



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	June 21, 2017
SUBJECT/REPORT NO:	Results of Beach Crawl Request for Information (RFI) (PED17047(a)) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Anna M. Bradford (905) 546-2424 Ext. 3967
SUBMITTED BY:	Anna M. Bradford Director, Tourism and Culture Division Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

That staff be directed to create an awareness campaign using existing City marketing channels, such as a dedicated page on Tourism Hamilton’s website, to highlight and promote the six Hamilton beaches that are open for public swimming.

EXECUTIVE SUMMARY

At the March 22, General Issues Committee (GIC) staff were directed to issue a Request for Information (RFI) through Centralized Procurement to determine if there is sufficient vendor interest to justify proceeding with a competitive procurement process and to gain additional information on the Good and Service from the vendor community.

The scope of the RFI was to include:

- Creating a vendor operated awareness campaign;
- Developing six Saturdays in 2017 as “Beach Days”; and,
- Producing an event, on the last Beach Day, that would include the arts community and food truck industry.

Any resulting competitive procurement process was to be issued in accordance with Policy #5 – Determining the Procurement Process in Procurement Policy By-law No. 17-064.

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Centralized Procurement issued the RFI on April 10, 2017, with a closing date of April 27, 2017.

One submission was received. This submission met the scope of the event as outlined above. As per the RFI, the proponent did provide an expectation of a financial commitment from the City and notional allocations of dollars. The proposed municipal contribution identified was approximate at \$114,000.

Staff are recommending an awareness campaign using existing City marketing channels to highlight the six Hamilton beaches that are open for public swimming. This method of promotion would be the most cost-effective and efficient way to publicize the enjoyment, safety and recreational opportunity at our beaches.

Alternatives for Consideration – See Page 3

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

On March 22, 2017, an Information Report (PED17047) was presented at GIC outlining four options to fulfill Council's request to establish a Beach Crawl. Council directed staff to implement Option 4 – Issue a Request for Information through Centralized Procurement to determine if a private vendor could operate a Beach Crawl event on behalf of the City.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

Ward 4 Councillor Sam Merulla

ANALYSIS AND RATIONALE FOR RECOMMENDATION

There is a perception that all of Hamilton's beaches are unsafe for swimming and recreational use. This perception is not accurate. Council is supportive of creating an event(s) to encourage citizens and visitors to be aware of and enjoy our local beaches.

There are six beaches in Hamilton open to the public. Three are administered by the City of Hamilton (Beach Boulevard Beach, Confederation Beach and Van Wagner's Beach), two by the Hamilton Conservation Authority (Fifty Point Conservation Area Beach and Christie Conservation Area Beach), and one by the Niagara Peninsula Conservation Authority (Binbrook Conservation Area Beach).

It is recommended that the most cost-effective and efficient way to promote safe swimming at our beaches is to develop an awareness program using the City's existing marketing channels. This awareness program will utilize: Tourism Hamilton's website with a dedicated web page promoting Hamilton beaches www.tourismhamilton.com with images and directions and the City of Hamilton Twitter account @cityofhamilton. A display will also be mounted at the Visitor Centre to encourage beach usage.

ALTERNATIVES FOR CONSIDERATION

Alternative One: Issue an RFP with financial contribution from the City

Council could direct staff to issue a Request for Proposal for a private vendor to operate the Beach Crawl event, on behalf of the City, indicating a municipal financial contribution.

Financial: A budget would have to be established and budget source identified.

Staffing: Procurement staff would have to develop and issue the RFP. Tourism and Culture staff would be required to manage the vendor contract.

Legal: Legal Services would be required to review vendor contract.

Pros: Beach Crawls would be an event that people could attend throughout the summer.

Cons: A budget would have to be established and funding source identified.

Alternative Two: Issue an RFP without a financial contribution from the City

Council could direct staff to issue a Request for Proposal for a private vendor to operate the Beach Crawl event, on behalf of the City, indicating no municipal financial

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contribution. All expenses and revenues associated with the event would be the responsibility the vendor.

Financial: N/A

Staffing: Procurement staff would have to develop and issue the RFP. Tourism and Culture staff would be required to manage the vendor contract.

Legal: Legal Services would be required to review vendor contract.

Pros: Beach Crawls would be an event that people could attend throughout the summer.

Cons: It would be difficult if not impossible to find a private vendor who would take on the financial risk of presenting a Beach Crawl without monetary assistance from the City.

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Healthy and Safe Communities

Hamilton is a safe and supportive city where people are active, healthy, and have a high quality of life.

APPENDICES AND SCHEDULES ATTACHED

N/A

AB/ro