

**Proposal for Kayak Rental Services – Manitou Park**

**Submitted to:** City of Manitowoc

**Date:** October 31, 2025

**Contact:**

Phone: (920) 615-5555

Email: [nicole.l.bonin@gmail.com](mailto:nicole.l.bonin@gmail.com)

# Company Information

**Company Name:** To Be Determined

**Owners:** Nicole Bonin and Kyle Bonin

**Location:** Manitowoc, Wisconsin

**Contact:** (920) 615-5555 | Nicole.l.bonin@gmail.com

We are seeking to establish a locally owned small business dedicated to providing accessible, affordable, and eco-friendly outdoor recreation experiences in Manitowoc County. Our mission is to connect residents and visitors with the region's waterways through self-serve kayak rentals that are convenient, safe, and sustainable.

Nicole and Kyle bring a strong combination of professional expertise and community-minded passion to their self-serve kayak rental business. Nicole, a licensed clinical social worker, brings a deep understanding of well-being, mindfulness, and the restorative power of nature—values that inspire the company's mission to make outdoor recreation accessible and enriching for all. Kyle, currently serving as Vice President of Sales and Estimating while pursuing his MBA, contributes extensive experience in business development, leadership, and strategic operations. Together, their complementary strengths—Nicole's focus on people and holistic wellness and Kyle's business acumen and analytical insight—create a balanced foundation for a sustainable, customer-centered venture that promotes both community connection and environmental stewardship.

Creation of the company's LLC and marketing material will begin after acceptance of the proposal.

## Project Approach

Our proposed project involves installing a self-serve kayak rental kiosk at Manitou Park, near the existing kayak launch on the grass area. The kiosk will feature four kayaks (two single and two tandem), safety equipment, and a touchscreen interface for convenient rentals.

### Operations Plan:

The kiosk will operate seasonally from Memorial Day through Labor Day, with exception of potential appropriate weather to allow operation beyond those dates. Owners will conduct twice-weekly inspections and maintenance, ensuring safety and cleanliness. Rentals will be available from approximately 6 a.m. to 7 p.m. daily. The self-service kiosk station operates automatically to allow rentals only between dawn and dusk hours. The kiosk is ADA compliant and customers can choose this option on the interface when prompted and the kiosk will vend from the bottom storage racks for accessibility.

### Customer Service Plan:

Customers are able to rent kayaks at a first-come, first-serve basis and pay with credit card at the

kiosk station. Customers are guided by the interface to read the waiver information on the side of the station and required to agree to the waiver conditions on the interface before payment. Customers will have access to a phone line and email for assistance, including remote unlock support in instances of accidental locking of kayaks or lockers. Refunds are provided in cases of equipment malfunction or safety concern. A sample draft waiver is attached to this proposal to provide an idea of the language used in the waiver. The company would work with an attorney to finalize an official waiver.

**Maintenance Strategy:**

Equipment and PPE will be inspected twice weekly. Any damaged equipment will be immediately removed and replaced. Seasonal storage and off-season maintenance will be conducted locally. We approximate that replacement of personal flotation devices (PFDs) will be yearly and kayaks will be every three to four years.

## **Type/Brand of Paddling Equipment**

- (2) Pelican Boost 100 Single Kayaks
- (2) Pelican River Gorge 130XP Tandem Kayaks
- Adult Life Jackets
- Child Life Jackets
- Pelican Paddles

All kayaks are durable, lightweight, and suited for a range of paddling skill levels. These specific kayaks are "sit-on-top" design that offer stability, easy entry and exit, can accommodate larger body sizes, and are appropriate for recreational use.

## **Technology Overview**

The kiosk rental system is manufactured by Outdoor Vending Solutions and includes a solar-powered, self-serve kiosk station with touchscreen interface and integrated payment system and operates off of cellular service. The platform supports contactless payment and digital liability waiver acknowledgement. Outdoor Vending Solutions has been testing for a mobile application based system that would allow for reservations and possible subscription services. This would be considered in the future if and when it becomes available. The kiosk station is a modular unit that allows additional kayak and locker pieces to be added as demand increases. The station is secured to grassy areas with rebar and is able to be moved to other locations if needed. The kiosk is powered by a connected solar panel, thus not requiring a nearby power source and offers

flexibility to move it's location. An information sheet created by Outdoor Vending Solutions with frequently asked questions about the equipment is attached to this proposal.

## Implementation Timeline

Milestone	Expected Completion
City of Manitowoc approval and agreement	November 2025
Agreement development with City of Manitowoc	November-December 2025
Creation of LLC, consultation with attorney, apply for Propel Manitowoc loan, and create website/marketing materials.	January 2026
Kiosk order and installation	February 2026
Equipment delivery and setup	April 2026
System testing	May 2026
Official launch at Manitou Park	Memorial Day Weekend 2026

## Fee / Revenue Model

We are proposing the use of a community partnership model where the City of Manitowoc provides site access at Manitou Park in exchange for donated kayak rental time. As a new business, we would request the City allow us one season to build our brand recognition and test the viability of the kiosk location. For the second operational season, we would allow the City of Manitowoc to utilize 33 hours of single kayaks and 20 hours of tandem kayaks for their use. This is equivalent to an approximate \$1,000 value. Options for this use could for ticketed classes, donated to local nonprofits, use for City employees, etc.

This approach promotes tourism and outdoor recreation while minimizing administrative and financial burden for the City. See below section, Proof of Insurance, regarding applicable liability insurance.

## **City Requirements**

To facilitate operations, we request the following from the City of Manitowoc:

- Approval to install one kiosk rental station at Manitou Park near the kayak launch.
- Access to a small, level area with parking and public access.
- Support for signage placement and promotion through City tourism channels.
- Continued lawn maintenance of the area surrounding the kiosk station.

No ongoing City maintenance or staffing is required.

## **References**

### **Outdoor Vending Solutions**

Contact: Greg Agor

Email: [greg@outdoorvendingsolutions.com](mailto:greg@outdoorvendingsolutions.com)

Relationship: Equipment manufacturer and vendor with successful kiosk deployments in Wisconsin and other states.

## **Proof of Insurance**

A secured quote for applicable liability coverages are attached to this proposal. We have received approval that The City of Manitowoc would be added to the policy as an additional insured to the general liability insurance to support the City's use of the kayaks discussed in the Fee/ Revenue Model section above. The insurance company will need a copy of the written agreement with the City indicating this requirement.

Nicole and Kyle Bonin  
Manitowoc, Wisconsin  
920-615-5555  
[nicole.l.bonin@gmail.com](mailto:nicole.l.bonin@gmail.com)

## **RELEASE, INDEMNIFICATION AND HOLD HARMLESS AGREEMENT**

In consideration of participating in the sport of kayaking, and for other good and valuable consideration, I hereby agree to release and discharge from liability arising from negligence (Company Name) and its owners, directors, officers employees, agents, volunteers, participants, and all other persons or entities acting for them (hereinafter collectively referred to as "Releasees"), on behalf of myself and my children, parents, heirs, assigns, personal representative and estate, and also agree as follows:

1. I acknowledge that the sport of kayaking involves known and unanticipated risks which could result in physical or emotional injury, paralysis or permanent disability, death, and property damage. Risks include, but are not limited to, death because of drowning or brain damage caused by near drowning; broken bones, torn ligaments or strains because of falls while launching or exiting the water, or while carrying a canoe; medical conditions resulting from physical activity; and damaged clothing or other property. I understand such risks simply cannot be eliminated, despite the use of safety equipment, without jeopardizing the essential qualities of the activity.
2. I expressly accept and assume all the risks inherent in this activity or that might have been caused by the negligence of the Releasees. My participation in this activity is purely voluntary, and I elect to participate despite the risks. In addition, if at any time I believe that event conditions are unsafe or that I am unable to participate due to physical or medical conditions, then I will immediately discontinue participation.
3. I hereby voluntarily release, forever discharge, and agree to indemnify and hold harmless Releasees from all claims, demands, or causes of action which are in any way connected with my participation in this activity, or my use of their equipment or facilities, arising from negligence. This release does not apply to claims arising from intentional conduct. Should Releasees or anyone acting on their behalf be required to incur attorney's fees and costs to enforce this agreement, I agree to indemnify and hold them harmless for all such fees and costs.
4. I represent that I have adequate insurance to cover any injury or damage I may suffer or cause while participating in this activity, or else I agree to bear the costs of such injury or damage myself. I further represent that I have no medical or physical condition which could interfere with my safety in this activity, or else I am willing to assume – and bear the costs of – all risks that may be created, directly or indirectly, by any such condition.
5. If I file a lawsuit, I agree to do so solely in the state where Releasees' facility is located, and I further agree that the substantive law of that state shall apply.

6. I agree that if any portion of this agreement is found to be void or unenforceable, the remaining portions shall remain in full force and effect.

7. I agree and acknowledge personal flotation devices (i.e. life jackets) are mandatory to be worn for all people while in use of (Company)'s kayaks. State law requires personal flotation devices on board for all persons and to be worn by those under 13 years old.

8. I acknowledge and agree kayaking on Lake Michigan is strictly prohibited.

9. Customers right to possession of the equipment begins upon equipment being unlocked from the kiosk and terminates when returned and properly re-locked to the kiosk. Equipment not returned within the rental timeframe will be charged appropriately. Equipment held for longer than 24 hours will be assumed as theft and will be reported to law enforcement and/or your credit care will be charged for the cost of the equipment.

10. I agree to return to the kiosk and properly re-lock the equipment in as good condition as it was when received, with the exception of ordinary wear and tear. Customer shall be liable for all damages to equipment including in sever cases complete replacement of equipment.

11. I agree to carefully inspect the equipment prior to using to ensure there are no punctures, holes or damage that might cause the equipment to take on water. Also Check to ensure kayaks do not have water in their hull. I agree, prior to operating the equipment, to stop using the equipment and notify the customer service contacts if there are any issues with the equipment. If you later determine the equipment is not operating properly, stop using the equipment, return it and notify the customer service contacts.

12. I acknowledge and agree that jumping off of the equipment, swimming from the equipment, or any type of horseplay is strictly prohibited.

13. I acknowledge and agree that alcohol, legal substance, or illegal substance use is strictly prohibited while in use of (Company)'s kayaks. State and Federal laws prohibit use of water vessels while intoxicated.

**By signing this document, I agree that if I am hurt or my property is damaged during my participation in this activity, then I may be found by a court of law to have waived my right to maintain a lawsuit against the parties being released because of any claim for negligence.**

I have had sufficient time to read this entire document and, should I choose to do so, consult with legal counsel prior to signing. Also, I understand that this activity might not be made available to me or that the cost to engage in this activity would be significantly greater if I were to choose not to sign this release and agree that the opportunity to participate at the stated cost in return for the execution of this release is a reasonable

bargain. **I have read and understood this document, and I agree to be bound by its terms.**

Signature \_\_\_\_\_ Print Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone (\_\_\_\_) \_\_\_\_\_ Date \_\_\_\_\_

**PARENT OR GUARDIAN ADDITIONAL AGREEMENT**  
**(Must be completed for participants under the age of 18)**

In consideration of \_\_\_\_\_ (PRINT minor's names) being permitted to participate in this activity, I further agree to indemnify and hold harmless Releasees from any claims alleging negligence which are brought by or on behalf of minor or are in any way connected with such participation by minor.

Parent or Guardian \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_  
(If notarization is necessary, please sign & stamp this side of form.)



# KAYAK & PADDLE BOARD KIOSK

LOCKER SYSTEM THAT HOUSES THE PPE AND PADDLES & A RACK SYSTEM



## HOW IT WORKS



There is a locker system that houses the PPE and paddles, and then a rack system for the kayaks and/or paddle boards.

**The customer** agrees to all the liability waivers on the touch screen, selects the type watercraft they want (currently single or double kayaks or Paddle boards), selects how many hours they want to rent it for, and then swipes their credit card. The door to their PPE opens and the watercraft unlocks and away they go!

**To return the equipment**, the customer swipes the same card and the machine matches the last 4 numbers and re-opens/unlocks their spaces and they return everything.

**The machine** tells them if they have not closed the locker door or locked in the kayak properly and then computes how long they have had them out and up-charges if necessary.

**Customer receipts** can be received by emailing or texting the number on the machine with the last four digits of the card you used and we will send the receipt back to you.

**NOTE:** *The machine is programmed so that it will not vend between the hours of dusk and dawn to comply with safe boating regulations.*

# KAYAK KIOSK FAQ'S

## **WHY HAVE A KAYAK MACHINE IF I HAVE A KAYAK LAUNCH OR RENTAL SERVICE?**

The kayak machines are unmanned. This allows customers to rent equipment on their own. State parks and rental businesses have adopted this idea Nationwide due to the staff shortages and convenience of renting equipment. The machines allow people to rent equipment at their own leisure, without the hassle of transporting equipment or wondering if a rental location is open and staffed for the day.

## **HOW BIG IS EACH UNIT?**

Each module is 5 feet wide and 4 feet deep. The kayak racks are 4ft x 4 ft. The lockers are approximately 15 inches wide and 2 ft deep.

## **HOW STURDY IS THE MACHINE?**

The machine is all steel construction and is very sturdy. The feet have holes to either bolt into asphalt or cement, or we send along rebar with bolts welded on one end so you can pound them into the ground if it's on dirt.

## **HOW DO THE MACHINES WORK?**

We have a 4G secure and encrypted telemetry system that finds the strongest cell signal in the area. We also have solar powered systems where electrical outlets are unavailable. For solar, the charge controller, battery harness, solar panel with mount, come with the machine. Batteries are sent separately. Customer is responsible for purchasing a 10ft 1.5in OD pole, which can be found at stores from the electrical aisle like Lowes.

**REMOTE OPERATION?** The operator can take control of the machine to open doors, manually return equipment or troubleshoot. Sometimes people accidentally shut the doors before they get all their gear out, or after returning, leave their car keys and/or wallet in the lockers. To combat this we added a secondary router so that the owner/operator can remotely take control of the machines from their computer or smart phone and reopen lockers, unlock kayaks or manually return forgotten items. All the customer has to do is call your customer service line and you help them out quickly and efficiently.

## **HOW IS THE MACHINE SET UP?**

It arrives on site assembled and palletized, and locker can be "dollied" around by one person and then the rack attached and the roof put on. Once you have power...it is ready to vend! We have solar and AC unit or you can switch back and forth.

## **WHAT IF THERE IS INCLEMENT WEATHER?**

The operator can remotely shut off the machine.

## **HOW DOES THE MACHINE COMPLY WITH SAFE BOATING REGULATIONS?**

The machine is programmed so that it will not vend between the hours of dusk and dawn to comply with safe boating regulations.

## **HOW DO YOU GET A RECEIPT FOR THE RENTALS?**

Email the address or text the number on the machine with the last four digits of the card you used and a receipt will be sent back to you.

COMMERCIAL QUOTE

Quote Number: **RTS00217819**  
 Quote Type: **New**  
 Date: **10/27/2025**  
 Insured Name: **Kayak Rental Company**  
 Policy Term: **10/31/2025 to 10/31/2026**  
 ❖ Home State: **WI**

**Quote is valid until 12/25/2025. Policy terms may change if bound after effective date above. Validity may be voided by moratoriums, wind aggregate availability or other factors.**

**Carrier: Covington Specialty Insurance Company A.M. Best Rated: A++ XV and S&P Rated: AA+**

We are pleased to offer the following Terms and Conditions based on information received. Please review carefully as coverage may not be exactly as requested on the application.

Commercial Quote	
<u>Coverage</u>	<u>Premium without Terrorism</u>
Commercial General Liability	\$750.00 (MP)
Terrorism Premium	Excluded
Annual Minimum and Deposit	\$750.00
Total Estimated Policy Premium	\$750.00
<b>Terrorism may be added for \$100.00 + taxes.</b>	

Minimum Earned Premium

A minimum earned premium of 25% of the premium will be retained if the policy is cancelled at the insured's request. All fees are fully earned and non-refundable. Flat cancellations will not be honored.

Commercial General Liability	
<u>Limits of Insurance</u>	
General Aggregate Limit (other than Products Comp/Ops)	<b>\$2,000,000</b>
Products/Completed Operations Aggregate Limit	<b>\$2,000,000</b>
Personal and Advertising Injury Limit	<b>\$1,000,000</b>
Each Occurrence Limit	<b>\$1,000,000</b>
Damage to Premises Rented to You Limit	<b>\$100,000</b>
Medical Expense Limit	<b>\$5,000</b>
Deductible	<b>-- NO DEDUCTIBLE --</b>
<u>Location Schedule</u>	