

Agenda Item Report



Winnebago County
The Wave of the Future

DATE: March 28, 2022
FROM: Parks and Expo Director
RE: Kayak Rentals at Asylum Point Agreement – MidWest Rental Company

General Description: The Parks Department is proposing partnering with MidWest Rental Company out of Oshkosh, WI to offer self-service kayak rentals at the Asylum Bay Boat Landing.

Requested Action:

The Parks Department recommends that the Parks and Recreation Committee recommends to the County Board to authorize the Parks Department to enter into a contract to offer self-service kayak rentals at the Asylum Boat Landing with MidWest Rental Company out of Oshkosh, WI.

Procedural Steps:

Parks and Recreation Committee	Meeting date: 4/12/22
Action taken:	Vote: 5-0
Personnel and Finance Committee	Meeting date: 5/5/22
Action taken:	Vote: 4-0
County Board	Meeting date: 5/17/22

Background:

In 2021, the Parks Department began the process of looking at different options for providing a self-service kayak rental station at some of the County's 7 boat landings. Through a conversation with the Oshkosh Convention and Visitor Bureau, parks staff met with MidWest Rental Company staff. Through conversations we decided to offer self-service kayak rentals at the Asylum Bay Boating Landing for 2022 as a trial run. MidWest Rental Company will provide the kayaks, paddles, life vests, online registration software, and staff. The Parks Department will provide the kayak rack at a cost of roughly \$800 through the 2022 operational budget. 15% of all rental fees will be paid to the Winnebago County Parks Department through a 1-year rental agree. The agreement is valid from June 1, 2022 – October 31, 2022. After this first year, the department and MidWest Rentals will evaluate the program for a possible continuation or expansion to other boat landings in 2023. Revenue from this program will go towards the Boat Landing fund for the department.

Justification:

Renting kayaks to the general public provides a recreational opportunity to the residents of Winnebago County and tourists that may not own a kayak of their own. Also, the program has the opportunity to become a revenue generating program for the Parks Department and the boat landing program.

Attachments:

- Resolution
- Contract with MidWest Rental Company for 2022