



Water Bike Rental Service at Vanier Park Pilot Program Contract Award

Park Board Committee Meeting
Monday, May 1, 2017



- Present and review opportunity for incremental expansion of water bike rental service
- Seek Board approval for this new pilot program



- Water biking is a popular aquatic activity
- Generally welcomed and compatible at waterfront parks and beaches
 - Non-motorized
 - Support healthy and active lifestyles



Background

- Limited water bike rental service operated at Vanier Park in 2016
- Private recreation permit
 - Allowed operator to provide pre-booked classes & tours
 - Walk-up/hourly rentals not included
- Service proved popular; interest in growing service



Background

- Service will add vibrancy and enhance visitor experiences
 - Providing valued service
 - Improving convenience
- Aligned with Park Board goals:
 - Activates park space
 - Benefits the public
 - Generates revenues to support parks and recreation system




Background


- Pilot program provides opportunity to test concept:
 - Market appeal
 - Business viability
 - Learning opportunity
- Vanier Park identified as ideal pilot location:
 - Popular; not over-saturated
 - Proximity to downtown core
 - Existing dock infrastructure



Vanier Park



 Bard on the Beach Shakespeare Festival

Canadian Coast Guard 

- Public procurement process (RFEOI)
- Posted March 10; closed March 31, 2017
- Received one detailed proposal
- Reviewed by selection committee; key criteria included:
 - Proposed business concept
 - Proven company track record and relevant experience
 - Financial capability
 - Ability to meet Park Board requirements and sustainability goals
- Preferred submission received from BC Water Bikes Ltd.

- Canadian-owned tourism/hospitality services company
- Familiar with offering high quality and efficient water bike experiences; exclusive rights to HydroBike in British Columbia
- Company's principal has been active in the tourism/hospitality industry for over 12 years
- Nominated in 2011 for customer service excellence award (Vancouver Tourism Awards Program)

- **Term:** Two (2) years, plus option to renew for two (2) additional years
- **Fee:** % of gross revenues, commensurate with market standards
- **Services:** Water bike rentals and tours; related value-added services
- **Approach:** Small footprint; fully mobile service; no limitations to public access
- **Pricing:** Still to be finalized; in-line with comparable services

Key Proposal Components

- Equipment
 - HydroBike
 - Premium product
 - Global best seller; 25-year track record; 74 countries
 - Very stable; easy to ride
 - pontoons are leakproof & unsinkable
 - All necessary safety gear provided



- Water bike rental service expansion:
 - Strongly aligned with Vancouver's Tourism Master Plan
 - Reviewed and unanimously endorsed by Marketing & Business Development Advisory Committee

VANCOUVER TOURISM MASTER PLAN



Recommendation

- A. THAT the Vancouver Park Board approve a two-year pilot program for BC Water Bikes Ltd. to operate a water bike rental service at Vanier Park;
- B. THAT the Vancouver Park Board authorize staff to negotiate, to the satisfaction of the Park Board's General Manager and the City's Director of Legal Services, and enter into a license agreement with BC Water Bikes Ltd. for an initial term of two (2) years, with the option to renew for an additional term of two (2) years; and
- C. THAT no legal rights or obligations shall arise and no consents, permissions, or licenses are granted hereby and none shall arise or be granted hereafter unless and until all contemplated legal documentation has been executed and delivered by all parties.

