

## MEMORANDUM

To: Kathleen Gill, Village Manager  
From: Jason Pinto, Superintendent of Recreation  
Re: Summary and Recommendation for Self-Service  
Kayak and Paddleboard Rental Program Proposals  
Date: April 30, 2026



Village of Mamaroneck  
**Parks & Recreation**

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### **Introduction**

The Village should consider a self-service kayak and paddleboard rental program at Harbor Island Park as a way to expand public access to the waterfront, increase potential recreation revenues, and provide residents and visitors with a convenient recreational amenity. The Recreation Department and Harbor Master's Office frequently receive questions from residents asking where they can rent kayaks or paddleboards at or near Harbor Island Park. Currently, there is no Village-operated rental program available at the park. Village insurance, liability considerations, and staffing limitations restrict the Village's ability to operate an in-house rental service directly. Additionally, a traditional staffed rental program may not be cost-effective or financially practical for the Village to operate in-house.

A self-service rental kiosk may help address this need by making on-water recreation more accessible, supporting greater use of Harbor Island Park, and generating revenue for the Village. It would also provide an additional service to the community without requiring the Village to operate a traditional staffed rental program or assume the staffing, operational, and liability responsibilities that come with running this type of in-house program.

The Village reviewed three potential self-service kayak and paddleboard rental program options for Harbor Island Park. The Recreation Superintendent, Harbor Master, and Village Manager met with Whenever Watersports on April 16, 2026, and met with Rent.Fun on April 29, 2026, to discuss each company's respective proposal, operating model, pricing structure, revenue-sharing options, and potential fit for the Village's waterfront recreation needs.

The Village also reviewed a proposal from Upstate Kayak Rentals; however, the Village did not meet with this vendor after initial review. Staff felt the proposal did not meet the needs of the program the Village is looking to develop at Harbor Island Park. While the company offers a lower-cost option, it appears to be a much smaller operation with a limited number of active locations compared to the other vendors reviewed. Based on the scale of the proposed program, staff did not feel comfortable moving forward due to concerns regarding overall

management capacity, operational support, liability exposure, and the ability to support a waterfront rental program of this type at Harbor Island Park.

The Rent.Fun and Whenever Watersports proposals are intended to provide public access to on-water recreation through a self-service rental model without requiring the Village to directly staff or operate a traditional kayak rental program. Both companies indicated that they provide equipment, installation, software, customer support, maintenance, insurance, and ongoing program operations.

### **Rent.Fun Proposal Summary**

Rent.Fun provides turnkey, self-service recreational equipment rental systems for municipalities and parks, including kayaks, stand-up paddleboards, and other recreational equipment. Rent.Fun's model is intended to provide public access to outdoor recreation without requiring additional Village staffing. Rent.Fun manages program logistics, including delivery, installation, equipment maintenance, customer service, marketing support, and replacement of damaged or missing equipment. Rent.Fun also hires local field service technicians to maintain the equipment and respond to operational needs.

The proposed Rent.Fun kayak and paddleboard rental system would operate through a mobile app. Users create an account, add payment information, complete the rental process through the app, and are required to agree to the terms of service and safety tutorial before renting. The system is designed for on-demand rentals, and users can view available equipment through the app.

Rent.Fun has indicated that its rental lockers are solar powered, operate through cellular service, and do not require Village-provided electricity, water, or Wi-Fi.

From a risk management standpoint, Rent.Fun states that all users must sign a digital waiver and complete a safety tutorial before renting. Rent.Fun also indicates that it adds municipal partners as additional insureds on its insurance policy and provides risk management support through waivers, life jacket requirements, and indemnification provisions. The materials provided reference \$1 million per occurrence and \$5 million aggregate coverage.

Rent.Fun also provided additional information regarding safety and equipment tracking. Rent.Fun stated that all kayaks are tracked through its rental system. If a kayak is not returned at the end of the rental period, Rent.Fun would be able to identify the rental information, contact the renter, begin the appropriate follow-up process, and, if necessary, contact emergency services or assist with starting a police report. This was an important consideration for staff, as the Village wanted to better understand how safety concerns, missing equipment, and overdue rentals would be handled.

Rent.Fun also stated that Village staff would have access to a dashboard showing rental activity. This dashboard would allow Village staff to monitor rentals and shut down or pause the rental system if a storm, inclement weather, or unsafe waterfront conditions are expected. This added

safety control would allow the Village to have oversight of the program without directly operating the rental service.

The standard Rent.Fun proposal includes a one-time activation fee with no annual service fee. For the 12-unit rental locker option, the standard activation fee is \$45,000, with a standard municipal revenue share of 30% of gross rental revenue. Following negotiations during the April 29, 2026 meeting, Rent.Fun offered the Village an enhanced proposal if the agreement is signed in May. Under the negotiated proposal, the Village would receive 37% of gross rental revenue and could use a 50/50 payment structure, with \$22,500 due in Year 1 and \$22,500 due in 2027.

The \$45,000 activation fee is a one-time startup cost for the 12-unit rental locker system. Under the negotiated payment structure, the Village would only make payments during the first two years of the program, with \$22,500 due in Year 1 and \$22,500 due in 2027. After the initial five-year agreement term, Rent.Fun has indicated there would be no additional renewal or startup fee to continue the program. As a result, once the Village recovers its initial \$45,000 investment through revenue share payments, the program would become revenue positive for the Village, while continuing to provide a waterfront recreational amenity without the Village directly operating or staffing the rental service.

Rent.Fun also provided several comparable revenue examples. Moorestown, New Jersey received \$6,756.55 last year based on a 30% revenue share. Plymouth, Connecticut had 714 rentals over the last two years, generating \$5,355 to the municipality based on a 30% revenue share. These examples should be reviewed as general reference points only, as actual Village revenue would depend on location, season length, pricing, weather, public awareness, and overall usage.

### **Whenever Watersports Proposal Summary**

Whenever Watersports also submitted a proposal for a self-serve kayak rental kiosk program for Harbor Island Park. Village representatives met with Whenever Watersports on April 16, 2026, to further discuss the proposal, operating model, pricing structure, and potential fit for the Village's waterfront recreation needs.

Whenever Watersports describes its program as a self-serve kayak rental kiosk model designed to address common barriers to on-water recreation, including high equipment costs, limited operating hours, storage and transportation challenges, and staffing constraints. The company's proposal states that it handles customer service, kiosk delivery and installation, equipment, waivers and insurance, software and reporting, maintenance, remote operations, and marketing.

The Whenever Watersports proposal identifies three kiosk size options. A 4-slot kiosk is listed at 4 feet 9 inches by 6 feet 6 inches, an 8-slot kiosk is listed at 4 feet 9 inches by 11 feet 4 inches, and a 12-slot kiosk is listed at 4 feet 9 inches by 18 feet 1 inch. The proposal states that all kiosk models can hold tandem kayaks, single kayaks, and paddleboards.

The Whenever Watersports proposal lists standard pricing options as follows: \$19,999 for a 4-slot kiosk, \$29,999 for an 8-slot kiosk, and \$39,999 for a 12-slot kiosk. The proposal lists a 20% revenue share to the Village and a five-year service agreement with no service agreement fee, with additional one-year extensions at no cost.

Whenever Watersports stated that standard wear and tear, equipment replacement, and missing accessories are covered by the company. However, the proposal includes non-standard repair language that may allow certain repair or replacement costs to be deducted from the Village's revenue share in extreme scenarios, such as large-scale vandalism or a major weather event destroying the entire kiosk.

During the April 16, 2026, meeting, Village staff attempted to negotiate more favorable terms with Whenever Watersports; however, the company held firm on its proposal and did not appear willing to provide additional flexibility. Staff also had concerns about the level of ongoing support the Village would receive after installation. Based on the discussion, staff was not comfortable that Whenever Watersports would provide the level of partnership, responsiveness, and operational support needed for a waterfront rental program at Harbor Island Park. Staff also asked specific questions regarding safety procedures and operational issues, including what would occur if a kayak went missing or was not returned. The company was unable to provide a clear response that addressed staff's concerns. For these reasons, staff does not recommend Whenever Watersports as the preferred vendor for this program.

### **Upstate Kayak Rentals Proposal Summary**

The Village also reviewed a proposal from Upstate Kayak Rentals for a self-serve kayak rental kiosk system. The proposal states that the company currently operates 15 active rental locations and offers a patented self-serve kayak rental kiosk system.

The Upstate Kayak Rentals proposal includes one self-serve kayak rental kiosk, six Perception kayaks, six U.S. Coast Guard-approved life jackets, six paddles, and three pre-programmed smart locks. Customers reserve and pay online through the Upstate Kayak Rentals website and receive automated instructions and an access code by text and email. The proposal states that rentals are available seven days a week from 7:00 a.m. to 7:00 p.m. and are offered in three-hour increments.

The proposal lists a turnkey kiosk cost of \$15,000 plus delivery, with a 30% revenue share to the municipal/property owner partner and 70% to Upstate Kayak Rentals. The proposed agreement term is a three-year licensing and operating agreement.

After initial review, the Village did not schedule a meeting with Upstate Kayak Rentals. While the proposal presents a lower upfront cost, it appears to be a smaller-scale model than the other proposals reviewed. Staff had concerns regarding management capacity, operational support, liability exposure, and whether the company could provide the level of program oversight needed for Harbor Island Park.

Additional concerns include the company's requirement that rentals only be permitted if participants have a paddle buddy, which could limit accessibility for individual residents or visitors who may want to rent on their own. The proposal also appears to place more day-to-day responsibility on the Village. The Village would be responsible for checking life jackets and paddles before use. While Upstate Kayak Rentals would provide an initial supply of life jackets and paddles, it would fall on the Village to monitor inventory and replace any missing or damaged equipment. The company's involvement appears to be limited primarily to responding when a kayak itself is damaged, leaving most daily oversight, equipment checks, and operational responsibility with the Village.

For these reasons, staff does not recommend moving forward with Upstate Kayak Rentals.

### **Revenue Share Example and ROI Projection**

For planning purposes, the recommended Rent.Fun 12-unit option has a one-time activation fee of \$45,000, with no annual service fee listed in the proposal materials. Under Rent.Fun's negotiated 50/50 payment structure, the Village would pay \$22,500 in Year 1 and \$22,500 in 2027. If the agreement is signed in May, the Village would receive 37% of gross rental revenue.

In addition to the revenue share from gross rental revenue, the Village may also see increased revenue from kayaking and paddleboard launch fees at the Harbor Island Park boat ramp. The Village currently charges a \$20 launch fee for kayak and paddleboard launches and a \$30 fee for those parking at Harbor Island Park and launching. A self-service kayaking and paddleboard rental program would likely increase the number of launches from Harbor Island Park, which could generate additional boat ramp revenue for the Village. This additional launch revenue is not included in the ROI projections below and would be in addition to the Village's 37% share of gross rental revenue.

Rent.Fun's standard rental rate is \$25 for a two-hour rental. The Village is seeking to set the Harbor Island Park rental rate at approximately \$35 to \$40 for a two-hour rental, subject to final agreement with Rent.Fun. A higher rental rate would reduce the number of rentals needed to reach the gross annual revenue examples shown below and may improve the overall return on investment.

As an example, if the Harbor Island Park location generated \$25,000 in gross annual rental revenue, the Village's 37% revenue share would equal approximately \$9,250 per year. Over the initial five-year term, this would generate approximately \$46,250 in Village revenue, which would slightly exceed the \$45,000 activation fee. Under this example, the Village would recover the initial activation fee in approximately 4.9 years, before accounting for any additional indirect benefits such as expanded public access, avoided staffing costs, increased use of Harbor Island Park, and additional boat ramp launch fee revenue.

<u>Example Gross Annual Rental Revenue</u>	<u>Village Share at 37%</u>	<u>Estimated 5-Year Village Revenue</u>	<u>Estimated Net After \$45,000 Activation Fee</u>	<u>Rentals Needed at \$25</u>	<u>Rentals Needed at \$35</u>	<u>Rentals Needed at \$40</u>
\$25,000	\$9,250	\$46,250	\$1,250	1,000	715	625
\$30,000	\$11,100	\$55,500	\$10,500	1,200	858	750
\$35,000	\$12,950	\$64,750	\$19,750	1,400	1,000	875

For example, at Rent.Fun’s standard \$25 two-hour rental rate, the program would need approximately 1,000 rentals per year to generate \$25,000 in gross annual rental revenue. At a \$35 to \$40 two-hour rental rate, the same \$25,000 gross revenue target would require approximately 625 to 715 rentals per year.

For comparison, Rent.Fun provided an example from Moorestown, New Jersey, where the municipality received \$6,756.55 last year based on a 30% revenue share. This would represent approximately \$22,521.83 in gross rental revenue. At the Village’s proposed 37% revenue share, the same gross revenue would result in approximately \$8,333.08 in annual Village revenue. At that level, the Village would recover the \$45,000 activation fee in approximately 5.4 years.

These projections are provided for discussion and planning purposes only. Actual revenue will depend on final rental rates, season length, weather, location visibility, public demand, marketing, launch conditions, and overall usage. However, based on the proposed 37% revenue share, the absence of an annual service fee, the potential for a higher local rental rate, and the potential for additional boat ramp launch fee revenue, the Rent.Fun proposal provides a reasonable path for the Village to recover the upfront activation fee while also adding a new waterfront recreational amenity for residents and visitors.

Because the \$45,000 activation fee is a one-time cost and there is no additional renewal or startup fee after the first five-year term, the Village would be positioned to become revenue positive after the initial return on investment is achieved.

**Recommendation**

After reviewing the proposals and meeting with Rent.Fun and Whenever Watersports, staff recommends that the Village move forward with Rent.Fun as the preferred vendor for a self-service kayak and paddleboard rental program at Harbor Island Park, subject to final review by the Village Manager, Village Attorney, Recreation Department, Harbor Master, Parks staff, and any other appropriate Village departments.

Staff recommends the 12-unit rental locker option for Harbor Island Park. The 12-unit option has a one-time activation fee of \$45,000. Under Rent.Fun's negotiated 50/50 payment structure, the Village would pay \$22,500 in Year 1 and \$22,500 in 2027. If the agreement is signed in May, the Village would receive 37% of gross rental revenue. Staff believes the 12-unit option provides an appropriate balance between equipment capacity, available waterfront space, public demand, and potential revenue generation for Harbor Island Park.

Rent.Fun appears to best meet the Village's goals for this program by offering a fully managed, turnkey rental model that would expand public access to waterfront recreation without requiring the Village to operate, staff, or directly manage a traditional rental program. Rent.Fun handles installation, maintenance, customer support, equipment replacement, local marketing, and delivery, and the public contacts Rent.Fun directly for billing or technical support.

Staff also recommends Rent.Fun because its proposal appears to provide a strong overall risk management and safety structure. Rent.Fun requires users to complete a digital waiver and safety tutorial through the app, provides life jackets, adds municipal partners as additional insureds, provides insurance coverage as part of its program, tracks kayaks through its rental system, and provides Village staff with dashboard access to monitor or pause rentals during storms, inclement weather, or unsafe waterfront conditions.

While Rent.Fun's upfront activation fee is higher than the other proposals reviewed, staff believes the overall structure may provide the best long-term value for the Village. Rent.Fun's negotiated 37% gross revenue share is higher than the standard 30% Rent.Fun proposal, the 20% revenue share proposed by Whenever Watersports, and the 30% revenue share proposed by Upstate Kayak Rentals. Rent.Fun has also offered the Village a 50/50 payment structure, which would spread the activation fee over two years.

Based on the information provided, staff recommends that the Village continue discussions with Rent.Fun and request a final agreement, insurance documentation, language indemnification final site layout, implementation timeline, and any additional materials needed for Board of Trustees review and consideration. Staff does not recommend moving forward with Upstate Kayak Rentals due to concerns regarding program scale, management capacity, operational support, and liability exposure. Staff also does not recommend Whenever Watersports as the preferred option due to concerns regarding the proposed terms, lack of flexibility during negotiations, unresolved safety and equipment return procedures, and the level of ongoing operational support after installation.

### **Parks & Recreation Commission Review**

The memo and proposals were reviewed by the Parks & Recreation Commission at its May 6, 2026, meeting. The Parks & Recreation Commission recommended that the Village charge a \$35.00 rental rate for a two-hour rental. The Commission also recommended that the Village continue to charge the standard parking rate for patrons parking at Harbor Island Park but waive the \$20.00 kayak and paddleboard launch fee for patrons renting from the self-service

kayak and paddleboard rental station. The standard Harbor Island Park parking rate is \$8.00 Monday through Thursday and \$12.00 on Fridays, Saturdays, Sundays, and holidays.

Following the Parks & Recreation Commission meeting, staff received and followed up on several additional questions from Commission members. These questions included whether tandem kayaks could be included in the 12-unit setup, whether an adult renter would be allowed to bring a child on a tandem kayak or paddleboard, whether the Village could charge a higher rate for tandem kayaks, and whether staff could conduct reference checks with other communities currently using Rent.Fun.

Rent.Fun confirmed that the 12-unit setup can include a mix of single kayaks, tandem kayaks, and paddleboards. Rent.Fun also confirmed that if the renter is over 18 years old, a child may join the rental. Rent.Fun stated that its current recommendation is to charge the same rental rate for single and tandem kayaks in order to keep the program affordable and encourage public access to the water; however, the company indicated that pricing could be reviewed and adjusted based on usage data, feedback, and the Village's needs.

Staff also completed reference checks with other communities using Rent.Fun. Overall, the references provided positive feedback regarding community use, public interest, and the ability to offer kayak rentals without hiring additional municipal staff. Some communities also indicated that they were expanding or considering expanding their rental programs due to usage and community interest. The primary concern raised during reference checks related to maintenance response time, local technician availability, and technician turnover.

Staff followed up with Rent.Fun regarding these maintenance concerns. Rent.Fun acknowledged that some of the referenced communities were early partners and stated that the company has made improvements to its maintenance operation over the last year and a half. Rent.Fun stated that it has added more hands-on technician training, opened satellite offices, opened its closest regional office to Mamaroneck in Lancaster, Pennsylvania, and hired full-time W2 Regional Managers to oversee local technicians, support field response, and conduct scheduled and random audits of lockers, equipment, QR codes, and rental systems. Rent.Fun also stated that if an issue occurs at Harbor Island Park, its team is structured to triage the issue, coordinate local technician support, and work to prevent small issues from becoming extended downtime.

The Parks & Recreation Commission consists of nine residents and one Trustee Liaison. The Trustee Liaison does not vote, and one Commission member was absent from the meeting. The Parks & Recreation Commission voted 7-1 to recommend that this item move forward to the Board of Trustees Work Session scheduled for Monday, May 11, 2026.

# RENT! FUN

## KAYAK

Activate your parks and open spaces with self-service equipment rentals



# Unlock Your Parks' Potential

Rent.Fun provides a **turnkey, self-service rental solution** that **requires no additional staff** while making outdoor recreation more accessible to your community. Our **fully managed system** increases park usage, enhances community engagement, and generates revenue—all without the headaches of maintenance, operations, or liability concerns.

We handle **everything**—from installation and maintenance to customer support—so you can focus on what matters most: creating a thriving, active community.

## Promoting Wellness

**28,242**

Rentals in **2024**

## Community Engagement

**200+**

Locations in **USA**

## Attracting Visitors

**16,457**

Active users in **2024**



# Self Service Kayak Rental

## Let us do all the work!



### FULL-SERVICE MAINTENANCE

Rent.Fun hires local Field Service Technicians who provide ongoing maintenance to the locker and all rental equipment.



### LOCAL MARKETING

We'll host a website for your program. We will provide you with and share coupons to drive traffic. Our partnerships will also distribute discounts to drive usage.



### EQUIPMENT REPLACEMENT

As equipment gets damaged or goes missing, we repair and replace so your station is always ready to go.



### RISK MANAGEMENT

All users must sign a digital waiver and complete a safety tutorial in app prior to rentals. Rent.fun will add your city as an additionally insured on our \$1M per occurrence, \$5M aggregate insurance policy.



### DELIVERY AND INSTALLATION

Rent.Fun handles delivery and installation. Our Smart Lockers can be installed on any surface and do not require access to electricity or wi-fi.



### CUSTOMER SUPPORT

The public contact us, not you. Our team is on call 7 days per week to assist users with billing or technical issues via live chat.



# Risk Management

## Tutorial Screens



### ➤ Life Jackets Provided

All users must wear a life jacket.

### ➤ User Waivers

Releases the city/landowner from liability.

### ➤ Indemnification for Cities

In the event of an incident, we fully manage and cover the process.

### ➤ Insurance Coverage

Rent.Fun holds a **\$1M general liability policy**..

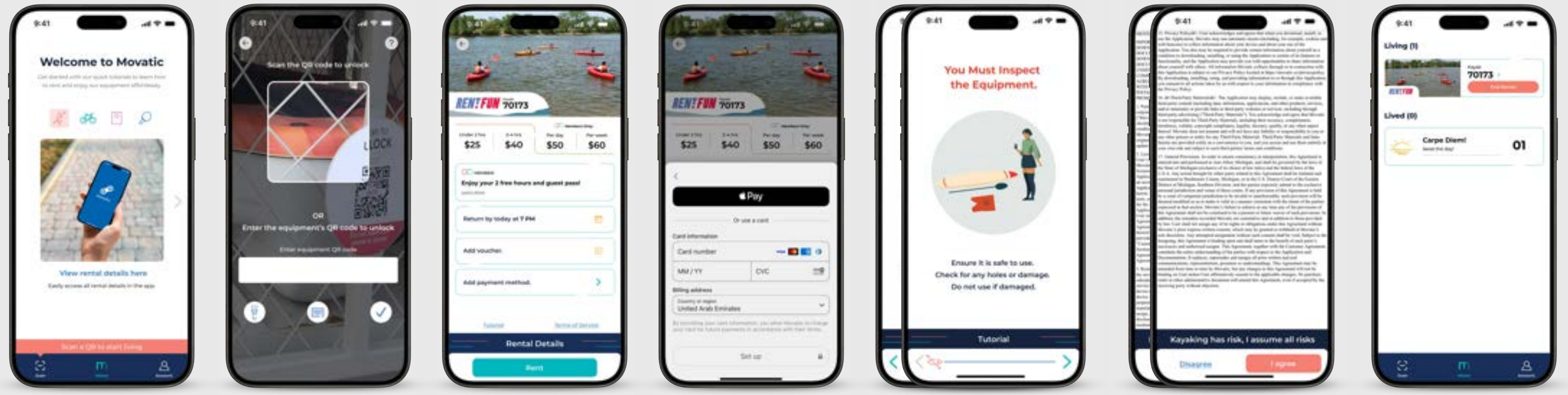
## Terms of Service



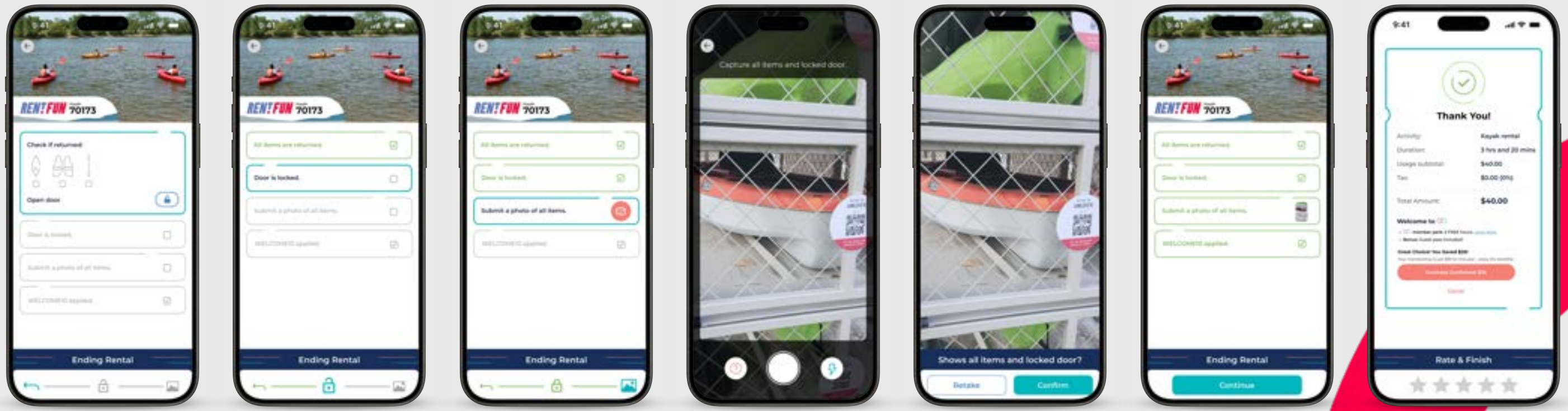
**Renter must agree to TOS and Tutorial before renting.**

# Rental Process

## Starting Rental



## Ending Rental



One-time  
Activation Fee,  
**No Annual  
Service Fees**

## 8 - UNIT



**\$35,000**

Activation Fee (one time fee)

### PROGRAM DETAILS

City Rev Share: 30%

Term: 5 years

Renewal: No Cost

### SERVICES

Software Set Up

Standard Marketing Package

Monthly Utilization Reporting

7-day customer support

Installation

City-Branded Signage

### EQUIPMENT

Paddles

Adult Lifevests

Single Kayaks

Tandem Kayaks or Paddleboards

## 12 - UNIT



**\$45,000**

Activation Fee (one time fee)

### PROGRAM DETAILS

City Rev Share: 30%

Term: 5 years

Renewal: No Cost

### SERVICES

Software Set Up

Custom Website

Monthly Utilization Reporting

7-day customer support

Installation

City-Branded Signage

### EQUIPMENT

Paddles

Adult Lifevests

Single Kayaks

Tandem Kayaks or Paddleboards

## 16 - UNIT



**\$55,000**

Activation Fee (one time fee)

### PROGRAM DETAILS

City Rev Share: 30%

Term: 5 years

Renewal: No Cost

### SERVICES

Software Set Up

Custom Website

Monthly Utilization Reporting

7-day customer support

Installation

City-Branded Signage

### EQUIPMENT

Paddles

Adult Lifevests

Single Kayaks

Tandem Kayaks

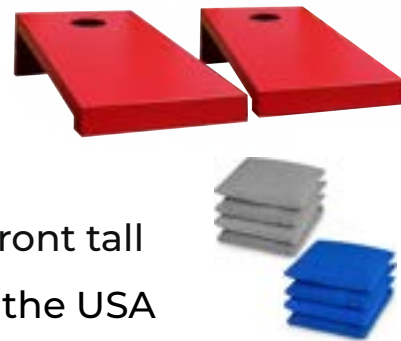
Paddleboards

# Lawn Games

## CORNHOLE BOARDS

### Infrastructure Purchase

- 8 Bean Bags
- 2 Cornhole Boards
- Color Variety
- 47" long, 24" wide, 12" rear tall and 4" front tall
- Steel Fabricated in the USA
- Gravel base with oyster shell finish
- With Treated Wooden Frame



### Plus

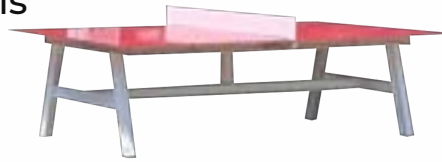
- 1 Locker operated by Rent.Fun

➤ \$6K

## PING PONG TABLE

### Infrastructure Purchase

- 10 Ping Pong Balls
- 4 Paddles
- Ping Pong Table
- 8' long, 5' wide and 2.5' tall
- Aluminum Base
- Steel Top Fabricated in the USA
- Gravel base with oyster shell finish
- With Treated Wooden Frame



### Plus

- 1 Locker operated by Rent.Fun

➤ \$8K

## BOCCE BALL LANE

### Infrastructure Purchase

- 8 Bocce Balls
- 1 Pallino
- 1 Measuring Rope
- Gravel base with oyster shell finish
- With Treated Wooden Frame



### Plus

- 1 Locker operated by Rent.Fun

➤ \$6K

## PUTTING GREEN LANE

### Infrastructure Purchase

- 2 Telescopic Mini Golf Putters
- 4 Golf Balls
- Astro Turf Applied to Concrete
- With Treated Wooden Frame



### Plus

- 1 Locker operated by Rent.Fun

➤ \$6K

## GAME KIOSK/LOCKER

### SERVICE

- 2 Bays
- 12" long, 12" wide and 4' tall
- Unlock with QR Code
- Solar Panel
- Powder Coated Steel

➤ \$3K

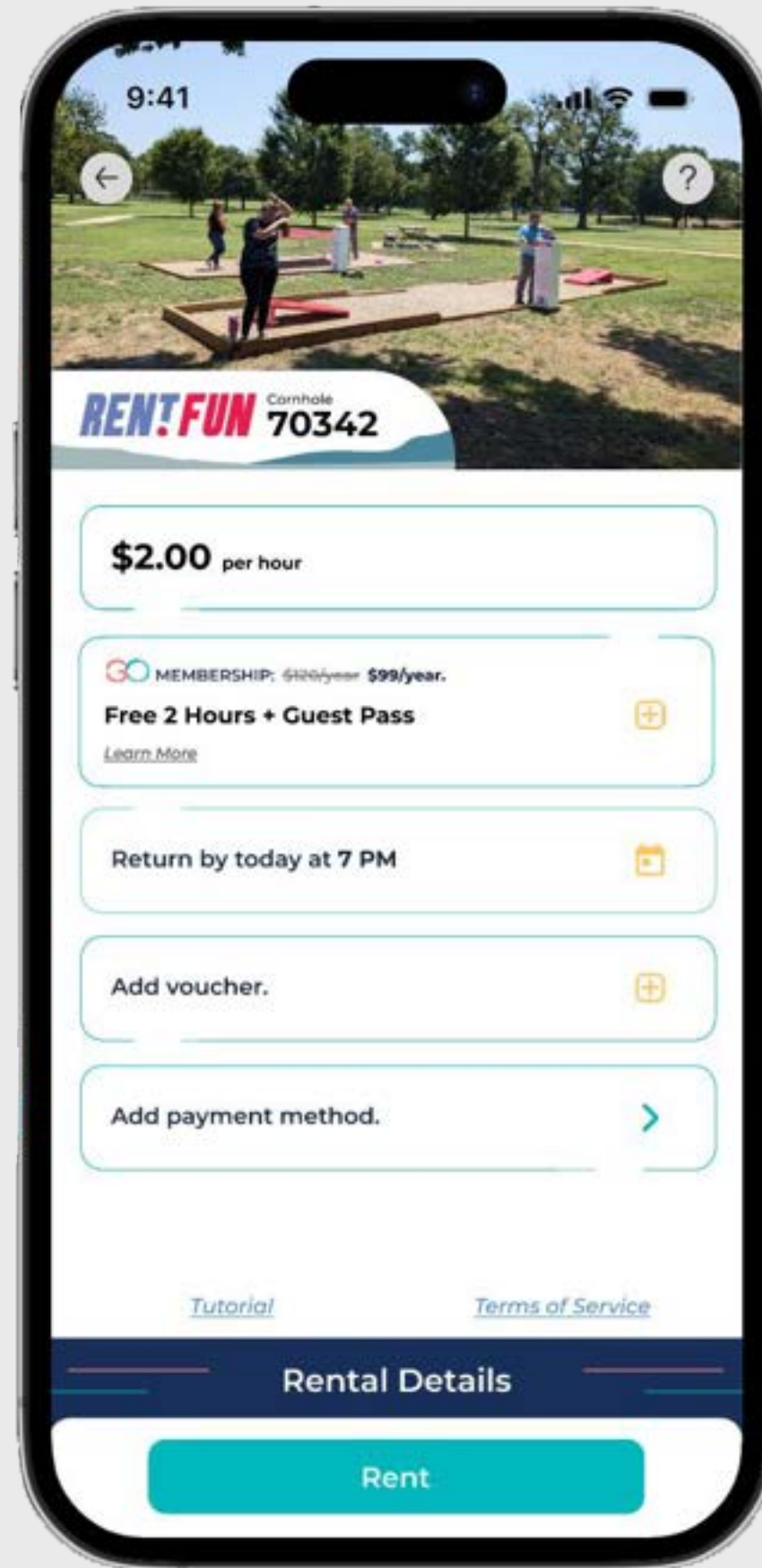
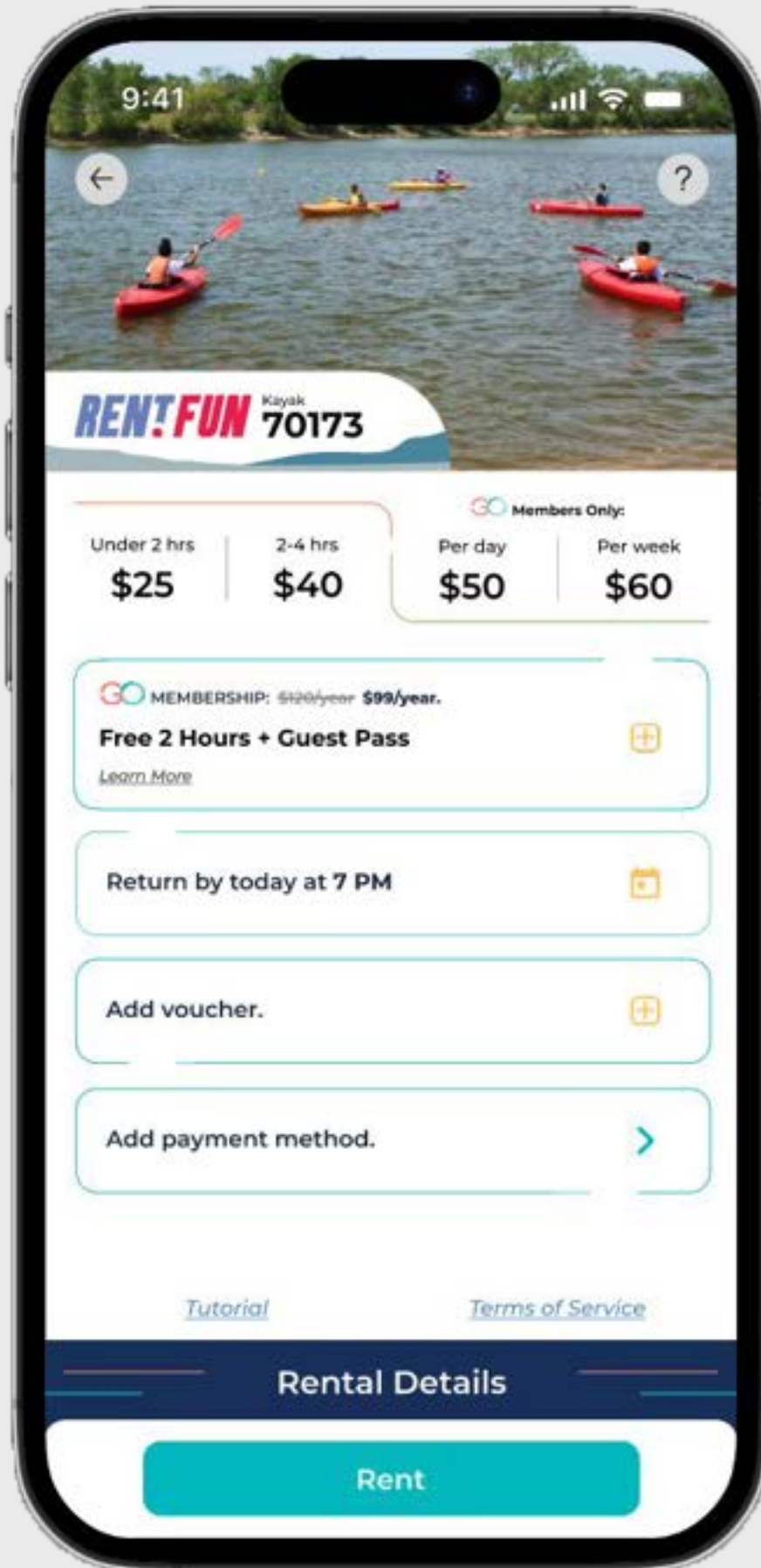


- Software Set Up
- Custom Website
- Monthly Utilization Reporting
- 7-day customer support
- Installation
- City-Branded Signage

### PROGRAM DETAILS

- Revenue Share: 10%
- Term: 5 years

# Rental Pricing



## Price is Accessible

But allow for us to do couponing to drive usage.

## Movatic GO Membership

### Creates Lifelong Customers

Pricing must be competitive compared to kayak ownership.

## Movatic GO Membership

### Can Access Long-term Rentals

Trusted long term members increase customer value

# RENT.FUN ON MOVATIC GO MEMBERSHIP

Movatic, through its **GO** membership, is creating a nationwide *endless garage* for your residents. This means members have access to the equipment they would typically store in their garage, anywhere and anytime to fully enjoy their community!

Rent.Fun's network is joining with other providers across the country, forming the largest recreational and mobility network in the nation.



 **NEW USERS**

Discovery by new users through advertisement by Go

 **INCREASED RENTER RETENTION**

Supports day week rentals

 **INCREASED RENTER VALUE**

Rent vs. Buy

## Your **Endless Garage**

For only \$120/year

Access more with **GO**

**\$99** /year

Every rental has a guest pass



**FREE 12 HOURS BIKE RENTAL**

Enjoy free 12-hour bike rentals daily to explore.



**FREE 2 HOURS KAYAK & LAWN GAMES RENTAL**

Enjoy 2 hours of free kayak and lawn game rentals daily.

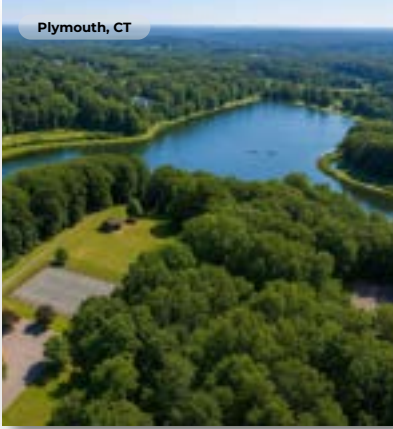
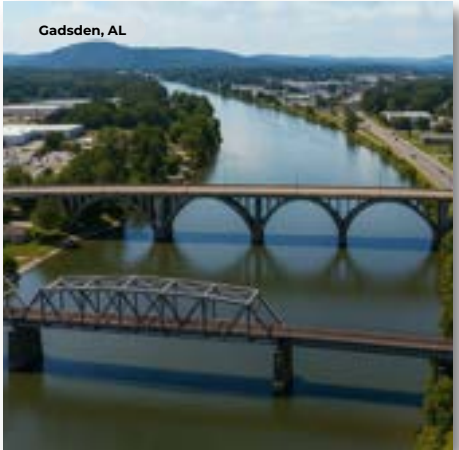


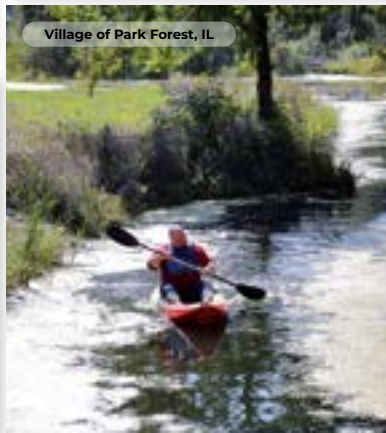
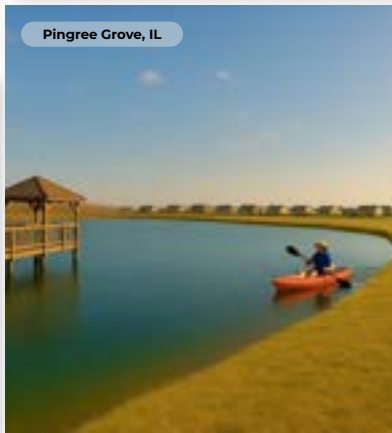
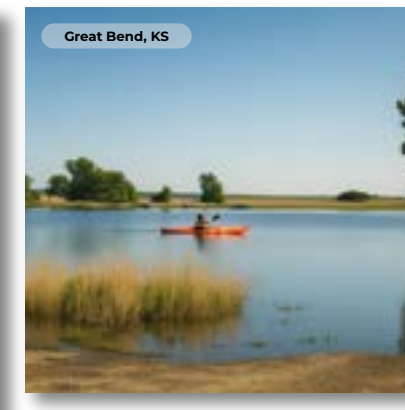
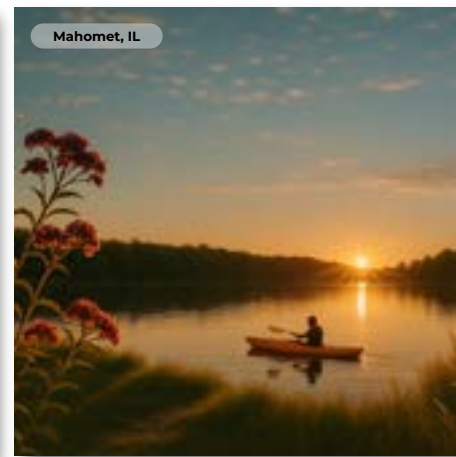
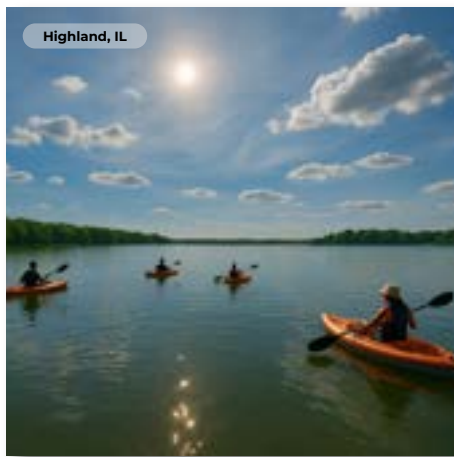
**30% OFF E-BIKE RENTALS**

Get 30% off E-bike rentals.

# Portfolio

200+ locations nationwide







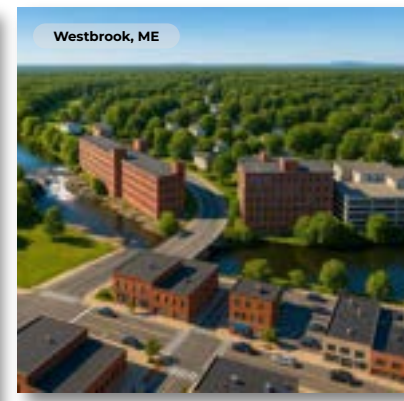
Town of Delhi, NY



Town of Mamakating, NY



Town of Montgomery, NY



Westbrook, ME



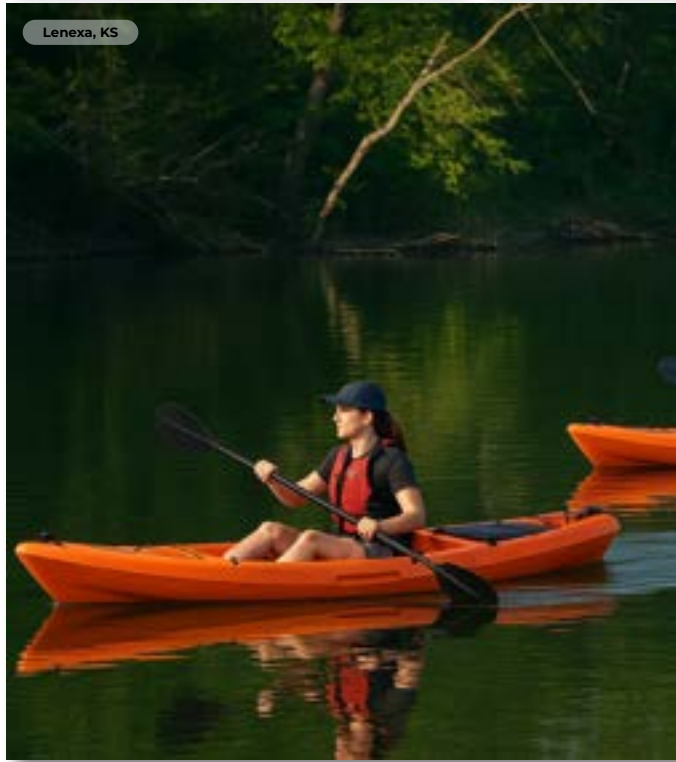
Waterfront Partnership of Baltimore, MD



Prince George's County, MD



Franklin, MA



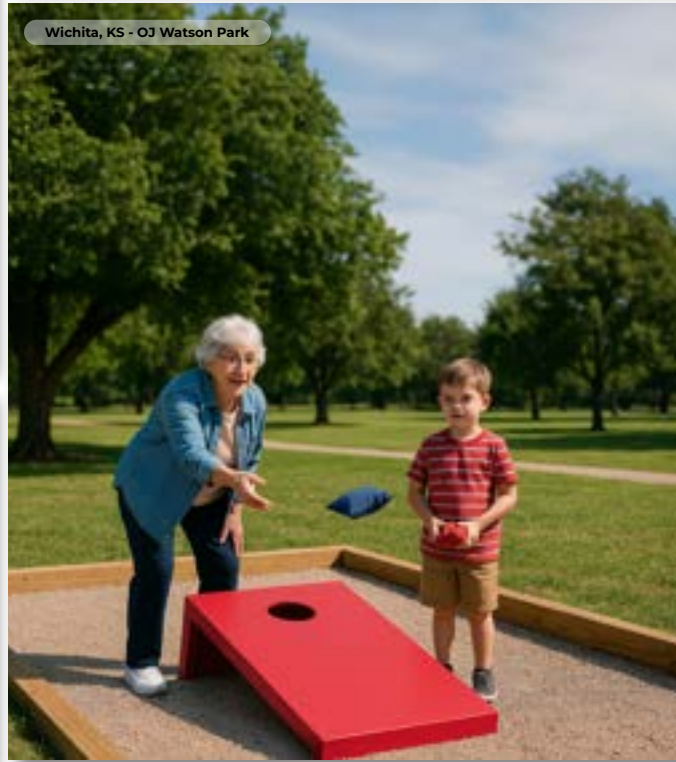
Lenexa, KS



Warsaw, IN - Center Lake



Fort Scott, KS



Wichita, KS - OJ Watson Park



Olathe, KS



Lawrence, KS



Jetmore, KS - HorseThief Reservoir



Johnson County, KS



Georgetown Scott, KY - Cardome Park



Shelby County, KY



Wichita, KS - Riverside Tennis Center



Auburn, ME



Wichita, KS



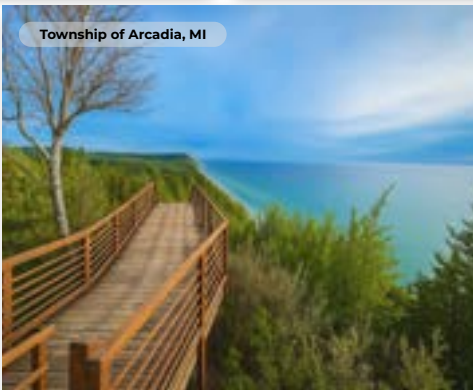
Genesee County, NY



Port Sanilac, MI



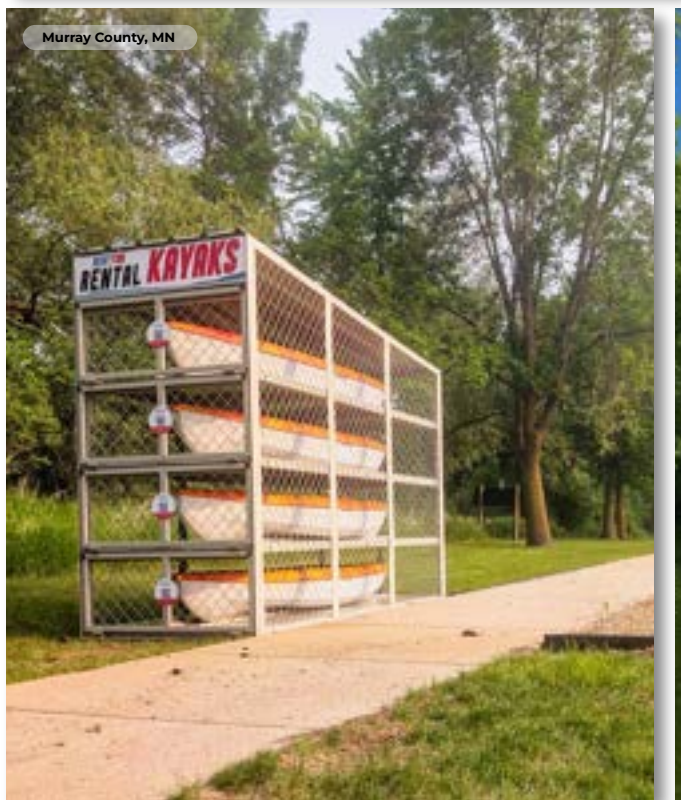
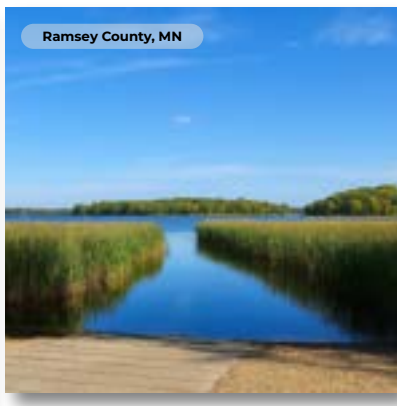
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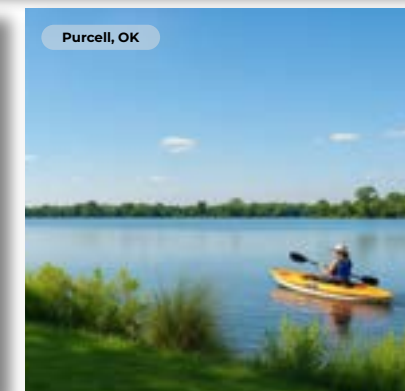
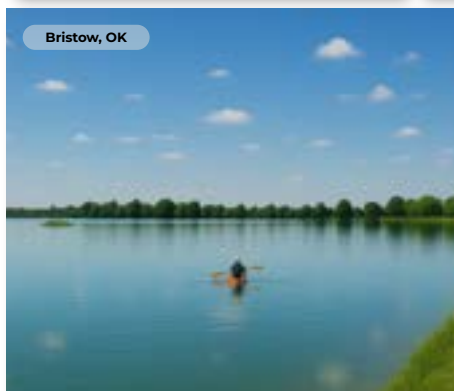
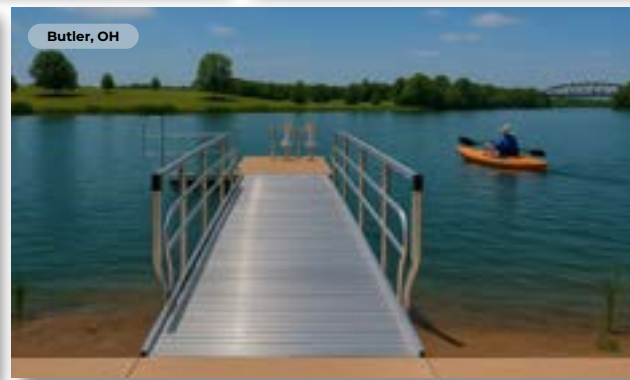
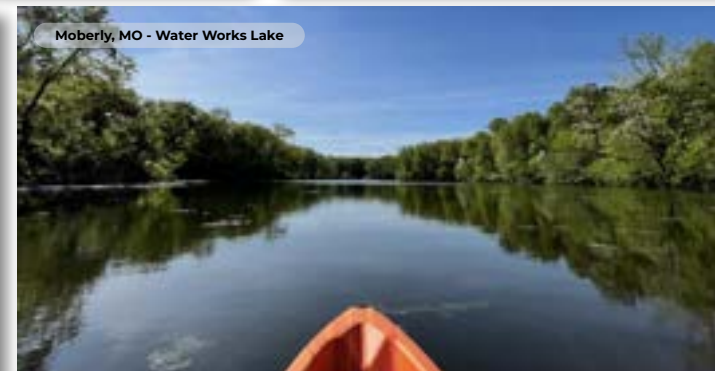
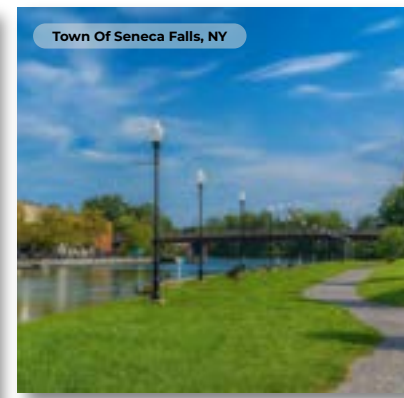
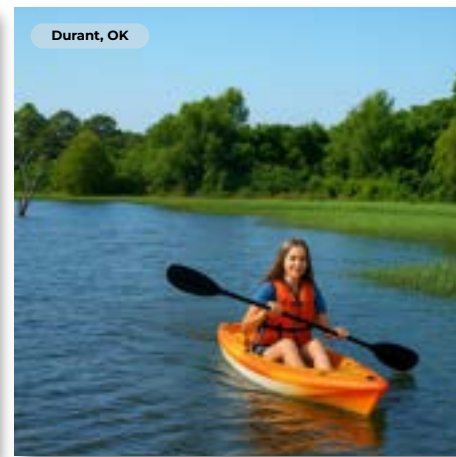
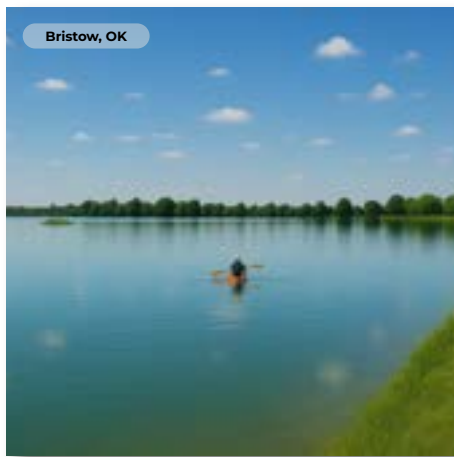


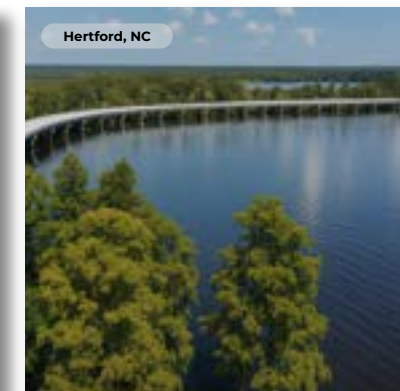
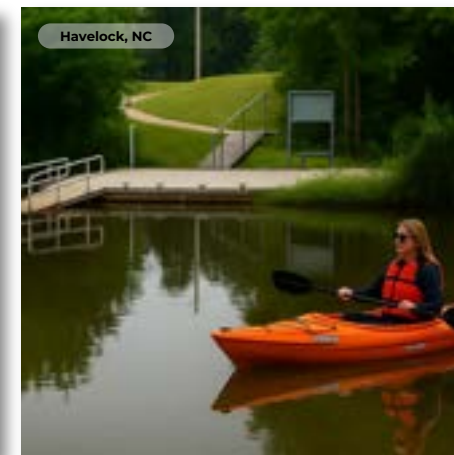
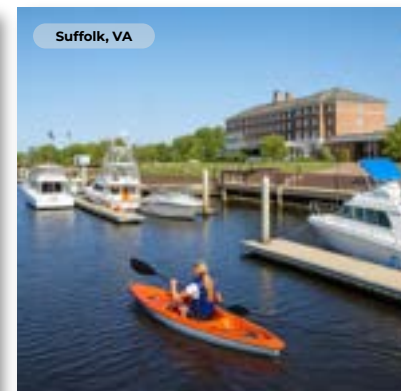
Township of Arcadia, MI



Oakland, MI







TRUSTED BY

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*“People are loving the kayak rentals and the self-service approach is really reducing the burden on our staff.”*

— Celeste Lewis, Olmsted County, MN

# FAQS



## THE RENTAL PROCESS

### How do people pay for the rentals?

All users must create an account in the Movatic mobile app and add their credit or debit card information prior to starting a rental.

### Are there any age restrictions?

Yes, users must be 18 and up to rent our equipment.

### Do you have to make a reservation in advance?

No. All rentals are on demand and no reservations are required. Users can look in the app to see how many kayaks are available in real time.

### How do you know if equipment is returned?

Users must use the mobile app to take a photo of the equipment in the locker prior to ending their rental.

### Movatic Go Rental Revenue Rebate

Movatic Go memberships provide rental discounts to members. At month's end, Movatic issues an \$8 credit to rental operators as reimbursement for discounts provided. This credit is distributed proportionally across all rentals made under the membership that month but will not exceed the original discount given per rental.



## LOCATION REQUIREMENTS

### Is a concrete pad required?

Yes or a gravel pad. If you are unable to provide one ask us for a quote.

### Are utilities are required?

No. Rent.Fun units are solar-powered and do not require access to water or electricity.

### Is wi-fi required?

No. Rent.Fun rental stations operate on cellular technology. You need to have at least one bar of cell service at the location.

### Who performs the installation?

Rent.Fun technicians install all equipment, with no support from your staff. Once you are Site Ready we will bundle your launch with other installs in the area, helping us keep our prices low. Installation occur within 3 month of Site Ready.

### What happens in the event of a flood?

Our cage can take on up to 3 feet of water. If we expect higher water levels, we move the cage off site and put it back after the flood.



## EQUIPMENT MANAGEMENT

### Does the city have any maintenance obligations?

No.

### Who maintains the equipment?

For every Rent.Fun program, we recruit, hire, and train a part-time Field Service Technician local to your community (within a 30 minute drive of the install).

### How often is the equipment inspected?

Typically monthly, through a combination of Preventative Maintenance Checks and Reactive Repairs. Inspection rates increase with usage.

### If something is damaged or goes missing, what is the turnaround time to replace?

The most common issue is missing or damaged life vests and paddles. Rent.Fun will provide a safety stock of these items to ensure prompt replacement.

### Can the city access the equipment or the locker in the case of an emergency?

Yes, we provide admin access to unlock units remotely.



## LIABILITY & RISK MANAGEMENT

### Do users sign waivers?

Yes, all users must sign a waiver in the rent.fun mobile app prior to taking a rental. The waiver expressly releases the city / land owner from liability. Waivers may be customized to further meet the needs fo our city / land owner partners.

### What happens if the city gets sued?

Our standard agreement with cities include indemnification provisions, which state that rent.fun will cover the city's legal expenses in the event of claim.

### Does the city need to have insurance to cover this?

No. Rent.Fun owns and manages all equipment. We have a \$5m general liability insurance policy. We add all our our government agency partners as an additionally insured on this policy.

### Have there ever been any safety incidents?

No. Rent.Fun has 150 locations nationwide. We have never been subject to a claim, nor have any of our partners.

# Want Bikeshare in your community?

Our sister Company  
Tandem Mobility  
can help.

Ask to us learn more!



<b>MEDIUM-SIZED CITY</b> 50-250K IN POPULATION	<b>CITY</b>	<b>POP.</b>	<b>AVERAGE RENTALS / VISITORS PER YEAR</b>	<b>AVERAGE CHARGE PER RENTAL</b>	<b>TOTAL REVENUE PER YEAR</b>	<b>CITY REVENUE PER YEAR (30% REVENUE SHARE)</b>
	OLATHE, KS	143,000	670	\$25.42	\$17,031.40	\$5,109.42
	LENEXA, KS	58,000	630	\$25.94	\$16,342.20	\$4,902.66
	MCKINNEY, TX	203,000	1038	\$10.41	\$10,805.58	\$3,241.67

<b>SMALL CITY</b> 25K-50k IN POPULATION	<b>CITY</b>	<b>POP.</b>	<b>AVERAGE RENTALS / VISITORS PER YEAR</b>	<b>AVERAGE CHARGE PER RENTAL</b>	<b>TOTAL REVENUE PER YEAR</b>	<b>CITY REVENUE PER YEAR (30% REVENUE SHARE)</b>
	JEFFERSON CITY, MO	43,000	270	\$31.92	\$8,618.40	\$2,585.52
	PONCA CITY, OK	24,000	350	\$22.78	\$7,973	\$2,391.90
	ELK RIVER, MN	27,000	326	\$23.14	\$7,543.64	\$2,263.09

<b>TOWN</b> <25K POPULATION	<b>CITY</b>	<b>POP.</b>	<b>AVERAGE RENTALS / VISITORS PER YEAR</b>	<b>AVERAGE CHARGE PER RENTAL</b>	<b>TOTAL REVENUE PER YEAR</b>	<b>CITY REVENUE PER YEAR (30% REVENUE SHARE)</b>
	CHARLESTON, IL	17,350	690	\$20.73	\$14,304	\$4,291.20
	SMITHFIELD, VA	7800	490	\$28.71	\$14,068	\$4,220.40
	MAYNARD, MA	10700	360	\$28.07	\$10,105	\$3,031.50



WHENEVER WATERSPORTS

SELF-SERVE

# Kayak Rental Kiosk Program Proposal

50+ Locations Nationwide & Trusted By:





# The Problem For Communities

---

# Barriers to accessing on-water recreation

## Buying equipment



Expensive upfront &  
ongoing equipment costs



Difficult storage &  
transportation needs

## Traditional rentals



Limited  
operating days  
& hours



High  
prices



Inconvenient  
check-out &  
reservation  
requirements

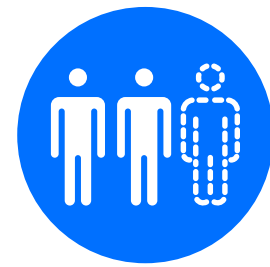


## The Problem For Parks Systems

## The headaches of running a kayak rental program



Inconvenient rental processes for staff and visitors



Staffing shortages and manpower constraints



Limited hours and equipment availability for visitors

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“According to figures from the US Chamber of Commerce, as much as 60% of the leisure and hospitality industry’s job openings are vacant”



# The Solution For Communities

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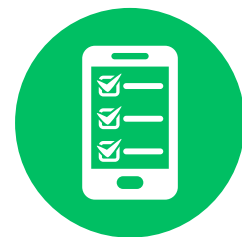
# Paddling made accessible with Whenever Watersports rental kiosk programs



Available everyday  
during all park hours



Best prices in the area



Simple rental processes



Conveniently located  
right on the water



# The Solution For Parks Systems

---

# Kayak & SUP rentals made easy with Whenever Watersports rental kiosk programs

## We handle everything



Kiosk Delivery & Install



Software & Reporting



Equipment



Maintenance



Customer Service



Waivers & Insurance



Remote Operations



Marketing



# The Kiosk

- **4-Slot Kiosk** Dimensions: 4'9" x 6'6"
- **8-Slot Kiosk** Dimensions: 4'9" x 11'4"
- **12-Slot Kiosk** Dimensions: 4'9" x 18'1"

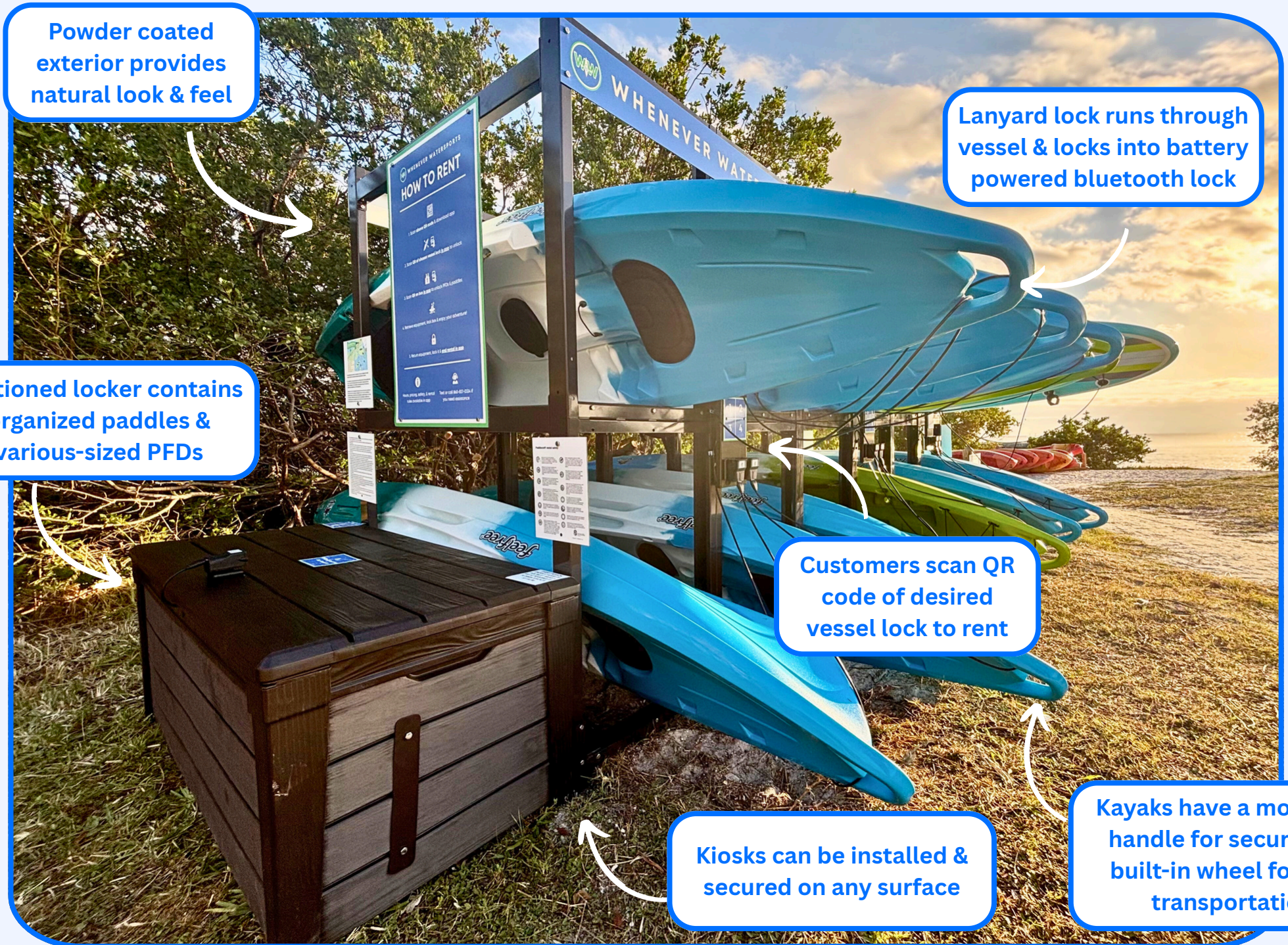
## All Models Can Hold:

- Tandem kayaks
- Single kayaks
- Paddle boards



More example photos available [here](#)

# The Kiosk



Powder coated exterior provides natural look & feel

Lanyard lock runs through vessel & locks into battery powered bluetooth lock

Sectioned locker contains organized paddles & various-sized PFDs

Customers scan QR code of desired vessel lock to rent

Kiosks can be installed & secured on any surface

Kayaks have a molded-in handle for security & a built-in wheel for easy transportation



# How It Works

Click below or visit [bit.ly/wheneverwatersports](https://bit.ly/wheneverwatersports) to view our simple rental process



# The Software



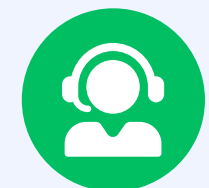
Convenient rentals for park visitors, program performance reports for park partners



Safety Tips & Videos



Flexible Payment Options



Customer Service Help



Automatic Email Receipts



Usage & Revenue Reports



Automated Weather Shutdowns



Post Ride Stats



Optional Reservations



# Pricing

See our standard program pricing options and additional details

## Pricing Options

4-Slot Kiosk One-time Fee: \$19,999	8-Slot Kiosk One-time Fee: \$29,999	12-Slot Kiosk One-time Fee: \$39,999
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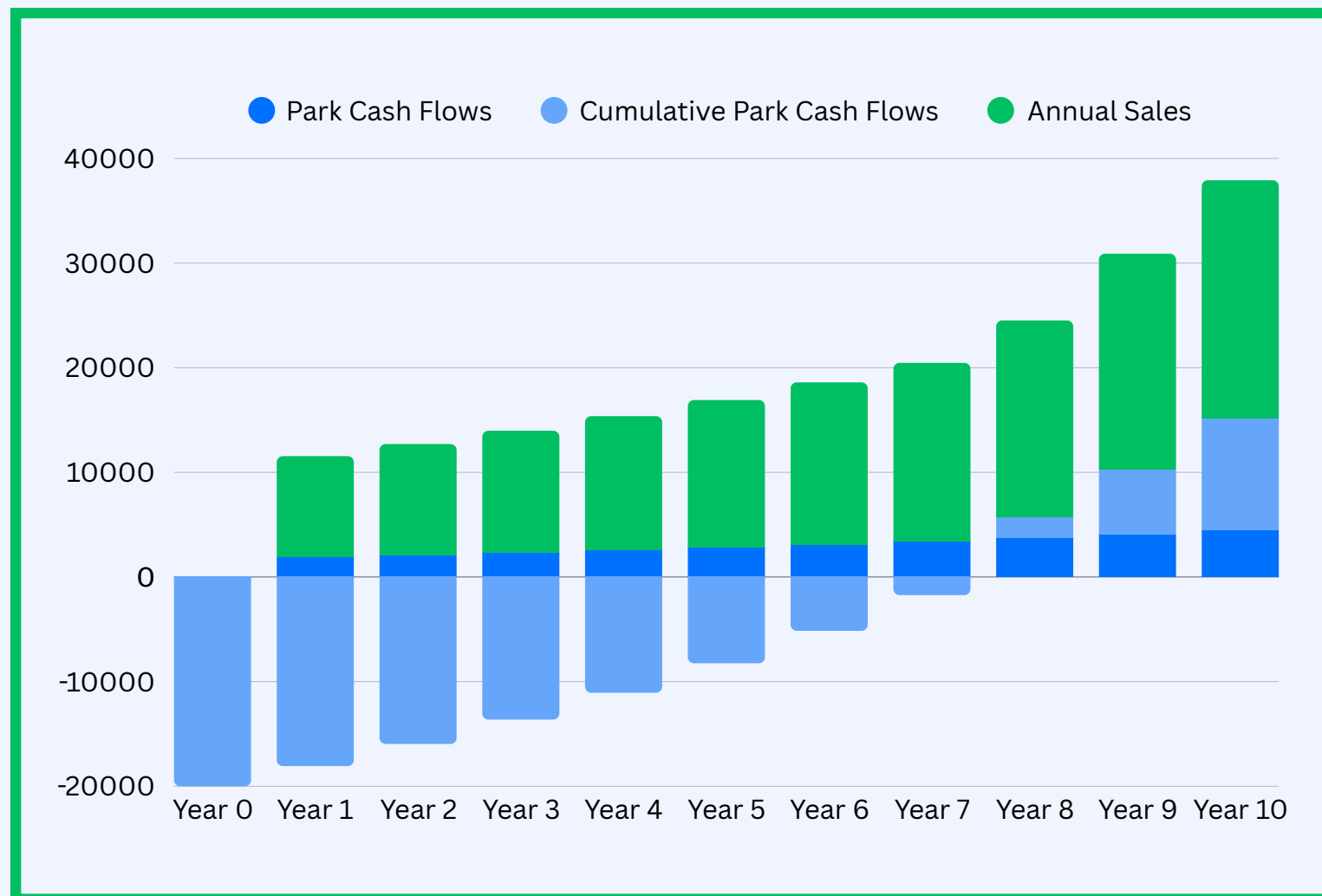
## Each Includes:

5-Year Service Agreement: \$0 Additional 1-year extensions at no cost	Share of Revenue: 20%
---	--------------------------

# Partner Payback



See an example payback scenario for a 4-slot kiosk program



+

**\$16,800 estimated  
yearly savings for  
partners on full-  
time staffing of  
rental program**

Assuming full-time staffing at \$15/hour for  
5 month season

[Click here for an editable Excel version](#)



# Additional Programming

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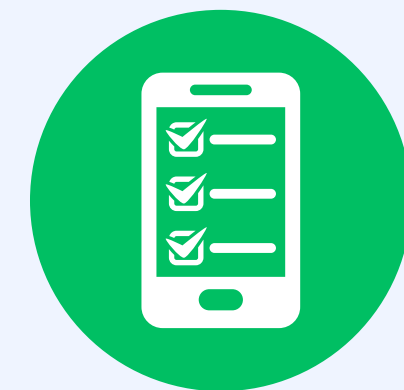
Not just on-water recreation made accessible, but a platform for community



Volunteer & interpretive collaborations/events



Partnerships with local businesses



Subscription & promo offerings



# Additional Programming

Not just on-water recreation made accessible, but a platform for community



# More Resources & Next Steps



Check out the links below for more helpful info or contact us to further the discussion!

## Contact Us:



[contact@wheneverwatersports.com](mailto:contact@wheneverwatersports.com)



[wheneverwatersports.com/partner](https://wheneverwatersports.com/partner)



[860-899-7114](tel:860-899-7114)



[Sample Service Agreement](#)



[Current Locations](#)



# Upstate Kayak Rentals

WE BRING THE ADVENTURE TO YOU!

[www.upstatekayakrentals.com](http://www.upstatekayakrentals.com)

[info@upstatekayakrentals.com](mailto:info@upstatekayakrentals.com)

## UPSTATE KAYAK RENTAL'S SELF SERVE KAYAK RENTAL KIOSK SYSTEM



## Company Overview & Origin Story

Upstate Kayak Rentals, Inc. is a woman-owned and operated business, incorporated in 2012 by founder Donna Larkin. Based along the Erie Canal in Upstate New York, the company was built from a passion for providing accessible, enjoyable on-water experiences to the public.

After a 20-year career as a Litigation Paralegal, Donna transitioned to entrepreneurship, launching her first kayak rental location in Waterford, New York—at the confluence of the Erie Canal, Hudson River, and Champlain Canal.

In 2016, seeking to expand but facing the high cost of staffing, Donna developed an innovative solution: a self-serve kayak rental kiosk. She designed and built the first prototype herself, introducing a concept that was, at the time, entirely new to the market.

In 2017, this concept was presented to the Town of Bethlehem Recreation Department. After demonstrating the system, the Town approved the installation—making it one of the first municipalities to adopt self-service kayak rentals. That original kiosk remains operational today.

As technology evolved, the system advanced alongside it. The introduction of smart lock technology—particularly through Igloo Locks—enabled secure, automated access and helped refine the system into a scalable, reliable model.

Since then, Upstate Kayak Rentals has steadily expanded, adding new locations each year. Today, the company operates 15 locations across the Erie Canal, Hudson River, Champlain Canal, and surrounding waterways—entirely owner-operated.

---

## The Self-Serve Kiosk System

Upstate Kayak Rentals offers a fully integrated, turnkey kayak rental solution designed for municipalities, parks, campgrounds, and waterfront properties seeking to activate underutilized water access points—without the need for on-site staffing.

### Turnkey System Includes:

- One (1) patented self-serve kayak rental kiosk
- Six (6) premium Perception kayaks
- Six (6) U.S. Coast Guard-approved life jackets
- Six (6) paddles
- Three (3) pre-programmed smart locks for secure, automated access

---

## How the System Works

The system is designed for simplicity, safety, and a seamless customer experience:

- Customers reserve and pay online via [www.UpstateKayakRentals.com](http://www.UpstateKayakRentals.com)
- Upon booking, customers receive an automated text and email with instructions and a secure access code
- The code unlocks the smart lock system, providing access to equipment
- Rentals are available seven days a week, from 7:00 AM to 7:00 PM

To enhance safety, rentals are configured in pairs, ensuring that each participant has a paddle partner.

Rental sessions are offered in 3-hour increments—an optimized duration based on years of operational experience—allowing customers ample time to enjoy their outing without feeling rushed.

Customer support is always accessible, with prompt responses to all calls and text inquiries.

---

## Key Facts

- Incorporated: August 2, 2012
  - Self-Serve System Launch: 2017
  - U.S. Patent Issued: April 29, 2025 (Patent No. 12,286,200)
  - Business Type: Woman-owned micro business
  - Current Footprint: 15 active rental locations
- 

## Safety & Liability

Safety is a foundational component of the Upstate Kayak Rentals system. Key safety measures include:

- Mandatory paired rentals to ensure no individual is on the water alone
- U.S. Coast Guard-approved life jackets provided with every rental
- Clear, step-by-step usage instructions provided at booking and on-site
- Controlled rental durations to prevent extended exposure or unsafe conditions

Upstate Kayak Rentals maintains appropriate liability coverage and operational protocols designed to minimize risk for both users and partner locations.

---

## Pricing & Partnership Structure

### Investment & Revenue Model

- **Turnkey Kiosk Cost:** \$15,000 (plus delivery)
- **Revenue Share:**
  - 70% – Upstate Kayak Rentals
  - 30% – Partner (municipality / property owner)
- **Agreement Term:** 3-year licensing and operating agreement

### Operational Model

- Fully self-service (no staffing required)
- Equipment provided, maintained, and managed by Upstate Kayak Rentals
- Designed for locations where traditional rental operations are not feasible

## Conclusion

Upstate Kayak Rentals provides a proven, patented solution that transforms underutilized waterfronts into revenue-generating recreational assets—without the burden of staffing or operational complexity.

With nearly a decade of real-world testing and refinement, the self-serve kiosk system offers a unique opportunity for partners to enhance visitor experiences, promote outdoor recreation, and generate passive income.