



Vashon Adventures, LLC Report to the Vashon Park District

September 19, 2025

Compiled by Erin Kieper and Doug Kieper, Owners of Vashon Adventures LLC

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Overview

For over 13 years, Vashon Adventures (formerly Vashon Watersports and Vashon E-Bike) have provided human powered, outdoor adventures for islanders and visitors alike. Our mission-encourage people of all ages and skill levels to explore and appreciate Vashon Island in an ecofriendly way.

Now, after more than a decade of growth and community building, we are ready to pass the torch. Our goal is to maintain community access to paddling, camping, and youth programming while ensuring the business continues to flourish under new stewardship.

Accomplishments & Highlights

- **Fleet Growth:** Expanded to accommodate over 60 paddlers at a time with high-quality kayaks, paddleboards, and safety gear.
- **Digital Infrastructure:** Custom online reservation and waiver system, POS, and inventory management.
- **Youth & Community Engagement:** Paddle camps, skills classes, and programming with schools and nonprofits such as Vashon Nature Center, Vashon Wilderness Program, Vashon School District and the Low Tide Celebration.
- **Tourism & Marketing:** Active promotion of Vashon through Adventure Cycling, Washington Water Trails, and regional tourism groups.
- **Event Hosting:** Customized large-group activities for weddings, retreats, and community celebrations.
- **Primitive Camping:** Collaborated with King County Parks to develop primitive camping and assisted Vashon Park District in reservation requirements for Lisabeula and Pt Robinson camping.

Vashon Adventures is a proven, community-loved, and profitable outdoor recreation business with both physical and digital infrastructure fully in place. **This turn-key operation is being offered to the Vashon Park District for \$50,000.**

Below is a breakdown of the physical and business assets offered to Vashon Park District. The physical asset cost is based on our experience of selling used gear and does not reflect the replacement cost if purchasing wholesale- that price would be at least double the proposed price.

Physical Assets (Price \$41,600)

The fleet was designed to offer high quality kayaks and paddleboards for any skill level, those with mobility challenges and to encourage family paddling.

- Single Kayaks (17)
- Tandem Kayaks (15)
- Stand Up Paddleboards (18)
- Safety Gear (including PFDs, paddle floats and bilge pumps)
- Paddles for kayaks and paddleboards
- Spray Skirts

To optimize daily operations, a golf cart was customized to reduce the number of employees needed to move vessels. A robust point of sale system was implemented for online and walk-in customers.

- Golf cart with J-hooks
- Computer station for reservation management
- Waiver kiosks utilizing tablets
- Trailer

Business Systems & Digital Assets (Price \$20,000)

- Electronic Waivers for adults and minors –vetted by in-state attorneys
- Fully developed point-of-sale system
- Customized reservation software with resource management
- Policy and Procedure Manuals
- Professional photo library
- Website, domain, social media (2000 + followers)
- Brand recognition and community goodwill
- Transition Support
 - **40 hours of transition support** (training on systems, vendor introductions, operational handoff).
 - Additional consulting available by contract if desired.
 - Assistance with King County Parks camping reservationist role if desired.

Financial Report

We have included our 2025 Profit and Loss statement through September 3rd. The camping sales have not been updated and are accurate through August 31, 2025. Since Vashon Adventures is an LLC and a small independent business, some of the expense categories would not be representative for a larger operation, such as the park district.

We have also included the requested 3year comparison of revenue and net income specific to the watersports and camping components of Vashon Adventures.

Vashon Adventures Paddling & Camping

Category	Income/Expense		
	2023	2024	2025 through 9/1
Watersports Rentals	\$35,274.63	\$36,697.25	\$39,080.40
Watersports Tours	\$4,568.00	\$4,200.00	\$3,305.00
Watersports Paddle Camps/skills classes	\$0.00	\$550.00	\$5,200.00
Watersports Away Rentals (not included in concession to VPD)	\$752.00	\$1,090.00	\$1,970.00
Camping (VPD)	\$1,945.10	\$3,010.15	\$2,296.70
King County Camping (not included in concession to VPD)	\$9,625.00	\$9,415.90	\$7,315.00
TOTAL	\$46,844.73	\$54,963.30	\$59,167.10
Expenses			
Wages	\$25,629.00	\$27,875.00	\$22,411.85
VPD Concession Fee (10%)	\$4,253.97	\$4,467.32	\$3,169.87
King County Concession Fee (15%)	\$1,443.75	\$1,443.75	\$1,091.48
Reservation Software/service charge	\$2,731.51	\$1,703.00	\$2,276.30
Website hosting (Squarespace)	\$429.00	\$429.00	\$450.00
Internet/phone	\$1,440.00	\$1,440.00	\$2,921.58
Liability Insurance	\$7,193.00	\$3,735.00	\$3,886.00
Legal/Accounting	\$1,550.00	\$1,875.00	\$3,016.50
Total	\$44,670.23	\$42,968.07	\$39,223.58
Difference	\$2,174.50	\$11,995.23	\$19,943.52

Profit and Loss Sept3 2025

Vashon Adventures

January 1-September 18, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
615 - All Rentals	62,006.79
621 - VWS retail	354.75
Total for Income	\$62,361.54
Cost of Goods Sold	
702 - Cost of Goods Sold	180.60
Total for Cost of Goods Sold	\$180.60
Gross Profit	\$62,180.94
Expenses	
710 - concession fees	4,261.35
712-Campsite expense	293.75
723- CC processing fee/HT	2,276.30
750 - Advertising and Promotion	2,238.30
755 - Automobile Expense	526.69
760 - Bank Service Charges	81.10
770 - Computer and Internet Exp	2,921.58
780 - Dues and Subscriptions	877.25
800 - Professional Fees	127.50
801-Professional Fees Acctg	2,899.00
805 - Meals and Entertainment	1,378.28
810 - Misc Supplies	1,000.18
815 - Office Supplies	196.12
816 - Intuit QB expenses	587.52
820 - Other Payroll Expense	1,704.14
821 - Wages	23,379.06
830 - Photocopies	12.19
840 - Insurance Expense	3,885.50
855 - Travel	1,182.30
875- Nonprofit cash donation	222.00
Total for Expenses	\$50,050.11
Net Operating Income	\$12,130.83
Other Income	
Other Expenses	
Net Other Income	0
Net Income	\$12,130.83

Vashon Adventures P&L			
Category	2023	2024	2025 through 9/1
Income			
Watersports Rentals	\$35,274.63	\$36,697.25	\$39,080.40
Watersports Tours	\$4,568.00	\$4,200.00	\$3,305.00
Watersports Paddle Camps/skills classes	\$0.00	\$550.00	\$5,200.00
Watersports Away Rentals (not in concession)	\$752.00	\$1,090.00	\$1,970.00
Camping (VPD)	\$1,945.10	\$3,010.15	\$2,296.70
King County Camping (not in concession)	\$9,625.00	\$9,415.90	\$7,315.00
TOTAL INCOME	\$52,164.73	\$54,963.30	\$59,167.10

Expenses			
Wages	\$25,629.00	\$27,875.00	\$22,411.85
VPD Concession Fee (10%)	\$4,253.97	\$4,467.32	\$3,169.87
King County Concession Fee (15%)	\$1,443.75	\$1,443.75	\$1,091.48
Reservation Software/service charge	\$2,731.51	\$1,703.00	\$2,276.30
Website hosting (Squarespace)	\$429.00	\$429.00	\$450.00
Internet/phone	\$1,440.00	\$1,440.00	\$2,921.58
Liability Insurance	\$7,193.00	\$3,735.00	\$3,886.00
Legal/Accounting	\$1,550.00	\$1,875.00	\$3,016.50
Total Expenses	\$44,670.23	\$42,968.07	\$39,223.58
Net	\$2,174.50	\$11,995.23	\$19,943.52

VPD Plan (Th - Sunday)					
Category	2026	2027	2028	2029	2030
Income					
Watersports Rentals	\$27,356.28	\$28,313.75	\$29,304.73	\$30,330.40	\$31,391.96
Watersports Tours	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00
Watersports Paddle Camps/skills classes	\$6,500.00	\$6,500.00	\$6,700.00	\$6,700.00	\$6,700.00
Watersports Away Rentals (not in concession)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Camping (VPD)	\$2,200.00	\$2,277.00	\$2,356.70	\$2,439.18	\$2,524.55
King County Camping (not in concession)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Equipment Resale		\$2,500.00	\$5,000.00	\$5,000.00	\$0.00
TOTAL INCOME	\$36,056.28	\$39,590.75	\$44,861.43	\$45,969.58	\$42,116.51
M&O Expenses	2026	2027	2028	2029	2030
Wages	\$30,000.00	\$31,050.00	\$32,136.75	\$33,261.54	\$34,425.69
VPD Concession Fee (10%)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
King County Concession Fee (15%)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Reservation Software/service charge	\$2,300.00	\$2,300.00	\$2,300.00	\$2,300.00	\$2,300.00
Website hosting (Squarespace)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Internet/phone	\$1,440.00	\$1,490.40	\$1,542.56	\$1,596.55	\$1,652.43
Liability Insurance	\$1,250.00	\$1,343.75	\$1,444.53	\$1,552.87	\$1,669.34
Legal/Accounting	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Utilities	\$1,068.00	\$1,105.38	\$1,144.07	\$1,184.11	\$1,225.55
Total M&O Expenses	\$36,058.00	\$37,289.53	\$38,567.91	\$39,895.07	\$41,273.01
Capital Expenses					
Equipment upgrades	\$5,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$0.00
Net	-\$5,001.72	-\$7,698.78	-\$3,706.49	-\$3,925.50	\$843.50

Notes: We would scratch the tours in the first year or two in order to focus on and understand the core business.

We would not continue as the vendor for King County Camping.

Wages are for 2 staff on duty at a time working 8 hours Thursday - Sunday with one being a lead

Full rental equipment replacement