



Wade's Bayou Kayak Concession Brief | August 11, 2026

PARTNERSHIP AT A GLANCE (Data as of August 9, 2026)

LINK: [ABOUT THIRD COAST PADDLING - WADE'S BAYOU](#)

1,918

GUESTS – 2026 SEASON
(YTD)

8,740

TOTAL GUESTS SINCE
2022

\$5,013.95

2026 COMMISSION (YTD)
+ one more in October

\$29,547

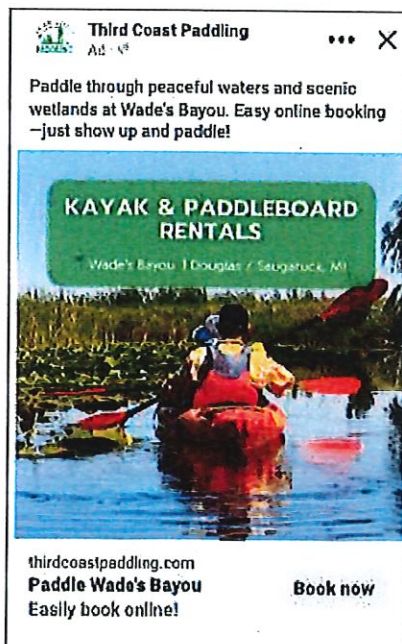
TOTAL COMMISSION
SINCE 2022

5.0 ★

GOOGLE RATING
187 REVIEWS ([LINK](#))

Delivering Value to Douglas

Since 2022, Third Coast has:



- **Generated Revenue:** More than **\$29,500 in commission revenue** for the City. (The previous concessionaire contributed \$500 annually.)
- **Driven Tourism:** Served more than **8,700 guests**, introducing visitors to Wade's Bayou and the Douglas community while driving additional economic activity through local dining, shopping, attractions, and overnight stays.
- **Invested in Marketing:** Invested approximately **\$19,000 annually in digital advertising** (see example at left) and \$5,500 in new website ([link](#)) that includes Douglas area information ([link](#)).
- **Supported the Community:** Created seasonal employment and participated in local events and community initiatives (such as Douglas Wellness Day, the Stewardship Celebration with Outdoor Discovery Center, and various promotions).



Investing in Wade's Bayou

- Installation of concession building (\$8,500)
- Installation of fencing to improve security and aesthetics (\$1,000+)
- Modern fleet of high-quality kayaks, paddleboards, life jackets, and supporting equipment (\$30,000+)
- Reservation technology, online booking, liability waiver system, and customer communication tools
- Overall private investment in Wade's Bayou: \$40,000+

Rental Operations Overview

Our rental operations are designed to provide a safe, professional, and welcoming experience for every guest while supporting the City's goals for responsible recreation and tourism.

- **Safety First:** All guests receive a U.S. Coast Guard-approved life jacket and a brief orientation covering paddling basics, water safety, and designated areas. Weather and water conditions are monitored closely, with rentals delayed or rescheduled when conditions are unsafe.
- **Quality Equipment:** We offer high-quality single and tandem kayaks and stand-up paddleboards, providing options for a wide range of visitors and experience levels.
- **Convenient Reservations:** Our online reservation system allows guests to view availability, reserve and pay in advance, complete required waivers, and receive timely notifications. Walk-up rentals are also available. The previous concessionaire did not offer advanced, or online, bookings.
- **Exceptional Guest Experience:** Our staff assist guests throughout the rental process — from check-in and safety orientation to equipment preparation and launch — ensuring visitors feel welcomed, prepared, and confident on the water.

What Our Guests Say

★ **5.0 Google Rating | 187 Reviews ([link](#))**

Our guests consistently describe Wade's Bayou as a beautiful, accessible, family-friendly destination and praise the ease of booking and quality of service.

"Beautiful paddle! Saw swans, ducks, turtles, and lots of fish jumping."

"Smooth and easy process. Friendly and helpful staff!"

"Easy access and nice river. Had a great time. Worth visiting for sure."

The previous concessionaire had less than 50 total Google reviews after 17 years in operation.



Our Vision for the Future

The success of the past several seasons has demonstrated the potential of Wade's Bayou as both a community recreation resource and a tourism asset. Looking ahead, Third Coast is committed to continuing that momentum through:

- Investment in the concession and guest experience
- Safety as our highest priority
- Destination promotion that brings visitors to Douglas
- Continued revenue generation for the City

Third Coast is proud of what we have accomplished together and looks forward to building on that success. We remain committed to investing in Wade's Bayou, supporting the Douglas community, and creating a safe, welcoming experience that benefits residents, visitors, and the City for years to come.

Proposed Renewal Terms

Building on this track record, Third Coast requests the following as part of the contract renewal:

- **Contract term:** 7-year renewal through 2033 (same as our contracts with the State of Michigan)
- **Commission structure:** maintain current commission rate/structure (12% of gross profit with a minimum base amount of \$5,000)
- **Renewal-linked investment:** approximately \$25,000 – \$30,000 in refreshed equipment as needed
- **Marketing commitment:** Continued investment of approximately \$19,000+ annually