



MEMORANDUM

REGULAR CITY COUNCIL MEETING

September 15, 2025 at 6:00 PM

TO: City Council

FROM: Lisa Nocerini, City Manager

SUBJECT: Third Coast Surf Shop Contract Extension

The contract with Third Coast Surf Shop, Inc. who manages the kayak facility at Wade's Bayou Park, expires on December 31st, 2025, unless extended or terminated.

According to the existing contract, upon mutual consent of the City and the Contractor, the three (3) year contracted may be renewed for two (2) optional one (1) year extensions at the prices, terms and conditions of the initial contract.

The existing terms consist of the following:

- The contractor agrees to pay the City of Douglas 12 percent of gross operating profit from Wade's Bayou Park, with a minimum base amount of \$5000.00 to be paid, as rent per year. Payment is to be completed by check in three installments, before the last day of the months of July, August, and October, to the City during the three (3) year agreement period.

Revenue received from the gross operating profits:

FY2022 the city received \$5,015.00, even with a late start

FY2023 the city received \$6,811.50

FY2024 the city received \$6,525.27

FY2025 July and August only, the city received \$6,181.63

The City Administration is requesting the following direction from the City Council:

1. Approve the last one (1) year extension to the existing contract.
2. Authorize a request for proposals.

Motion (Option 1): Approve the last one (1) year extension to the existing contract with Third Coast Surf Shop, Inc.

Motion (Option 2): Approve authorizing the city administration to issue a request for proposals.



Wade's Bayou Kayak Concession Brief for City of Douglas

September 15, 2025

Status Report for 2025 Season:

- Third Coast commission paid to City of Douglas: \$6,181.63*
- Number of guests served: 2,797
1,537 advance online reservations,
496 "walk-up" reservations**

Status Report for 2022 to Date:

- Third Coast commission paid to City of Douglas: \$24,533*
- Total number of guests served: 6,822
4,902 advance online reservations,
1,914 "walk-up" reservations**

**The previous concessionaire paid the City of Douglas flat fee of \$500 per year.*

***Please note, the difference in the number of guests vs. number of reservations is because each reservation can include multiple guests.*

Partnership Benefits for the City of Douglas

- High-quality recreational amenity for local residents and visitors that complements the city's existing businesses and natural areas.
- Investing nearly \$19,000 annually in digital advertising that raises awareness of rentals at Wade's Bayou Park and our other locations, and in turn, helps new customers discover Douglas' unique dining, shopping, and lodging options.
- Creating new job opportunities at the rental site for local residents.
- Helping to contribute toward community goals through profit sharing.



2025 Special Events

- May 17-18: 2025 Grand Opening Weekend Promotion
- June 14-15: Father's Day Paddling Adventure
- July 26: Sponsorship of "Waddle" in First Annual Douglas Duck Dash with Douglas DDA
- August 24-28: National Dog Day Paddling Celebration
- September 20-21: Autumn Equinox on the Water Promotion



Rental Operations Overview

- **Safety First** – Every guest receives a properly fitted US Coast Guard-approved life jacket (required at all times on the water). Our team provides guests with a short overview of paddling basics, water safety, and guidelines on where to paddle. We monitor weather and water conditions closely and will delay or reschedule rentals if conditions are unsafe.
- **High-Quality Rental Equipment** – We offer the paddling industry's leading single (1-person) kayaks, double (2-person) kayaks, and stand-up paddleboards.
- **Online Reservation System** – Customers can view our rentals calendar, reserve and pay in advance, complete an online liability waiver, and receive notifications. Walk-up rentals are also welcome.
- **Exceptional Customer Service** – Our number one goal is provide the best possible customer experience. Staff members check customers in, prepare equipment, discuss safety info, and help them launch.

Customer Feedback

[Google Reviews average customer rating:](#)

[5.0 stars \(171 reviews\)](#)

Samples of recent customer reviews:

- *"Great staff! The guy in charge let us begin early and was very helpful and knowledgeable. The river had a lot of wildlife activity going on – deer drinking, fish jumping out of the water, swans swimming. Highly recommend them."*
- *"We had a great time kayaking. The reservation process was easy, and the staff were helpful and friendly. Beautiful bayou to kayak! We will definitely return."*
- *"We made reservations in advance, and when we arrived, the kayaks and paddles were all laid out for us and set to go. We enjoyed a couple of hours seeing the sites around the bayou."*
- *"Great experience at one of our favorite places to paddle. Staff are very helpful and friendly assisting kayakers to launch and exit water. Nice place to paddle in a somewhat protected cove area or you can venture further out. Saw dozens of swans, and a few herons. Highly recommend this company, and Douglas location."*

