



OCTOBER 20, 2025



COMPANY INFORMATION

Kayak Wisconsin, the first Bluetooth self-serve rental company in Wisconsin with consistently high customer service ratings. We have strategically grown our business to seven locations from Little Chute to Howard. We understand that “self-serve” does not mean no customer service needed. We provide unmatched customer service.

contact Information: Sheri Evans, Owner
Sheri@kayakwis.com. (920) 371-2836

PROJECT APPROACH, MAINTENANCE & TECHNOLOGY OVERVIEW

We will have a stand with 2 tandem kayaks and 4 single kayaks with an adjacent equipment box. That box will hold the PFDs and paddles. Customers make a reservation online at kayakwis.com which takes the customer to FareHarbor, the national leader in watercraft rentals . We program the hours, availability and inventory to ensure kayaks are not overbooked. The kayak Wisconsin team programs Bluetooth locks and handles all customer service from rental reservation to kayak returns. The customers will not contact the City of Manitowoc. We use American Canoe Association’s preferred insurance carrier.

Although the preferred way to access equipment with Bluetooth technology, some of your residents and visitors will struggle with this. As a backup plan, we use locks with built in algorithms with non-Bluetooth codes to those who struggle with Bluetooth. This is especially important with your most mature residents.

Our Perception kayaks have a 5 year warranty, and we are only now replacing the first few in our fleet on our 7th year, and those we are replacing are still in decent shape.. We will be replacing as necessary, with a schedule starting at year 5, replacing each year as necessary and by the 10th year, fully replaced. We replace handles and accessories as needed. We throw away and replace PFD’s if, after our annual deep clean, they look like something I wouldn’t want to wear.,

EQUIPMENT COMPARISON

Kayak Wisconsin purchases most of our equipment from Wisconsin-local, Zellers Sport (Allouez, WI). Most of the products are also carried by Dick's, so we picked easy to find photos of some of the same models we choose.

We visited the nearest-to-us site of a competitor in Green Bay with Bluetooth rentals. This stand was installed about 2 years ago and already looks rundown and shows rust at joints. Only one of the kayaks had a visible lifejacket (not made for paddling. It would save a life but will not be comfortable). You cannot see the condition or size of the life jacket without paying for the rental. A kayak still had a sales sticker on it that pointed out a 1 year warranty. The paddle also still had stickers.

Equipment	Kayak Wisconsin	"Theirs"
Rack	 This rack has been in service for 6 years. Re-stained this year.	Showing wear and tear after approx. 2 years of use. 
Kayaks	 Perception Pescador 12.0 Kayak Dap... \$649.99 \$850 We use various models of Perception, but chose this brand for long-term use.	 Quest Passage 100 Kayak Aur... \$349.99 DICK'S Spo... Quest kayaks have a shorter life expectancy than perception
PFDs & Paddles	 UNIVERSAL PADDLE LIFE JACKET - RED from \$79.99 Harmony Drifter Paddle, Retails at \$49.50	 Ozark Trail Paddle, Retails at \$27.64



TYPE/BRAND OF PADDLING EQUIPMENT PROVIDED

We use various Perception kayaks. We haven't seen any competitor come close to the high quality equipment we use.

We use Perception because of the durability and comfort. We get reviews consistently that rave about our high quality equipment. Cheaper sit-on kayaks are heavy and break more often.

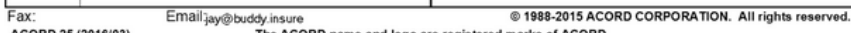
This year, we are offering one sit-in fishing kayak per location to municipalities that choose to try them and a lighter weight kayak. These are responses to customer requests. We do everything we can to make it easier for customers. Our new yaks also have molded handles, to make repairs less likely (our most common repair need is handle replacement).

We use paddling life jackets. This is from experience. The first year in business, we used cheap life jackets but if they don't have open arms, they will get disgusting sweat stains. At the end of each year, we launder them and those that are stained beyond looking fresh for the next season are replaced.

We do not even go cheap on the paddles. We use Perception Harmony paddles. they have splash guards, which offer adjustable grips and splash guards.

IMPLEMENTATION TIMELINE:

We will do all of our website and booking software implementation in the off-season. We'll be ready to go by May 1st, depending on when the concrete slab can be installed (sometimes it needs to be later because of weather). Whenever weather cooperates, we will be ready to go. If Mother Nature is kind, we'll open by Mother's Day. Worst case scenario, we will be ready to go by Memorial Day weekend. We have always been able to be open earlier than Memorial Day weekend though.



FEE/REVENUE OPTIONS

We will not change prices based on location. Either proposed location is acceptable to us.

We have 3 options and they are flexible because we work hard for customer and municipality satisfaction. Option 2 is the best deal. However, we are offering full turnkey, with a revenue sharing model, and a turnkey without an upfront cost or revenue share. It'll take so long to pay off the upfront/activation fee, that if you want turnkey, option 3 is your best option. We promise that we are giving you the best honest options--unmatched with experience.

	OPTION 1	OPTION 2	OPTION 3
UPFRONT COST	\$14,500 Turnkey. You put concrete down, we do everything else.	\$8,500 Feels like turnkey, except you own it. We'll source the materials for you and run the property.	\$0 Turnkey, with no upfront cost and no revenue sharing.
REVENUE SHARING	15% to Manitowoc. Estimated Revenue \$6,000 15% = \$900 per year Payback. In 16 years	50%. Think of it like an AirBnB property. You own it and we are the property management company. Payback approx. 3 years.	No revenue sharing. Super simple amenity for your community. If your team will bring kayaks in/out and store them, we'll pay you \$500 annually.
NOTES	We will build the rack, but if you do, deduct \$3,000.	The City of Manitowoc builds the rack in this model.	The City of Manitowoc builds the rack in this model.

Letter of Recommendation

~~PARKS~~

Brown County

305 E. WALNUT STREET
P.O. BOX 23600
GREEN BAY, WI 54305-3600

PHONE: (920) 448-6242 FAX: (920) 448-4054 WEB: www.browncountyparks.org



Matthew M. Kriese

PARKS DIRECTOR

July 31, 2024

To Whom It May Concern:

It is my pleasure to recommend Kayak Wisconsin for your upcoming project concerning kayak rental stands.

I have over 20 years of experience working in the parks and recreation field and have overseen the implementation of several projects, including the kayak rental stands present at Lily Lake County Park courtesy of Kayak Wisconsin.

The kayak rental stands provided by Kayak Wisconsin are a true asset to the county park system and provide on-demand access to Lily Lake for residents and non-residents alike. Users of the rental stands frequently comment on the accessibility of the stands and the quick and easy process of renting from Kayak Wisconsin.

The user-friendliness of Kayak Wisconsin's rental stands isn't the only thing that stands out. One of the most appealing aspects of Kayak Wisconsin is their dedication to sourcing as many materials as possible from within the state of Wisconsin, making this organization "by Wisconsin, for Wisconsin" through-and-through.

Wisconsin has a long history of outdoor recreation opportunities, and Kayak Wisconsin keeps these traditions alive through their Wisconsin-sourced kayak rental stands. I am confident that any local municipality would be as pleased as we are with Sheri and her team's work if they are chosen to complete your project. The other major benefit is there is NO additional work for you or your staff, Sheri and her team do it all!

If you would like any more information, please do not hesitate to contact me at the number listed above. I would be happy to answer any questions you may have.

Sincerely,

A handwritten signature in cursive script that reads "Matthew M. Kriese".

Matt Kriese

Director

REGARDING STAFF BUILDING A KAYAK STAND

K Kyle Casper
RE: Kayak Stand
To: Sheri Evans

Yesterday at 3:21PM

Honestly the majority of this rack was built by 1 staff member. He really only used a second staff member to help mount the rack and attach a few things to it. As for cost our material cost came to approximately \$375.00.

Let me know if you have any other questions.

Kyle Casper

Director of Parks, Recreation & Forestry

(920) 593-5515

(920) 468-4196

M-TH: 7 a.m.-4:30 p.m. & F. 7 a.m. - Noon

kcasper@villageofbellevuewi.gov



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3100 Eaton Rd.
Bellevue, WI 54311

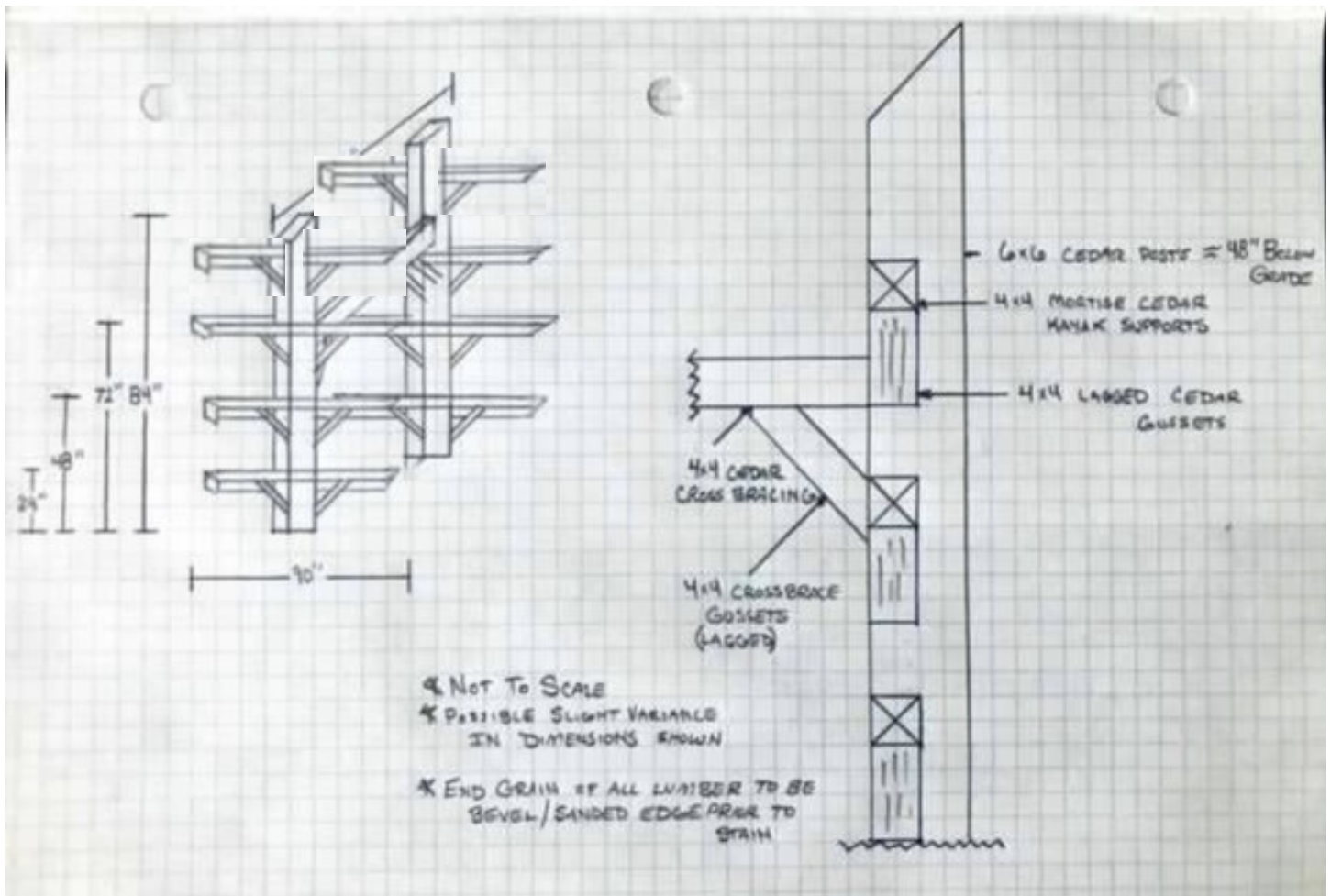
VillageOfBellevueWI.gov

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REAL (NOT STOCK) PICTURES OF OUR CUSTOMERS



RACK DESIGN



EVALUATION CRITERIA SUMMARY

Experience & Qualifications of Vendor

Please consider reading our Facebook and Google reviews to get a good sense of how our community views Kayak Wisconsin. We have unmatched passion for people and kayaking. When we started this idea in Wisconsin, we didn't expect so many competitors to copy our design. Our original plan was not to grow as much as we have, and changed our strategy when we witnessed competitors who were providing less quality products and poor experiences. Many people only rent one time per year, and we want them to love kayaking.

A few weeks ago, we had a 70 year old man struggle to unlock the kayaks. A nearby customer left his house to unlock it for the gentleman. Because of this community, we remain at a 100% success rate of accessing our equipment.

Quality & Safety of Proposed Equipment

We pick high quality, safe, durable equipment. We use sit-on top kayaks that are stable. We put whistles on our life jackets and we consistently offer safety tips to customers. Also, if we notice it a high wind or storms coming, we will personally call our customers to discuss options and often suggest cancellation.. For liability reasons, we do not tell customers we do this (because they can't depend on us to watch all weather), but we do it often to ensure paddlers are safe.

Feasibility & Reliability of Self-Serve Technology

Although most of our customers use Bluetooth, we have a low tech option, where our customer service team can provide a code to punch in, on the lock keypads.

Financial Proposal and Benefit to the City

There are revenue sharing models, but it isn't a wildly profitable business model due to fickle weather and a short season. Most reservations are on the weekends. We recommend viewing it as a community amenity rather than a revenue stream, as it'll be somewhat minimal.

Maintenance & Operational Capacity

We purposely purchase equipment that does not need much maintenance, but are responsive when needs arise. We are currently a team of 4, and will expand if necessary. We answer a lot of Customer Service calls, but not to exceed our capacity. We typically return texts within 2 minutes of receiving them.

Sustainability & Environmental Considerations

If we are open by May 3, 2026, we will offer free kayak rentals for anyone who wants to participate in watershed clean up. Our racks are wooden and look like they fit into the park aesthetic.