

Golden Gate Skydiving

Business Plan

Presented to:

County of Marin Aviation Commission

4 June 2014

Golden Gate Skydiving

Mission; Proposal:

Golden Gate Skydiving's mission is to provide the safest, most professional tandem skydiving experience in the Bay Area.

Golden Gate Skydiving hereby respectfully seeks approval from the County of Marin to operate at Gnossov Field, opening an office to serve skydiving customers and clients.

Business Summary:

Golden Gate Skydiving wishes to conduct business at the Marin County Airport, introducing skydiving to first-time jumpers through tandem skydives.

Tandem skydiving offers the public the opportunity to experience skydiving safely with the help of a highly experienced, licensed and insured professional instructor. Tandem skydiving is the safest form of skydiving available, with only highly experienced instructors controlling the parachutes.

Golden Gate Skydiving proposes to offer tandem skydiving only at the Marin County Airport; Golden Gate Skydiving will not offer solo skydiving. Tandem skydiving is markedly different than solo skydiving: tandem skydiving is significantly safer, reduces the number of parachutes in use, maximizes landing zone accuracy and precision, and enhances repeatability, here the repetitive use of the same aircraft, same pilot, same tandem instructors, same procedures, and same landing zone. Such repetition significantly increases participant safety.

Ownership:

Golden Gate Skydiving is a business name registered in the County of Marin by Knight Skies LLC.

Knight Skies LLC is a limited liability company formed in California, filing an LLC-1 with the State of California Secretary of State on April 10, 2014. Michael Knight is the managing member of Knight Skies LLC and owns all member interests in Knight Skies LLC.

Michael is a professional skydiver with over 15 years skydiving experience, who has completed more than 17,000 jumps, and holds all instructional ratings issued by the United States Parachute Association (USPA). Michael was born and raised here in the Bay Area, earning his business degree in Finance and Economics from California State University East Bay. Since completing his education, Michael has worked exclusively in the parachute industry. Michael is also a licensed pilot and understands all applicable FAA regulations regarding airport, aircraft, and skydiving interactions.

Premises:

Golden Gate Skydiving proposes to lease office space in the Unit No. 1 building at 351 Airport Road.

Responsibility:

At Golden Gate Skydiving, safety will be the number one priority for everyone; Golden Gate Skydiving's reputation and success depend on safety. Parachute operations are governed by the FAA under Part 105 of the Federal Aviation Regulations, as well as the aircraft regulations required under Part 91 of the FARs. Golden Gate Skydiving shall comply in full with the current Skydivers' Information Manual Section 2 (Basic Safety Requirements and Waivers), Section 5 (General Recommendations), and Section 9 (FAA Regulations). In addition, Golden Gate Skydiving shall comply with any and all applicable Federal, State, County and City laws, rules and regulations, including, but not limited to, the current County of Marin Airport Business Standards.

Proper maintenance, training and experience can prevent skydiving accidents. All aviation professionals know a properly maintained aircraft flown by an experienced pilot is extremely reliable. The same can be said for today's modern parachute systems. Modern parachute technology has improved such that malfunction and failure are practically unheard of, and, in the hands of a skilled professional, the risk diminishes even more.

As noted above, tandem skydiving — pairing an experienced instructor with a Golden Gate Skydiving customer — is significantly safer than solo skydiving. Our number one goal is to ensure each individual is customer and employee safety.

Each customer will sign a waiver of liability agreement and watch an instructional video. Both explain all the risks of skydiving, as well as the customer's rights, in the event of an accident. Prior to commencement of business at Gness and in conformance with current County of Marin Airport Business Standards, Golden Gate Skydiving will also purchase and maintain Commercial General Liability Insurance to protect the business, the County and Bemac against any injury or damage occurring on the Airport. The United States Parachute Association also provides third party insurance coverage to cover any property damage caused by parachute activities.

Operations:

Golden Gate Skydiving will utilize a Cessna 182 or 206 aircraft, taking two customers at a time. There will only be two parachutes in the air for about five minutes each load, with each parachute under the direct control of a highly experienced professional with thousands of jumps.

Weather permitting, Golden Gate Skydiving will operate everyday from 9:00 AM to 5:00 PM; we will be closed for all major holidays.

Drop Zone:

Golden Gate Skydiving proposes to use the drop zone shown on the enclosed marked-up aerial photo.

Strategic Advantages:

The Marin County Airport's location offers many strategic advantages. The Airport's location is far enough away from the major airports and airspace to avoid traffic issues, but close enough to major cities to provide a significant customer market. In addition, the location will provide spectacular views of the Bay Area from altitude that no competitor can match. The Airport's close proximity to San Francisco allows for a large market of tourists, as well as access to the large surrounding population.

Target Market:

Golden Gate Skydiving's will seek customers from residents throughout the Bay Area, in addition to tourists visiting San Francisco, the Wine Country and other nearby destinations. Golden Gate Skydiving will reach customers utilizing the internet and social media networks, working with local tour operators, and through a reputation for outstanding service and value that each customer will take home and share with their friends and family.

Benefits:

Providing a new service not offered at present at Gness Field, Golden Gate Skydiving hopes to bring new customers to the Airport. As part of its operations, Golden Gate Skydiving will purchase aviation fuel and oil, seek aircraft maintenance, and lease office space.

Doing so, Golden Gate hopes such customers bring spill-over business to Novato and other nearby communities. Accompanied by family and friends, customers visiting Golden Gate Skydiving will hopefully eat at nearby restaurants, refuel their cars at local gas stations, visit other local attractions, and stay at local hotels. Additionally, they will all be exposed to the joys of flying, the freedom facilitated by aircraft, and the beauty of Marin County and Gness Field.

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