



REQUEST FOR EXPRESSION OF INTEREST 01 - 2022

LAKEVIEW BEACH, BOULEVARD LAKE COMPLEX

OPPORTUNITIES

ISSUED: Friday, January 7, 2022

CLOSING DATE: Friday, January 21, 2022 4:00 p.m. (EST)

PURPOSE

The objective of this Expression of Interest (EOI) is to seek submissions from proponents that may be interested in an opportunity to provide and operate an on-the-water recreation/entertainment or other amenity at Lakeview Beach, within the Boulevard Lake Complex.

Boulevard Lake is a vibrant, year-round municipally owned park attraction with many existing activities and amenities for residents and visitors to enjoy. Through this EOI, the City of Thunder Bay (the City) intends to explore new ideas that could increase opportunities to attract, retain and serve residents and visitors at Lakeview Beach on a seasonal (summer) basis.

INTRODUCTION TO THUNDER BAY

Located on the north shore of Lake Superior, with a population of 109,140, Thunder Bay is the most populous municipality in Northwestern Ontario. It is often referred to as the Lakehead because of its location at the head of the Great Lakes. Thunder Bay is the sunniest city in eastern Canada with an average of 2167.7 hours of bright sunshine each year.

A Regional Business Hub

Thunder Bay is the region's commercial, administrative and medical hub. Canadian Business Magazine ranked Thunder Bay in the top ten best cities in Canada in which to conduct business (2005).

A Dynamic Natural Wonderland

Thunder Bay is a four-season outdoor paradise and provides the amenities of an urban centre while opening the gateway to outdoor adventure in Northwestern Ontario.

Diverse Community

A city with deeply rooted European and Aboriginal cultures, Thunder Bay is the sixth most culturally diverse community of its size in North America. Some of the most represented ethnic backgrounds include Finnish, Italian, Scottish, Ukrainian, Polish, French, Indigenous Canadian, Chinese and Croatian.

PURPOSE

The objective of this Expression of Interest (EOI) is to seek submissions from providers with potential interest in providing and operating an on-the-water recreation/entertainment or other amenity that augments the existing programs and amenities within the Boulevard Lake Complex.

LAKEVIEW BEACH and the BOULEVARD LAKE COMPLEX

Created in 1914, the Boulevard Lake Complex is approximately 650 acres in size. The lake itself is encircled by both a road (Lyon Boulevard) and approximately 5.3 kilometers of walking/biking trails adjacent to the roadway. In addition to the trails, some of the major features of the Boulevard Lake Complex are a privately operated miniature golf course, the Lakehead Canoe Club, tennis courts, pickleball court, disc golf course and three swim areas:

- Lakeview Beach
- Sandy Cove
- Sunny Side Beach

The swim area at Lakeview Beach is operated by the City of Thunder Bay, including seasonal supervised public swimming times. It includes an adjacent pavilion building (the “Boulevard Lake Pavilion”) which houses a lifeguard room, concession area, change facilities for bathers, public washrooms and a caretakers suite.

The adjacent Concession Area and Caretakers Suite may be available for use as accessory to the “on-the-water amenity” proposal to support or complement operations. The concession area is approximately 1,700 square feet and consists of a food prep area, storage area, coffee bar area and walk up window. Some equipment is included, but the condition of this equipment is not being warranted (the “Concession”). The caretakers suite is located on the second floor of the Boulevard Lake Pavilion and consists of a large open area, small kitchen area, bathroom and two additional rooms (the “Caretakers Suite”).

DETAILS

Submissions are encouraged from a range of proponents. Proposals should demonstrate positive outcomes in areas such as employment, tourism, number of visitors, length of visit and social, environmental, and economic impacts.

This EOI is a non-binding invitation to submit a response. The City shall not be liable for any expenses incurred, including the expenses associated with the cost of preparing responses to this EOI. The parties shall bear their own costs associated with or incurred through this EOI process.

Your submission should include:

- Product(s) / service(s) / amenity offered
- Infrastructure outline
 - Self-contained vs interest in occupying permanent or temporary structure(s)
 - Utility needs
 - Water and land-based space needs, including but not limited to: water depth requirements and anchoring systems
 - Proposed location(s) – all proposed locations will be subject to negotiation and approval by City of Thunder Bay
 - Shared vs exclusive use of space
 - Identification of permits, licenses, inspections and approvals required for proposed amenity and operations
- Operating plan
 - Season and operating hours of water entertainment feature
 - Season, operating hours and proposed use of Concession and/or Caretaker's Suite, if included in the submission
 - Supervision and safety of amenity and operations, including but not limited to: lifeguards, life jackets, capacity and user limitations, etc. (City lifeguards will not be available to assist in supervision)
 - Security of assets, including how the water amenity will be secured from unauthorized access to prevent injury, both during and outside of operating hours. (Security is not provided by the City)
 - Liability Insurance in a minimum amount of \$5,000,000 (final amount to be determined based on specific proposed amenity and operations)
- Commitment
 - Minimum/maximum proposed term of operation
- Outcomes/benefits of proposal
 - Employment
 - Visitors
 - Social
 - Proposed benefit(s) to the Corporation of the City of Thunder Bay, i.e. rental fees, percentage of revenue

Your submission should also include:

- A description of your firm, including experience and/or qualifications supporting your proposal;

- Contact information including phone and fax numbers, e-mail address and locations and addresses;
- Any other supporting information that may be included as additional pages with your submission.

Special Note: Activities, services and/or amenities at Boulevard Lake may be affected in 2022 due to the impact of COVID-19.

REVIEW CRITERIA

Commercial activity on City-owned parkland may be permitted if one or more of the following criteria are satisfied. These criteria will be used in the review of submissions.

The commercial activity:

1. Supports sporting and/or cultural events;
2. Supports and enhances special events;
3. Provides a unique service which is deemed desirable by the Community Services Department;
4. Provides convenience services to park users as approved by the Community Services Department (i.e. food concession/restaurant, vending);
5. Supports the creation, enhancement or continuation of tourism opportunities;
6. Provides a recreational opportunity;
7. Enhances rather than competes with other commercial enterprise in the park;
8. Contributes to the growth and development of the waterfront as indicated in the Waterfront Development Plan and endorsed by the Waterfront Development Committee.

ATTACHMENTS

- Attachment #1 Map
- Attachment #2 Photos of Concession Area

SELECTION PROCESS

The City will review submissions and may choose to enter into negotiations with one or more parties in its sole discretion. The City may also decide to cancel this process in its entirety for any reason. At the close of the EOI the City may choose to enter directly into negotiations. An element of negotiations may include a condition that the parties reaching a common understanding on business terms within 14 days after initiation of negotiations and entering into final agreement within 90 days.

QUESTIONS / INQUIRIES

All Communications concerning this EOI are to be directed through:

Dan Munshaw
Manager, Supply Management
Dan.Munshaw@thunderbay.ca

The deadline for questions/inquiries will be Monday January 17, 2022 at noon.

SUBMISSION

Your submission is to be submitted via e-mail to:

Dan Munshaw
Manager, Supply Management
Dan.Munshaw@thunderbay.ca

(This is NOT a Request for Proposal)

RESPONDENT INFORMATION

PRINT LEGAL NAME OF FIRM

MAILING ADDRESS

CITY

POSTAL CODE

NAME OF CONTACT PERSON (PRINT)

PHONE NUMBER

FAX NUMBER

CELLULAR NUMBER

E-MAIL ADDRESS

SIGNATURE OF AUTHORIZED OFFICIAL

PRINT NAME

DATE