



SCOOT & PADDLE (DERBY) BUSINESS PLAN PROPOSAL



PROPOSAL SUMMARY

Scoot & Paddle is an established highly rated rental business operating directly on Long Island Sound in Milford, Connecticut for the past 10 years. Scoot & Paddle is proposing bringing a satellite location to Derby, Connecticut, along the river and near the Greenway for the purpose of introducing river kayaking and paddleboarding as a safe, reliable alternative to what we currently offer and the opportunity to explore not one but two rivers as well as off-street biking and scooting along your expansive Greenway.



BUSINESS DESCRIPTION

Scoot & Paddle is in the business of renting single and double kayaks, fishing kayaks, stand-up paddleboards, bicycles, and scooters as well as offering numerous group activities “Making Every Day an Adventure” in a safe, fun and welcoming environment.

Rentals:

- Kayaks (single, double, fishing)
- Stand-up Paddleboards
- Bicycles (adult, child, child trailers)
- Scooters

Lessons:

- Group
- Private

Group Events:

- Group paddles
- Sunset paddles
- Paddleboard yoga
- Full Moon paddles
- Birdwatching paddles
- Paddleboard Meditation
- Glow Paddles
- Witch's paddles/Christmas Paddle
- Races/Clinics

Parties:

- Birthdays
- Class Trips/ Scouts Trips
- Team Building/ Corporate Events



VISION

Scoot & Paddle working with the City of Derby can bring a new level of excitement that has not been seen in the area before. Derby sits at the confluence of the Naugatuck River and The Housatonic River which offers a truly unique opportunity of having not one but two rivers and inlets to explore. Due the calm and predictable nature of the river as an alternative to Long Island Sound, we will see many first-time paddlers or those who have not been out in a long time willing to give it a try in a safer environment. Additionally, Derby's Greenway which offers an off-road trail without the worry of cars will appeal to many people and most especially families with children. The residents of Derby will be afforded the opportunity of exploring the Greenway and the rivers to their fullest extent. Utilizing our extensive customer base and through target marketing Scoot & Paddle will bring an influx of daily visitors to Derby. Through our group events we will be collaborating with the local food establishments for after-event food and drinks and look forward to incorporating other local businesses as we become established in the area. Scoot & Paddle customers come for the adventure but stay to eat, drink and shop as evidenced everyday in our Milford location.



TARGET AUDIENCE

Scoot & Paddle is a family friendly business. We offer something for everyone and there is no experience necessary. With simple instruction our customers are off and exploring safely and confidently in no time and therefore we see all experience levels, ages, genders, and fitness levels. Based on our most recent data, our largest visiting age group is 25-34 year old and in close second is 0-17, so Derby will realize very young and vibrant visitors and families to the area. We will also see a big increase in new paddlers because of the perception that the river is safer, as well as, many more bikers who prefer off-street biking to the perils of road biking.

GOAL

Scoot & Paddle's primary goal is and always has been to create active and healthy lifestyles while leaving devices and technology behind in order to reboot, reenergize, and reconnect with each other and the world around you. By creating a love of nature and the environment we help to create lifelong stewards of the earth.

Our secondary goal is to be an integral part of Derby's revitalization efforts. With local improvements underway, a top-notch brewery, and one of Connecticut's highest rated pizza restaurants already here, along with the rivers, green spaces, trails, and wildlife all around, Derby truly is a hidden gem.



COLLABORATION

As part of Scoot & Paddle's integration in the community we will forge partnerships with local businesses and schedule collaborative events. We already have relationships with some local food and drink businesses that we visit after our group paddle events and look forward to making contact with any others would like to work together for a stronger community.

Some new ideas include "Bikes then Brews," "Pizza and Paddle," "Singles mingle Paddle and Dinner at the Twisted Vine," "Boat and Bike Bootcamps" with local fitness coaches and more.



BEACH CLEAN UP

As a member of and in coordination with Surfrider Foundation, Scoot & Paddle will conduct a river cleanup at least once per season and more as needed in which we would invite the entire community to be a part of. By bringing awareness to the importance of protecting our waterways and inviting our youth to be a part of volunteering and community service we can create an ongoing sustainable positive environmental impact.



LOCATION

Hog Island (peninsula) is the ideal location for rentals as there is both access to water for watersports and a trail head for biking or scooting as well as a free parking lot. There is space for boats to be stored close to the water and offers a safe launchable site large enough to coordinate multiple boats coming and going at any given time. The island sits right at the confluence of two rivers and therefore offers optimum access to river exploration. It is also right beside the Greenway trailhead which is an off-road bike trail allowing customers to pick up and drop off equipment quickly and easily. The city of Derby has proposed a lease of \$1.00 for the first trial year as we work to implement a plan that works for everyone and around the current construction areas. We hope to work together to build a safe exciting space for visitors and residents alike.



REQUIREMENTS

- Storage (year one): (2) 8x20 metal storage containers would be utilized. One to store boats, paddleboards, PFDs, paddles and other accessories as well as a second container for bicycles, scooters, helmets and accessories that can be securely locked when business is closed *see site plan for locations

- 10x10 sales tent near parking lot/trail head with banner/booth
- Staging area for bicycles and scooters near trail head
- Graded launching area for kayaks and paddleboards at tip of Hog Island
- Staging area for kayaks and paddleboards near launch zone
- 10x10 tent at launch area for protection from the elements for staff
- Port-o-let for staff and customer use in/near parking lot
- Clear directional signage along route during construction phase beginning on Main St. and leading to Hog Island



BENEFITS FOR THE CITY OF DERBY

- New fun business for residents:
 - Allows Derby residents the opportunity to explore and utilize two rivers and greenway to their maximum potential
 - Prime group/party destination right in their own backyard
 - Enjoy community building events and activities
 - Promotes active and healthy lifestyles
 - Increased marketability for real estate sales and rentals
- Tourism:
 - Young vibrant visitors from surrounding areas looking for engaging activities
 - Existing customers looking for a calmer, more predictable alternative to ocean paddling and street biking
 - Vacationers from surrounding areas looking for day trips
 - Customers will come for adventure but stay to eat, drink, and shop
 - The kayak and paddleboard race we host has brought in racers from 11 different states!
- Environmental:
 - Build local awareness of natural surroundings and wildlife offerings
 - River clean-ups engaging the community
 - Creating stewards of the earth
- Marketing:
 - Scoot & Paddle has an extensive customer base built over ten years as well as a large social media following which will be utilized to bring awareness to what Derby has to offer
 - Photographs, videos, comments and reviews will build a positive image for Derby
 - Group events listed on local media sites, meet-ups and socials will generate searches and visitors to Derby sites, pages and in person
 - Press will take notice and print stories shining a light on Derby
- Unique product offering:
 - Little competition anywhere in the state offering rental products
 - No one in the state offering the amount of group events and activities that Scoot & Paddle offers

- Off-road bike trail offering rental access will bring in bikers from many surrounding towns and states
- Community Involvement:
 - Re-Brand Derby! Community identity will be synonymous with a fun, forward thinking, active and healthy community
 - Give back to local community through involvement and events
 - Collaborate with local businesses
 - Contribute to local economy through taxes, shopping, partnerships
 - Create job opportunities
 - Bring new perspective from someone who was on the ground floor of the Walnut Beach revitalization efforts



FUTURE DEVELOPMENT FOR SCOOT & PADDLE AND THE SURROUNDING LANDSCAPE

(Year Two and beyond) Scoot & Paddle would like to incorporate a permanent aesthetically pleasing structure along the river to conduct business and provide secure storage with water and electricity. We would all like to see permanent rest room facilities for the area and are excited for the planned lighted paths along the Greenway and hopefully an improved paved parking lot in the future. A great idea for the near future is to plant native gardens along the Greenway promoting pollinators with bird and wildlife identifier plaques bringing recognition from environmentalists and bird lovers alike. Art installations, drinking fountains, shade stations, garbage bins and picnic areas along the Greenway would greatly increase visitor experience. Bike racks at trailheads and bike repair stations as found on other bike trails is a good idea. Community events, with activities and educational components can be held on O'Sullivan Island to promote the area and to continue the culture of progress you have begun therefore creating a vibrant, active, involved community for the future of Derby.

Thank you for your consideration. For further details and partnership information, please contact:

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*Site plan attached



