



Date: January 29, 2008

**TO: Board Members - Parks and Recreation**  
**FROM: General Manager - Parks and Recreation**  
**SUBJECT: Award of Non-Motorized Water Sports Concession  
at English Bay**

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## **RECOMMENDATION**

- A. THAT Ecomarine Products Ltd. be granted approval to operate a non-motorized water sports concession at English Bay Beach for 2008-2010, with an option to renew for up to a further three years.*
- B. THAT no legal rights 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.*
- C. THAT once the form of all legal documentation has been approved by the General Manager and Director of Legal Services for the City of Vancouver, that the General Manager be authorized to execute and deliver such documentation on behalf of the Board.*

## **POLICY**

The Board authorizes one operator to run a water sports concession at English Bay Beach during the summer months. The programs and services offered must have low impact on the beach and water and on other users, and must not utilize motorized craft.

## **BACKGROUND**

There has been a non-motorized water sports concession at English Bay Beach during the summer months since 1979. In the early years, it offered mainly windsurfing. That sport declined in popularity in the 1990s and since 1996, kayak tour, rental and instruction concessions have operated at this location. The concession operator has use of a room in the English Bay Bathhouse as a site office and for storage of its equipment. The operator pays the Board an annual license fee of an agreed percentage of its gross revenues.

Ecomarine Products Ltd. (Ecomarine) was the successful proponent in the previous Request for Proposals, and has operated at English Bay for the 2005-2007 seasons. It paid the Board 20% of its gross revenues, with a guaranteed minimum annual payment of \$10,000. Revenues to the Board in each of those three years were this minimum amount of \$10,000.

## **DISCUSSION**

### **Request for Proposals**

A Request for Proposals (RFP) was issued for an operator for the next three years, 2008-2010, with an option to renew for up to an additional 3 years, for 2011-2013, by mutual consent of the Board and the operator. While traditionally this concession has only been awarded for three years, this change to a potentially longer term was made in order to provide the successful proponent with the opportunity to properly develop and promote its services and programs.

A notice of the opportunity was placed on BC Bid, and eight companies which run canoe or kayak tours, lessons and/or programs in and around the Lower Mainland were contacted directly. Two companies picked up RFP information packages, and both submitted proposals. Both companies proposed kayak tour, rental and instruction concessions. One of them proposed additional elements, including other types of water craft and related rentals and vending.

Staff met with both proponents to discuss their respective proposals.

### **Award of Concession**

It is recommended that the concession be awarded to Ecomarine. This recommendation is based on a number of factors set out in the RFP, including nature of proposed services, assessment of the company's ability to deliver them, projected revenues to the Board, previous experience, resources and reputation, and other criteria considered to be relevant.

Ecomarine has been a good and responsible operator of this concession over the past three years and has worked well with Park Board management and with the lifeguards on-site. In addition to its English Bay location, it currently operates year-round from its store location on Granville Island and in the summer at Jericho Sailing Centre. It has a pool of experienced and qualified staff to draw on. Over its initial three years at this location, it has developed a customer base, community programming and marketing initiatives which include the English Bay operation.

Comments received on Ecomarine emphasized its commitment to safety, its sensitivity to other beach and water users and to the environment, its professionalism and its excellent reputation in the water sports business.

The RFP required the proponents pay the Board a percentage of its gross revenues as a license fee. Ecomarine offered the Board 15% on the first \$66,666 of annual gross revenues and 10% on any balance over that amount. They also guaranteed a minimum annual payment of \$10,000, totaling \$30,000 over the three years which was the best financial guarantee offered to the Board. Based on Ecomarine's projections of its revenues, and previous annual sales at this location, we are not optimistic that the minimum guaranteed annual payments will be exceeded.

## **SUMMARY**

Ecomarine has met the required conditions of the RFP and has the experience and resources to provide a high quality water sports concession at English Bay.

Prepared by:  
Stanley District  
Board of Parks & Recreation  
Vancouver, B.C.  
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