



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](http://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 perferred 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 alogorithms with non-Bluetooth codes to those who struggle with Bluetooth. This is espeically 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 7<sup>th</sup> 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 10<sup>th</sup> 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	 <p>This rack has been in service for 6 years. Re-stained this year.</p>	<p>Showing wear and tear after approx. 2 years of use.</p> 
Kayaks	 <p><b>Perception Pescador 12.0 Kayak   Dappe</b> \$649.99 \$850</p>	<p>We use various models of Perception, but chose this brand for long-term use.</p>  <p><b>Quest Passage 100 Kayak   Aurora</b> \$349.99 DICK'S Sporting Goods</p>
PFDs & Paddles	 <p>UNIVERSAL PADDLE LIFE JACKET - RED from \$79.99</p>	<p>Harmony Drifter Paddle, Retails at \$49.50</p>  <p>Ozark Trail Paddle, Retails at \$27.64</p>



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## 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 1<sup>st</sup>, 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.



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## CITY OF MANITOWOC RESPONSIBILITES

Provide a wooden kayak stand atop of a gravel or concrete pad.

Assist Kayak Wisconsin in mounting a security camera, if needed.

Based on package, store kayaks during the off season, and bring them back to the location at the beginning of each season (Please look at fee schedule for explanation).

## INSURANCE



### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
06/30/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERNS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME: James Paul PHONE: (804)677-3784 FAX: (A/C, No): MAIL No/Ext: (804)677-3784 E-MAIL: jpaul@iambuddy.com ADDRESS: jpaul@iambuddy.com
INSURED	INSURER(A) AFFORDING COVERAGE NAIC #
Richmond	VA 23218
INSURER A: Philadelphia Indemnity Insurance Company	
INSURER B:	
INSURER C:	
INSURER D:	
INSURER E:	
INSURER F:	

COVERS		CERTIFICATE NUMBER:		REVISION NUMBER:									
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.													
INSR	TYPE OF INSURANCE	ADDL/SUB INSR. W/CD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS							
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WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/EMPLOYEE IS EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below													
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DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The Village of Allouez, Wisconsin is named as Additional Insured for activities associated with Kayak Wisconsin's use of Village of Allouez properties..

### CERTIFICATE HOLDER

Village of Allouez, Wisconsin	CANCELLATION
SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.	
AUTHORIZED REPRESENTATIVE 	



Jay Paul

Re: New Kayak Location-Manitowoc  
To: Sheri Evans

September 5, 2025 at 5:55 AM

heri,

ood morning. Adding the City of Manitowoc as an Additional Insured should not be a problem. We sue those type certificates from our office everyday. If they have given you any particular wording that needs to be added to the certificate of insurance, it would be helpful if you could send that to me so that I can review it. If they are asking for an endorsement from the insurance company, that is not a problem but usually takes about a week for the insurance company to process endorsement requests. Let me know if you have any additional questions.

hanks,

By



Jay Paul

Co-Founder, Head of Insurance  
O: 833.462.8339 M: 804-677-3487  
email: jay@buddy.insure

[See More from Sheri Evans](#)

## 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.

 <b>KAYAK WISCONSIN</b> SELF SERVE RENTALS • KAYAKWIS.COM	<b>OPTION 1</b>	<b>OPTION 2</b>	<b>OPTION 3</b>
<b>UPFRONT COST</b>	<b>\$14,500</b>  Turnkey. You put concrete down, we do everything else.	<b>\$8,500</b>  Feels like turnkey, except you own it. We'll source the materials for you and run the property.	<b>\$0</b>  Turnkey, with no upfront cost and no revenue sharing.
<b>REVENUE SHARING</b>	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.
<b>NOTES</b>	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](http://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 of Matt Kriese.

Matt Kriese

Director

# REGARDING STAFF BUILDING A KAYAK STAND

 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](mailto:kcasper@villageofbellevuewi.gov)



Village of Bellevue  
3100 Eaton Rd.  
Bellevue, WI 54311

A great place to grow!

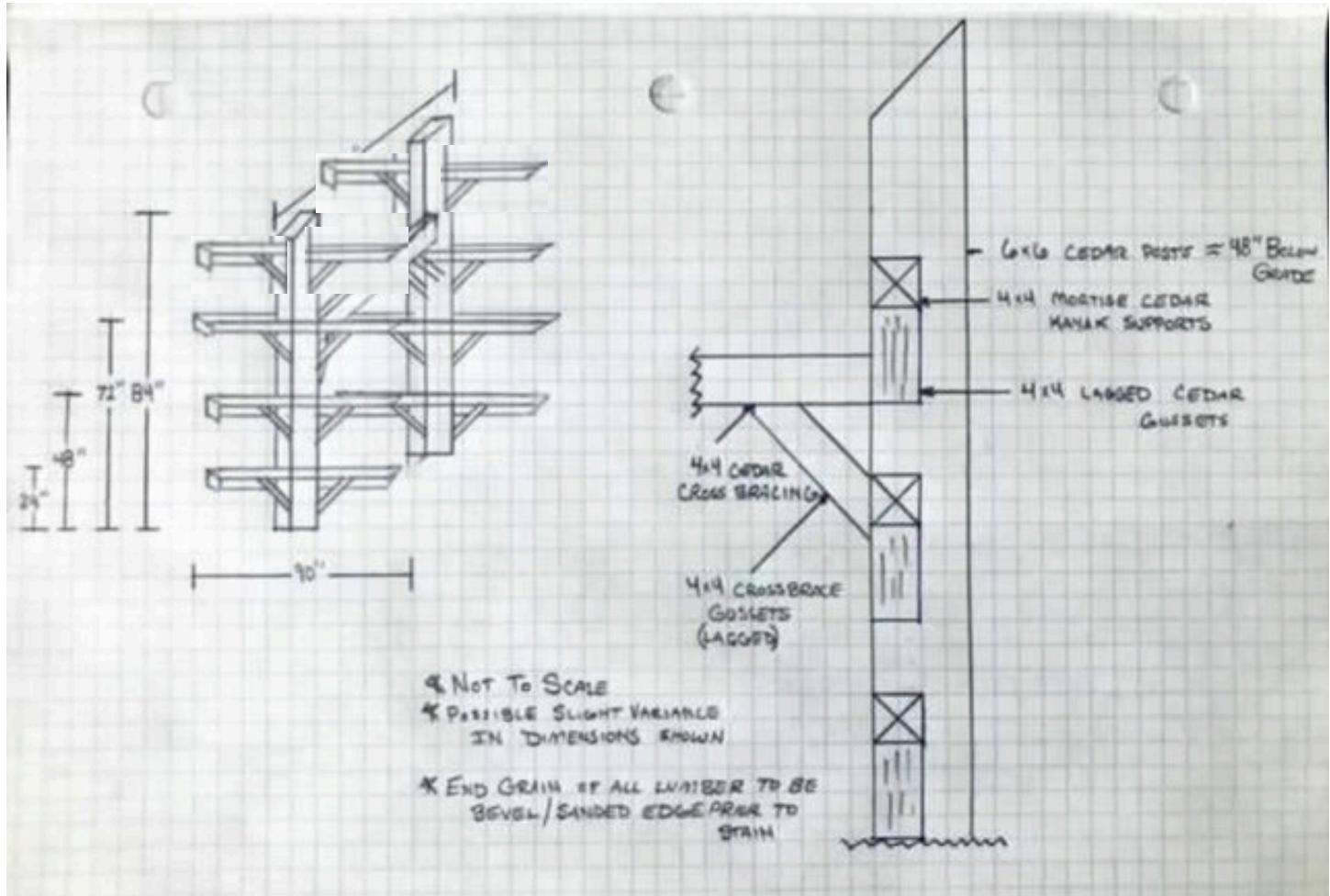
[VillageOfBellevueWI.gov](http://VillageOfBellevueWI.gov)

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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 asthetic.