



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: January 6, 2025

Item Title: Kayak Rental Unit at Rotary Park Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Despite the late arrival of the kayak rental unit in Rotary Park, it was utilized 17 times from late September until early November. The total duration of rentals was 10.5 hours. The units earned \$275 in revenue, with the City/Tourism earning \$137.50. The peak times for use are between 4:30pm and 7pm, with duration expectedly declining later in the season.

Half of the rentals were by those who purchased network membership passes from Rent.Fun. For a one-time fee, it allows the pass holder to kayak for free at any Rent.Fun location. Columbus can only earn revenue from these passes if someone purchases one from our location. Despite the lack in revenue, the kayak units are still a draw for residents and visitors alike.

Staff have added the Rent.Fun site to the Tourism website and will seek to collaborate with the Chamber of Commerce to add a link to their website. Staff plans to have an ad in the Commotion and other print publications as needed. Staff will require assistance to post our location to kayaking / watersports enthusiast social media pages prior to the 2025 kayaking season.

List all Supporting Documentation Attached:

Kayak Rental Data

Action Requested of Tourism Commission:

Discussion. No action requested.