

STAFF REPORT: Recreation



REPORT TO: Council
MEETING DATE: May 25 , 2011
REPORT NO.: DOR.11.41
SUBJECT: Approval for Commercial Operations at Northwinds Beach
PREPARED BY: Shawn Everitt
Director of Recreation

A. Recommendations

THAT Council receives Staff Report DOR.11. 41 entitled “Approval for Commercial Operations at Northwinds Beach” and;

THAT Council authorize Town Staff to formalize an agreement with SOAR Management Group to offer Commercial Operations at Northwinds Beach as outlined in this report

B. Background

SOAR Management has provided information through the negotiation process that clearly defines their intent to provide a service to the Northwinds Beach property similar to that of their Dockside operations in the Village at Blue. SOAR also has provided references to their operations at Dockside as well as Calloway Gardens in the State of Georgia in the United States of America. The main goal of this process was to have Commercial Operations being offered with as minimal impact to the Towns Waterfront Property and Management and Operations as possible. Staff believes that SOAR Management can provide this as well as provide increased revenue to the Town.

The proposed 15% of net revenue has been reviewed with the Towns Financial Services Department and processes will be developed upon approval of this report to ensure that proper checks and balances are in place for payment of Land Use and Commercial Enterprise exclusivity.

As per the Parks Use By Law staff is providing Council with information pertaining to the two existing request and information received through the negotiations process.

SOAR Management Group requests the supply of Commercial Enterprises at Northwinds Beach.

- Operations in this proposal include the supply of rental equipment such as boogie boards, paddle boards, canoe and kayak rentals,
- chair & umbrella rentals
- food & beverage services.
- proposal includes exclusive rights, any subcontracting however requires the approval from Town Staff

-
- Town sponsored programming is exempt from exclusivity with written notification to SOAR Management from Town Staff
 - Proof of liability insurance will be provided
 - WSIB and Certification from the Public Health will be received prior to opening. Supply of potable water and grey water removal will be subject to Public Health requirements and approvals
 - Supply of hydro, water and grey water handling to be installed through Hydro application permit

Summary

Cost to Town

Supply of power to Rental/F & B facility to be determined
Site Preparation of storage area approximately 37 meters square

Cost to Supplier

Storage area and to be rented storage units that will not be permanent “Permits required at their expense”

Requested term

1 year, may be terminated at any time

Proposed fee

15% of net

C. The Blue Mountains’ Strategic Plan

Addressing the Town’s municipal infrastructure needs

Supporting the development of social and recreational programs to meet the broad range of needs in the community

D. Environmental Impacts (

No motorized rental equipment would be offered.

Provision of modes of active transportation is possible

E. Financial Impact

It is anticipated that approximately \$7,500.00 would be 15% of the net revenue in the 1st year

\$7,500.00 revenue not previously budgeted in Parks & Recreation

F. Attached

- 1) Proposed building concept

Respectfully submitted,

Signature

For more information, please contact:
Shawn Everitt, Director of Recreation
severitt@thebluemountains.ca
519-599-3131 ext. 281



