4