



City of White Rock

**Request for Expressions of Interest (EOI)
& Vendor Qualification for stand-up paddleboard and/or kayak rental
concession operator for City of White Rock Beaches.**

Please submit responses by 4:30pm (end of business day):

Wednesday April 1, 2015

**Submissions to be received at:
The Corporation of the City of White Rock
Attention John Stech, Community Recreation Coordinator
White Rock Recreation and Culture Department
15322 Buena Vista Avenue
White Rock, BC V4B 1Y6**

1. Background

The City of White Rock is a beautiful seaside community located in the southwest corner of the Lower Mainland. The City, which was incorporated in 1957, surrounds an eight kilometer sandy beach and the warm shallow waters of Semiahmoo Bay. With a population of approximately 20,000 residents, White Rock is poised for growth with a well-planned mix of single family dwellings, town homes, apartment buildings, and mixed retail residential high density developments.

For more information about the City of White Rock, please visit www.whiterockcity.ca.

The City of White Rock is inviting Expressions of Interest for stand-up paddleboard and/or kayak rental concession operator(s) for White Rock City beaches.

Objective

The City of White Rock (“City”) is inviting interested and qualified proponents to submit expressions of interest to manage and operate stand-up paddleboard and/or kayak rental concession(s) at two specified locations on White Rock Beach in White Rock B.C. It is anticipated that this service will be operated on a seasonal basis at the proposed beach location(s) to be approved by the City. The successful proponent(s) (“Proponent(s)”) will have non-exclusive rights to use a designated portion of the Beach to set up a stand-up paddle board and/or kayak rental concession during approved dates/times.

Background

Stand-up paddling and kayaking are rapidly growing sports with a developing market. As stewards of White Rock’s parks and beaches, the City wishes to facilitate the development of these activities and provide additional opportunities for members of the public to participate and experience this form of recreation. Currently, there is one privately operated stand-up paddle board/kayak rental service provider which operates from Semiahmoo First Nation property at the east end of East Beach. An opportunity exists to operate stand-up paddleboard and/or kayak concession(s) at 2 other City designated White Rock Beach locations (one at East Beach and one at West Beach). *See attached site maps for proposed locations.*

2.0 PROJECT SCOPE:

The submission shall include a preliminary conceptual business plan for a seasonal stand-up paddleboard/kayak rental concession, including: seasonal duration, hours of operation, scale of operation, scope of services offered, preferred location(s), experience and qualifications, and compliance to all laws and regulations.

2.1 The Proponent shall meet and submit compliance with the following agencies:

- (a) Canada Coast Guard , White Rock Fire Rescue and White Rock Recreation and Culture (e.g. approval of a Water Safety Plan)

- (b) Paddle Canada (e.g. operator and instructor qualifications and certifications, student to instructor ratio guidelines)
- (c) The City of White Rock (e.g. risk management, site approval and insurance requirements, applicable licenses and permits, etc.)

2.2 The Proponent shall provide the following services:

- a. Stand-up paddleboard and/or kayak equipment rental service
- b. Lessons and instructions (optional)
- c. All labour, material and equipment

2.3 The Proponent shall comply with the following site and storage requirements:

- d. Temporary structures, transportation of equipment and storage must be supplied by the proponent
- e. Temporary structure, storage, equipment and all material must be removed from the premises at the end of each business day
- f. The Proponent has non-exclusive rights to use portion of the Beach(es) during approved operation times
- g. The Proponent will make payment to the City of White Rock a business license fee, plus a parking fee (amount to be determined) if pay parking space(s) are required

3.0 EXPECTATIONS - Application Process -Instructions to Proponents

3.1 Delivery of Application

Proponents must submit an original application as specified in Schedule 1 – Description of Requirements, in sealed envelopes, delivered either by hand or by courier **by 4:30pm on Wednesday April 1, 2015 to: The City of White Rock, Attention: John Stech, Community Recreation Coordinator, Recreation and Culture Department, 15322 Buena Vista Avenue, White Rock, BC V4B 1Y6**

3.2 Late Applications

The City may reject and return unopened any application received after the closing time.

3.3 Form of Application

Each application shall consist of a Letter of Application outlining the following information:

- 3.3.1 Qualifications of and relevant business experience in operating stand up paddleboard and/or kayak rental concessions.
- 3.3.2 Description of products and services to be offered including the # of rental vessels.
- 3.3.3 List of key personnel and their qualifications for instructing water sports.
- 3.3.4 Description of water safety plan including safety procedures, safety equipment and deep water victim assistance procedures should a participant capsize.
- 3.3.5 Method to be used for sales of products and services.
- 3.3.6 Method to be used for displaying, transporting and storing rental equipment.
- 3.3.7 Ability to obtain all necessary permits, licenses and credentials for compliance to the described services and operation on such site.
- 3.3.8 Ability to meet insurance requirements (minimum \$5 million dollar liability insurance with the City of White Rock named as added insured)
- 3.3.9 Parking requirements for storage or transportation of rental equipment (parking fee to be determined)

****NOTE: To qualify your company must demonstrate the ability to meet the criteria as described in Schedule 1 attached.***

4.0 Interviews/Site Meetings and Additional Information

The City of White Rock may request that Proponents participate in a telephone or in person interview to discuss the information submitted and to ask any additional questions. Additional information may be requested by the City via mail or email as well.

Should Proponents require a site visit, this can be arranged by **contacting John Stech, Community Recreation Coordinator at jstech@whiterockcity.ca.**

5.0 Dates:

The successful Proponent(s) shall provide standup paddle boarding and/or kayak rental concession operations for a period of May 01 - October 31 2015 on a weather permitting basis.

The City of White Rock will be reviewing submissions beginning April 2 2015, so please furnish responses by 4:30pm April 1 2015. The City of White Rock may choose to not consider any submissions received after this date.

All submissions become the property of the City of White Rock and are subject to the Freedom of Information and Protection of Privacy Act.

The City of White Rock accepts no responsibility for submissions which have not been received, either by mail, fax or electronically. It is recommended that respondents confirm with the person named above that their submission has been received by the date listed above.

6.0 REVIEW OF APPLICATIONS

6.1 Evaluation by the City of White Rock

The City will review the applications submitted to determine whether, in the City's opinion, the Proponent has demonstrated that it has the required experience and qualifications to fulfill the obligations of a concession operator of the products and/or services identified in Schedule 1 - Description of Requirements. The City will select from the Statements of Qualifications received, a list of qualified Proponents ("**qualified Proponents**"); provided that:

- 6.1.1 The determination of which Proponents are designated as qualified Proponents shall be at the sole discretion of the City based on evaluation criteria established by the City as set out in Schedule 1 - Description of Requirements; and
- 6.1.2 The City reserves the right to limit the number of Proponents designated as qualified Proponents.

6.2 Inquiries

The City, in its sole discretion and without having any duty or obligation to do so, may conduct any inquiries or investigations, including but not limited to contacting references, to verify the statements, documents, and information submitted in connection with the Application and may seek clarification from the Proponent's bankers and clients regarding any financial and experience issues.

6.3 Non-Conforming Applications

Applications which fail to conform to the format requirements set forth in Schedule 1 hereto or which fail to conform to any other requirement of these Prequalification Documents may be rejected by the City. Notwithstanding the foregoing or any other provision of these qualification Documents, the City may at its sole discretion elect to retain for consideration Applications which deviate either materially or non-materially from the format requirements set out in Schedule 1 hereto or which otherwise fail to conform to any other requirement of these Prequalification Documents except the requirement of delivery of Applications prior to the Closing Time.

7.0 NEXT STEPS:

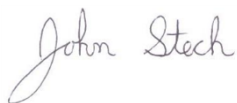
This current process in no way is intended to form a contract between the City of White Rock and any third parties. This is a request for information and Expressions of Interest, Vendor Qualification only.

Once all information received has been reviewed, the City of White Rock may decide to:

- Continue with a competitive bid process by developing a Request for Proposal (which may include invitations to all, or some of the respondents to this EOI, and any others that the City may wish to add).
- Pursue one, some, or all of the options submitted through the Request for Expressions of Interest through negotiations. If this course of action is followed, the successful Proponent(s) will be required to enter into a License Agreement with the City of White Rock.
- Other courses of action as solely determined by the City of White Rock.

If the City of White Rock decides that one or more of the submissions is worth pursuing in an effort to establish a contract, the City of White Rock reserves the right to negotiate terms, scope, timelines, costs and any other matter of the contract with any or all respondents independently without having any duty to advise any other respondent who submits through this process, and without liability to any respondent not awarded a contract. The City may also choose not to proceed further with this process.

Sincerely,



John Stech
Community Recreation Coordinator
City of White Rock
Phone 604-541-2164
jstech@whiterockcity.ca

CC. Eric Stepura, Director Recreation and Culture

SCHEDULE 1 – DESCRIPTION OF REQUIREMENTS AND EVALUATION CRITERIA FOR STAND-UP PADDLEBOARD AND/OR KAYAK RENTAL CONCESSIONS

	<p>The instructions in this Description of Requirements and the Schedules are intended to complement or supplement the provisions in 3.0 Application Process - Instructions to Proponents.</p>
	<p>Recipient of Services The City of White Rock General Description of Products and Services: The City seeks an Expression of Interest from Proponents who have expertise in stand-up paddleboard and/or kayak rental concession rental operations, including the following:</p> <ul style="list-style-type: none"> (a) Equipment rental and maintenance; (b) Water safety procedures, rescue plan and safety equipment; (c) Lessons and instructions (optional); (d) Tour guide services (optional); and (e) Sales and services (optional)
	<p>Evaluation Criteria</p> <ul style="list-style-type: none"> (f) Qualifications and relevant corporate experience and capability of the Proponent; (g) Financial capability; (h) Proven track record substantiated by recent and relevant client references; (i) Knowledge of marketplace; (j) Product/service approach and methodology; (k) Proof of a comprehensive water safety and rescue plan. (l) Nature and extent of current business and operations in British Columbia. (m) Qualifications and relevant experience of the Proponent’s key personnel and sub-contractors to be included in the project team; (n) Experience with sales and/or rental of similar programs or equipment; (o) Ability to obtain all necessary permit, licenses and credentials for compliance to the described services and operation on such site; (p) History of any litigation or claims made against the Proponent, or made by the Proponent against the City, during the three years previous to the Closing Time; (q) Ability to meet insurance requirements; and (r) Innovative ideas/value added services relating to execution and of the project services deliverables; and <p>Note: The above evaluation criteria may not necessarily be listed in order of importance and will not necessarily be weighted equally.</p>

Submission of Applications

Address: **15322 Buena Vista Avenue White Rock, BC V4B 1Y6**

Attention: John Stech, Community Recreation Coordinator

Closing Time: 4:30pm Wednesday April 1, 2015

Number of copies of Applications (in addition to the original) to be submitted:

Three (3) Hardcopy

Envelope marking:

Name of Proponent: _____

Mailing Address of Proponent _____

“Private & Confidential”

Expression of Interest for: **STAND-UP PADDLEBOARD AND/OR KAYAK RENTAL CONCESSION OPERATOR FOR CITY OF WHITE ROCK BEACHES**