Park & Recreation Commission Item

September 23, 2025

Item	2025 Lake Ann Park Concession & Watercraft Rental Evaluation
Item No:	H.1
Agenda Section	**REPORTS**
Prepared By	Luke Kegley, Recreation Supervisor

SUGGESTED ACTION

SUMMARY

Lake Ann Park continues to be a key destination in the community, drawing residents and visitors to its swimming beach, watercraft rentals, concession services, and special events. The park once again proved to be a vibrant hub of activity throughout the 2025 season.

+$ 39,579.96 Total Daily Sales (W/ Tax)
-$ 7,136.24 Total Sales Tax

-$ 2,664.84 Grey Duck Outdoor Paddleboard Payment

-$ 1,065.27 Square Transaction Fees
$ 28,713.63 Total Revenue

The City renewed its partnership with Grey Duck Outdoor to provide hourly paddleboard rentals. Grey Duck supplied, licensed and maintained eight paddleboards, while the City coordinated rentals and provided a lockable rack for storage. Revenue was shared, with the City retaining 70% and Grey Duck receiving 30%. Both parties are satisfied with the partnership and plan to continue the program in 2026. Paddleboards were rented 404 times in 2025, an increase from 370 in 2024, making them the most popular rental item.

Other rental activity included:

Paddleboats: 239 (2024) → 262 (2025)

Single Kayak, Double Kayak, Rowboats, Canoes: 384 (2024) → 304 (2025)

A fourth trolling motor battery was added, allowing two boats to be fully recharged and ready for the next users.

The concession stand experienced another strong season, supported by upgraded digital menu boards and the continued partnership with Boba Tonka Bubble Tea. Updates by the Communications Department to the displays mid-season helped create a more modern and inviting customer experience.

Boba Tonka Bubble Tea: 497 units sold (up from 224 in 2024)

Best-Selling Items:

Beverages: Water (334), Coca-Cola (259) – same top beverages as 2024

Candy: Ring Pops (334), closely followed by Airheads (332)

Entrée: Hot dogs (673, up from 618 in 2024)

Ice Cream: Fla-Vor-Ice Freezer Pops (633, up from 572 in 2024), King Cones (358)

The Square register system remained a reliable tool for transactions.

2024: 2,061 card payments / 3,150 cash payments

2025: 2,457 card payments / 2,894 cash payments

Tapped card payments increased significantly: 1,732 (2024) → 2,306 (2025)

Weather continued to play a role in seasonal outcomes.

2025: 4 rainout days (down from 5 in 2024)

Previous years: 0 (2023), 2 (2022), 3 (2021), COVID-19 (2020), 2 (2019)

In addition to the official rainouts, there were numerous days when, despite no cancellations, the beach saw minimal usage due to inclement weather or unseasonably cool conditions. These weather patterns directly impacted visitor numbers, reducing both foot traffic to the concession stand and demand for watercraft rentals.

In 2025, staff introduced Stand-Up Paddleboard Yoga with certified instructor Tracey Souvignier. Staff initially offered two Thursday mornings (8am-9am) in July and two in August. Participation was low (0–1 per class), resulting in cancellations. After shifting sessions in August to the evening (5pm-6pm), one class ran successfully with two participants, while the final session saw no registrations.

Although attendance was limited, staff and the instructor are interested in continuing the program in 2026, recognizing that new offerings often take time to gain traction. Additional programming opportunities under consideration include paddleboard lessons and other creative initiatives in collaboration with Grey Duck Outdoor.

Looking ahead to next year, number decals will be added to canoe/kayak racks at Lake Ann and Carver Beach to improve tracking and ensure heavier watercrafts are stored on lower racks for easier access. Vehicle registration procedures have been streamlined, creating a comprehensive document that captures all relevant information, ensuring clarity and consistency for staff and communication between parks and recreation.

A special thank you to Concessions Manager, JT Rathbun, who played an essential role in day-to-day operations, including staff scheduling, supply management, and ensuring smooth stand operations. JT's reliability and dedication were instrumental to the summer's success.

Additional appreciation goes to Sophie Cook (former Concessions Manager), whose support at the concession stand as a Concessions Worker further contributed to a strong season.

BACKGROUND

DISCUSSION

RECOMMENDATION

ATTACHMENTS

2025 - 5 Year Concession & Watercraft History

2025 Concession Sales
2025 Vendor Purchases