

**COUNTY OF SACRAMENTO  
CALIFORNIA**

For the Agenda of:  
8-16-2013

To: American River Parkway Advisory Committee

From: Department of Regional Parks

Subject: Approval Of Flow Concession Agreement In The American River Parkway

Supervisory  
District: All

Contact: Jeffrey R. Leatherman, 875-6132

**Overview**

The Department of Regional Parks was approached by Mr. Rob Macias of Flow Stand Up Paddle (Flow) with a proposal to operate a concession operation which includes paddle board rentals, instructional classes, and a kids camp. Locations will include the William B. Pond Recreation Area and an area of the American River east of Discovery Park.

**Recommendation**

The Department of Regional Parks has determined that this activity is compliant with the goals and policies of the American River Parkway Plan and recommends approval of the concession agreement.

**Measures/Evaluation**

The proposed action fits into the “Sustainable and Livable” County Strategic Objective and supports Regional Parks stated Performance Measure: to provide safe, accessible, and clean recreational facilities for Park users.

**Fiscal Impact**

Flow will pay fees similar to existing concession contracts including a per boat fee for rentals and a percentage of sales for instructional classes and camps. The Department anticipates about \$3,500 in annual payments.

**BACKGROUND**

The American River Parkway has hosted concession operations for over 30 years including the American River Raft Company and River Rat raft rentals. Flow is a similar concept except on a much smaller scale. The business plan presented by Flow includes paddle board rentals, classes and kids camp all centered around instructing customers how to use a paddle board for exercise and nature appreciation. Stand up paddle boarding has been a growing sport over the past three years and consists of a large board, similar to a surf board, and a paddle. The paddler stands on

the board and propels the board with a long paddle. The proposal includes two locations for operation including Discovery Park and William B. Pond Recreation Area.

## **DISCUSSION**

Provided as attachment A to this report is the Parkway Plan Compliance analysis completed by the Department of Regional Parks. The analysis concludes that the proposed concession activity is compliant with the Parkway Plan and includes some recommendations for limiting activities based on their potential impact to the Parkway and Parkway visitors. Specifically discussed in the analysis are limitations to the group size and operating size at William B. Pond based on the size of the pond area and the impact to the recreation experience with the introduction of a concession operation. The Department has not recommended similar restrictions for the operation in Discovery Park because the impact analysis demonstrates that a small concession operation will not have a significant impact on the user experience in a facility that commonly experiences several thousands of visitors during a summer weekend.

The concession proposal and recommended agreement do not allow for the storage of the equipment or construction of any improvements related to the concession operation. The equipment will be brought into the park on a daily basis using a vehicle and trailer and taken off the property at the end of the day. Operations at William B. Pond will be limited to groups of 10 at any one time which includes no more than 10 rental boards allowed at the facility and no more than 10 students during any instruction class. This limitation ensures the group size is no larger than the “small group” (11-20) designation of the American River Parkway Plan which is allowed in Protected, Limited and Developed Recreation land use designations. Operations at Discovery Park will not have limitations on the number of boards for rent or class sizes. The operation plan presented by Flow includes a 10 to 1 ratio of class participants to instructors which will keep the instruction classes limited to the “small group” (11-20) user group as defined in the American River Parkway Plan. Rentals are geared towards individuals and families and generally will not exceed the “family” (3-10) group size designations.

### **CEQA Review**

A CEQA review and determination will be provided by the Division of Environmental Review and Assessment (DERA) for this project. The Department will issue the request for review once the ARPAC has made a recommendation. Based on the size and scope of the proposed operation, the Department anticipates an Exemption will be issued for the operation; however, an official determination will be made by DERA.

### **Parkway Plan Compliance**

Attachment A represents the Department of Regional Parks analysis and determination for the proposed concession agreement.

## **MEASURES/EVALUATION**

The proposed action fits into the “Sustainable and Livable” County Strategic Objective and supports Regional Parks stated Performance Measure: to provide safe, accessible, and clean recreational facilities for Park users.

**FINANCIAL ANALYSIS**

The Department will have minimal costs associated with the request for CEQA review, and no increased costs from the implementation of the concession agreement. Flow will pay concession fees similar to existing concession contracts including a per boat fee for rentals and a percentage of sales for instructional classes and camps. The Department anticipates about \$3,500 in annual revenue from the concession agreement.

Respectfully submitted,

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JEFFREY R. LEATHERMAN, DIRECTOR  
Regional Parks