



FREETIME INC. DBA WHEEL FUN RENTALS CONCESSIONAIRE AGREEMENT

Parks, Recreation and Community Services
Department

City Council
November 18, 2025

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WHEEL FUN RENTALS

- Pedal Boat, Bike and Kayak Rentals at Fairmount Park Year-round
- Activate Fairmount Park



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KEY TERMS OF THE AGREEMENT

- **Cost Sharing Term:** One (1) year, with two (2) one-year extension options.
- **Revenue Share Structure:**
 - 10% of gross revenue under \$150,000
 - 15% of gross revenue over \$150,000
 - Minimum annual guarantee of \$15,000 (whichever is greater)
- **Timeline:** Operational within 45 days of agreement execution
- **Concessionaire Investment:** \$200,000 for a brand new fleet of Pedal boats and bikes.



Hourly Rates			
 Surrey \$30	 Douce Coupe \$30	 Double Surrey \$40	
 Quad Sport \$15	 Swan Boat Adult \$12 per person Child \$7 per person (17 yrs & Under)	 Chopper \$15	
 Double Kayak \$21		 Single Kayak \$16	



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BENEFITS



Year-round operations with additional programs.

Turn-key program featuring pedal boats & Specialty cycles

37 years in service and works with 40 parks across the country

Inclusive for all ages and physical abilities

Full-service management: equipment maintenance, operations and marketing, safety management and liability coverage



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BENEFITS

- Opportunity to activate Fairmount Park and enhance the park's amenities
- Reduce City's operational burden
- Concessionaire brings experience in successfully managing similar partnerships across the country.



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CREATING MEMORIES THAT LAST A LIFETIME



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RECOMMENDATIONS

That the City Council:

1. Approve the Concessionaire Agreement with Freetime, Inc. doing business as Wheel Fun Rentals, for the operation and maintenance of the pedal boat rental concession at Fairmount Park; and
2. Authorize the City Manager, or designee, to execute the Agreement and optional term extension with Freetime, Inc., doing business as Wheel Fun Rentals, including making minor and non-substantive changes effective November 2025 for a two year term, with minimum annual revenue of \$15,000.



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