

Memo



Date: May 10, 2011
File: 2380-20
To: City Manager
From: Manager, Property Management
Subject: Concession Operation Bid Awards

Recommendation:

THAT Council approves the City entering into a three (3) year License of Occupation, with Okanagan Beach Rentals, to provide activity related services at Rotary Beach, in the form attached to the Report of the Manager, Property Management, dated May 10, 2011;

AND THAT Council approves the City entering into a three (3) year License of Occupation, with Big Wave Kayak & Outdoor Inc., to provide activity related services at City Park Beach, in the form attached to the Report of the Manager, Property Management, dated May 10, 2011;

AND THAT Council approve the City entering into one (1) four (4) month License of Occupation, with Alpha Ventures Inc., to provide a mobile concession services at the City Park, with the option to renew for four (4) additional one (1) year terms, in the form attached to the Report of the Manager, Property Management, dated May 10, 2011;

AND THAT Council approve the City entering into a three (3) year Lease Agreement with KelownaToDo.com, to provide a ticket kiosk at the Kerry Park Dock, in the form attached to the Report of the Manager, Property Management, dated May 10, 2011;

AND THAT Council approve the City entering into a three (3) year Lease Agreement with KelownaToDo.com, to provide a sales/activity kiosk at the Kerry Park Dock, in the form attached to the Report of the Manager, Property Management, dated May 10, 2011;

AND THAT all revenue received from these locations with the exception of \$10,000.00 be allocated to the Commercial Passenger Dock Reserve budget, Account No. 6080.156.1178.R132.*.*.000.10.L2820 and the \$10,000.00 be allocated to 5210.157.1254.*.*.000.10.* (Cupe - Wages, Property Management) for the cost of a summer student who will be monitoring these locations;

AND THAT the 2011 Financial Plan be amended accordingly;

AND FURTHER THAT the Mayor and City Clerk be authorized to execute all documents associated with the agreements after executed by the proponents.

Purpose:

To obtain Council endorsement to award various contracts to operate activity/sales/food concessions throughout the City.



Background:

In 2010 a number of individuals approached staff in the Property Management branch regarding various traditional and non-traditional vending opportunities in the City. Property Management staff worked with Parks staff to identify locations for vending opportunities.

In March, staff issued bid packages to all those who have inquired about vending opportunities as well as placing ads in the local newspapers.

The bidding opportunities included:

Beach Activity Concession at:

Sutherland Bay
Tugboat Bay
City Park
Rotary Beach

Food concessions at:

City Park
Queensway Bus Loop

Ticket Kiosk:

Kerry Park Dock

Activity concession and / or storage:

Kerry Park Dock

The closing date for the sealed bids was April 12th at 3:00 pm. Bids were then evaluated independently by a staff selection committee which led to the recommendations above.

Bids were evaluated on the following criteria: (1) benefit to the community (2) experience and qualifications of the bidder (3) quality of the service being offered and (4) value to the City.

No bids were received for Sutherland Bay or the Queensway Bus Loop. A bid was received from Big Wave Kayak & Outdoor Inc. for Tugboat Bay but it was conditional on the proponent not being successful in obtaining a bid at City Park. As they were the successful bidder for City Park the bid for Tugboat Bay was withdrawn.

Summary of Vending Opportunities to be awarded:

Rotary Beach - Okanagan Beach Rentals will be offering kayaks, stand up paddleboards, aqua bikes, pedal boats, canoes, inflatable island, dinghys, water mattresses as well as beach chairs, umbrellas, blankets, Frisbees, bocce balls, footballs, and volleyballs for rent.

City Park - Big Wave Kayak & Outdoor Inc. - will be offering rental of single and double sea kayaks as well as double sit on top kayaks. In addition to renting the vessels, Big Wave will also be offering various learn to kayak programs, guided kayak tours and kayak fitness classes.

City Park - Alpha Ventures Inc. - will be offering food services to the park and will be located adjacent to the Children's Water Park. They will be offering Hungarian sausages on whole wheat

buns, schnitzels, salads, kettle corn, milk, pop, juice and water at the outset. The menu may expand depending on demand. This will be served from a 20' self contained concession trailer.

Kerry Park Ticket Kiosk - KelownaToDo.com - will be offering a concierge ticket services and tourism related information to the public. They will be offering to sell tickets for all vessels, current and new at the Commercial Passenger Ship Marina.

Kerry Park Activity / Storage Bays - KelownToDo.com. - will be selling water, bathing suits, sun screen and other essential beach wear as well as operating an Oxygen Bar and utilizing the third storage bay for storage of materials for the Executive Houseboat Charters.

The hotdog vending program and other food concessions are being dealt with independently of these vending opportunities and will be brought forward to Council for approval as required.

Financial/Budgetary Considerations:

Rotary Beach - Okanagan Beach Rentals

\$2,500.00/month for the first operating season;
\$2,800/month for the second operating season; and
\$3,000/month for the third operating season.

City Park - Big Wave Kayak & Outdoor Inc.

\$5,100.00/year

City Park - Alpha Ventures Inc.

\$10,000.00/year;

Kerry Park Ticket Kiosk - KelownaToDo.com

\$7,100.00/year

Kerry Park Activity / Storage Bays - KelownToDo.com

\$5,100/year

Internal Circulations:

Director, Regional Services
Director, Recreation and Cultural Services
Manager, Parks and Public Spaces

Considerations not applicable to this report:

Legal/Statutory Authority:
Legal/Statutory Procedural Requirements:
Existing Policy:
Financial/Budgetary Considerations:
Personnel Implications:
External Agency/Public Comments:
Community & Media Relations Comments:
Alternate Recommendation:

In light of the above, the Property Management branch of the Real Estate & Building Services department request Council's support of these contracts.

Submitted by:



Ron Forbes, Manager
Property Management

Approved for inclusion:



D. Gilchrist, Director, Real Estate & Building Services

cc: Director, Regional Services
Director, Recreation and Cultural Services
Manager, Parks and Public Spaces



City of Kelowna

APR 12 2011

Real Estate & Building
Services



OKANAGAN
BEACH RENTALS

Kelowna • Summerland • Penticton

Okanaga Beach Rentals 250-862-6191 okanaganbeachrentals@shaw.ca

Proposal for Submission

Thank you for the opportunity to bid on the Active Concession operation at Rotary Beach Park.

Okanagan Beach Rentals is owned and operated by us, Barry and Kellie Planedin. We carry a wide variety of safe, fun recreational human powered watercrafts. Our equipment is top notch and provides for an easy-to-operate cross section of watercraft pleasure. We are prepared to accept all terms and conditions outlined in the bid package named City of Kelowna Rotary Beach Active Concession. A certified cheque in the amount of \$1,000 (performance bond) is attached as well as a list and photos of our proposed equipment.

We've operated our business going on five years and are in good standing with WCB and all Parks branches. During the past four years (three on Gyro Beach) we've developed a solid system in all aspects of operating this type of active concession. Our commitment has been to provide good, safe recreational fun with great service and value and have a proven track record. We've received countless positive reviews by customers who have rented from us and those who have contracted us, our landlords, BC Parks and Municipal Parks and Recreation.

We're qualified paddlers, swimmers and First Aid, CPR and AED Certified. All of our staff are fully trained in every aspect of operational procedures and are required to have current First Aid and CPR certification as well. We have systems in place for towing or rescue if necessary and an industrial First Aid Kit on premises, which we also make available to the general public. As well, binoculars are always kept on site to help spot potential safety issues.

Regular equipment maintenance is conducted to ensure customers are safe while having a great experience. Pfd's and all required safety equipment are provided with our rentals. Signed waivers are mandatory ensuring those too young to operate equipment are not permitted to do so. All persons operating our equipment are instructed on how to do so in a safe manner so they do not endanger themselves or other swimmers using the beach. Of course appropriate liability insurance is carried but we've never had to use it, which we believe is due, in large part, to our high operational standards, safety protocols and the safe and stable nature of our rental equipment.

KAYAKS

SUPS

AQUA BIKES

PEDAL BOATS

CANOEES

INFLATABLES

ACCESSORIES

We pride ourselves on being responsible operators, caring stewards of the beach and earning the qualifications and experience needed to professionally deal with the renting public and the rental activities we provide.

Both Kellie and I have many years of experience serving the general public and the retail business sector and have found this to be highly beneficial in the day-to-day interactions with our diverse rental customers. I have served on the Board as Sponsorship Director for the 1992 Kelowna Apple Triathlon which successfully hosted the Western Canadian Championships that year and served again in '99 as Sponsorship and Marketing Director.

We feel our success as Active Concession operators has really come from providing affordable, healthy and fun recreation activities for people and the positive impact it has had on public beach usage. Our equipment supports the current Rotary Beach Park demographic (kids and kayakers), and will also encourage established and new park users to try new watercraft activities.

We will support Park Programming by hosting Discovery Days for kayaking and SUPs allowing people to come down and try our equipment for free, get their feet wet, so to speak :) We also intend to have discount days for seniors' kayaking, and, a Donation Program that will provide \$500 worth of rentals per year for low income families distributed through the Kelowna Food Bank.

Another \$500 worth of rentals per year will be given to the City of Kelowna to use at their discretion, ie, staff incentives or rewards, city promotions, or charity of their choice.

The above donated amounts totaling \$3000 over 3 years is additional to our bid, and we will honor this dollar value into option years 4 and 5.

Our Bid:

The Rotary Beach Park Active Concession must be completely developed as a business as it is not established yet. The location will be going through 3-5 years of renovations and improvements thereby disrupting business according to the enclosed Rotary Beach Park proposed development project maps and a recent conversation with Terry Barton.

Adding the necessary enhancements of sand and rockscaping to the Active beach area (see next page) at our cost of approximately \$700-\$900 for initial sand and approximately \$600-\$800 for initial labour with the possible yearly expense of approx. \$300-\$400 for sand and labour in years 2 and 3 for a total of \$1900-\$2700.

We will be needing to construct a building with proper signage on location (see next page) to the cost of approximately \$4500-\$5500.

In 3-5 years we will have to bid against our own success and our business' development and growth (the more successful we become, the higher we will have to bid to retain our location)

In consideration to the above, our bid for this Active Concession opportunity is \$2500 in the first year, \$2800 in the second year and \$3000 in year 3.

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Enhancements:

In addition to our bid amount, we are proposing to do some enhancements to the beach and shoreline area in question. The costs of these enhancements would be incurred by us and are as follows:

Properly reinstate the rocks along side the wheelchair ramp. This is not only an eye sore and erosion issue but a potential hazard for young children playing in the area. (photos attached)

Bring beach sand in to soften the shoreline transition on the north side of the wheelchair ramp and reduce erosion. This shoreline area was negatively impacted with the recent removal of a fence and two docks. Adding sand to the proposed area will greatly enhance the esthetics and usability for beach goers, the concession operator and its customers. (see photos showing shoreline enhancement area)

Use the same beach sand to fill in the dip in front and on the proposed building site. This will not only create a natural and esthetic beach slope but will allow for a more suitable building grade which will provide a user friendly walk-up approach to the buildings concession window. (see area photos)

We believe these enhancements will have a long lasting positive affect on public use and allow the active concession to operate at its full potential. The utmost care and attention to the environment would be considered of course.

Building:

We will be adding a building to the location, ideally a 10' or 12' x 16', but are able to build a shed at 100 square feet to see us through this summer and expand in the fall if needed due to time constraints. Of course any building would be approved by the Planning and Infrastructure Department and have all necessary permits in place as needed.

Of course there will be ongoing construction and development in Rotary Beach Park over the next few years to bring it in line with the parks master plan. We are very enthusiastic about these developments, but do know they will have a short term negative impact on business with a positive long term impact for any business in this location.

Our proposed building will support the principals of 'crime prevention through environmental design' as it will be angled for high visibility so no persons can easily hide from view of the roadway. We'll use siding and color as pictured to prevent graffiti and vandalism. However, in the event of such vandalism, we will have wood stain on hand to eradicate any vandalism immediately upon notice.

Equipment and Price List:

Our wide selection allows people, regardless of ability, age or size, the chance to experience the joy of getting out on the water, being active and having fun. And, because all of our equipment is bought and paid for, our prices are kept low which in turn helps encourage water play as part of a healthy life style.

KAYAKS

Kayaks \$15 – \$18/hr (single) \$23/hr (double)

- 9' to 14' recreational sit-ins (singles and doubles, also scaled kids models)
- 10' to 13' recreational sit-on tops (singles and doubles)

SUPS

Our recreational kayaks provide optimal stability and ease-of-use while still maintaining great efficiency. This ensures all users are able to get-in-and-go-paddle comfortably, confidently and safely.

SUPs (stand up paddleboards) \$15 – \$18/hr

- 11' and 12' recreational (eps/epoxy foam boards and rotomold poly boards)

AQUA BIKES

Aqua Bikes \$18/hr or \$12/half hr

- pedal powered water trikes (seats two adults and one small child)

Pedal Boats \$18/hr or \$12/half hr

- 3 sizes, some w/canopy (two adults/one child and two adults/three children)

Canoes \$23/hr

- 13.5' to 16' lake recreational (seats up to two adults and one child)

PEDAL BOATS

Inflatables \$18 – \$23/hr

- 9', 12' and 13' splash island platforms (up to five adults or seven children)
- 8' dinghys w/paddles (one or two person)
- water mattresses (two or three person)

CANOEES

Additional "forgot it at home" Rental Items \$5/two hrs or \$8/four hrs

- beach chairs, umbrellas, blankets, frisbees, bocce ball, footballs, volleyballs

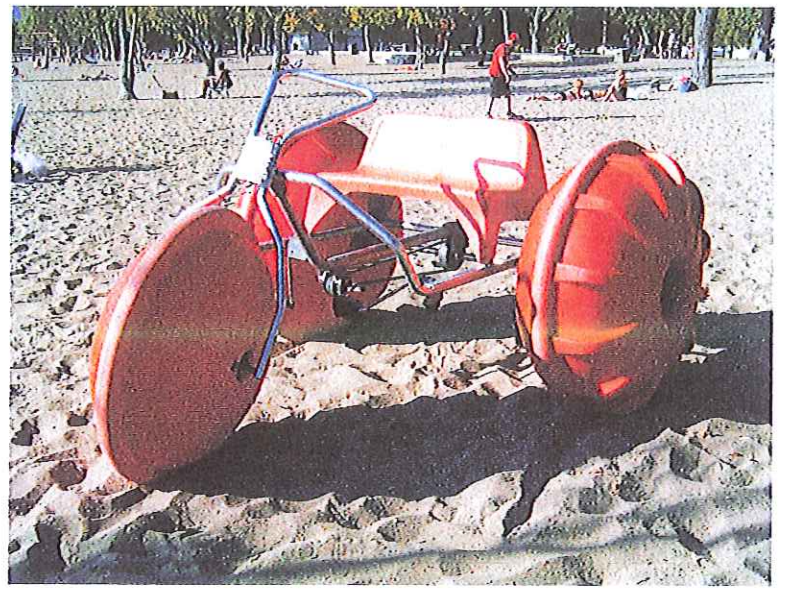
We also carry some "forgot it at home" items For Sale such as inflatable rings, towels and SPF.

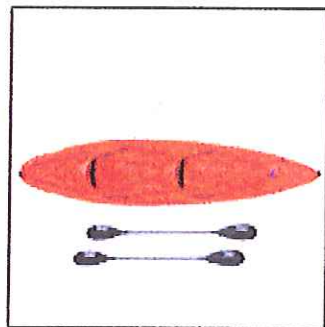
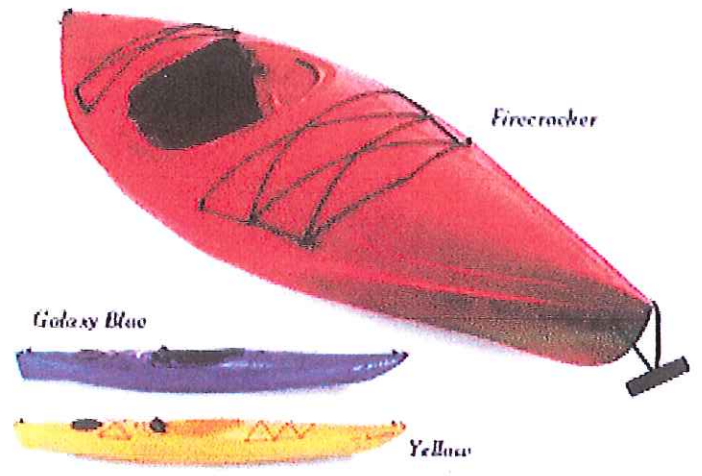
Our intention is to carefully start off the Rotary Beach Concession with:

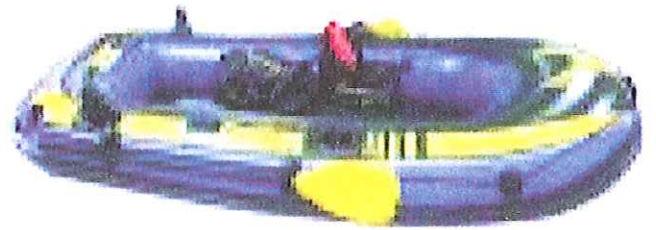
- 6 Kayaks
- 4 – 5 SUPs
- 4 Aqua Bikes
- 4 – 5 Pedal Boats
- 1 – 2 Canoes
- 3 Inflatable Islands
- 1 – 2 Dinghys
- 1 – 2 Water Mattresses and a variety of Additional Rental and Sale Items.

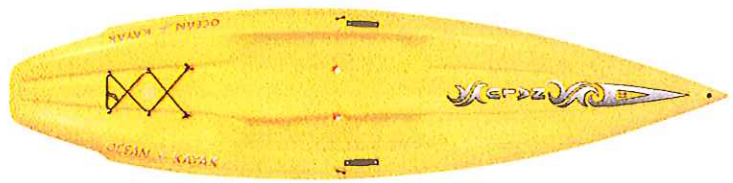
ACCESSORIES

Because we own a large and diverse rental fleet, equipment quantities can be adjusted as needed. The right selection is, in fact, the common thread of our rental business model.

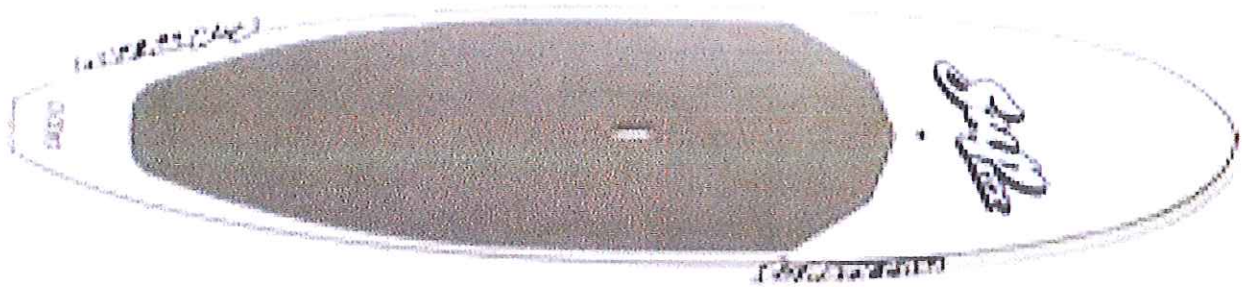




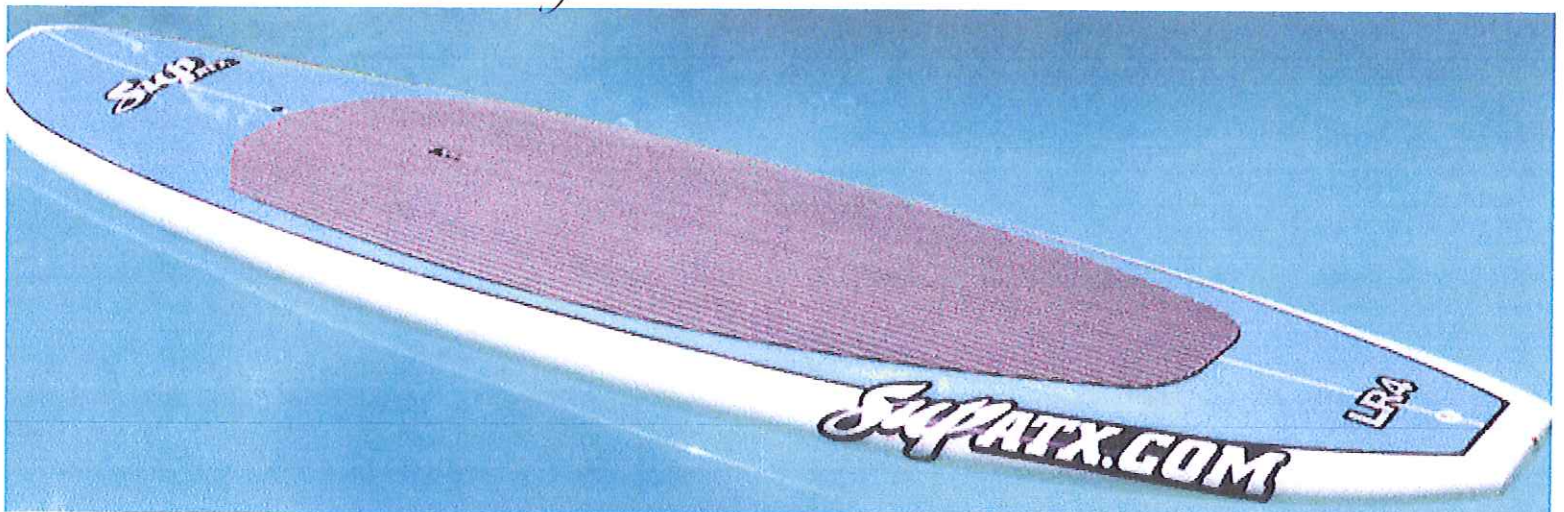


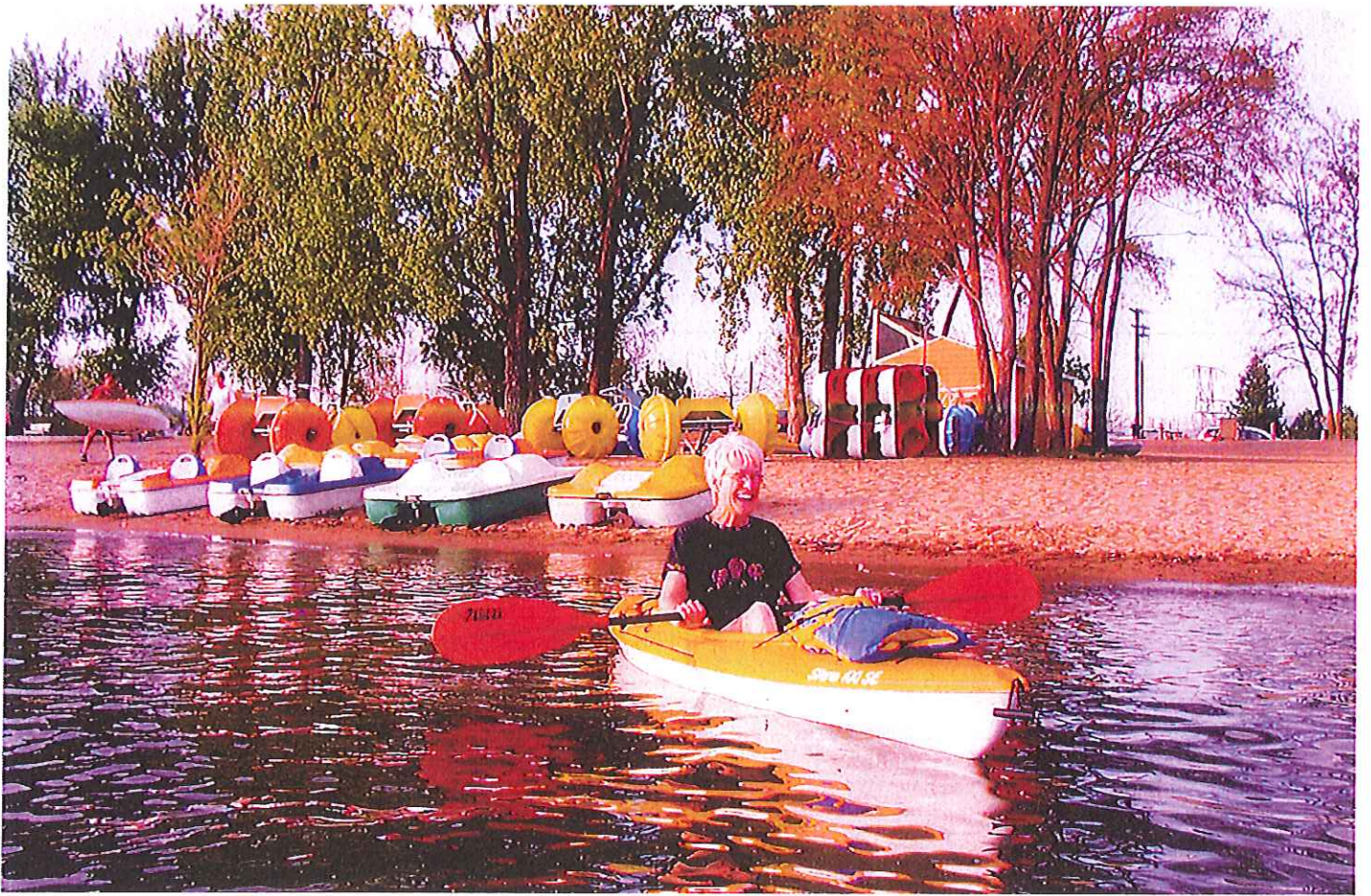


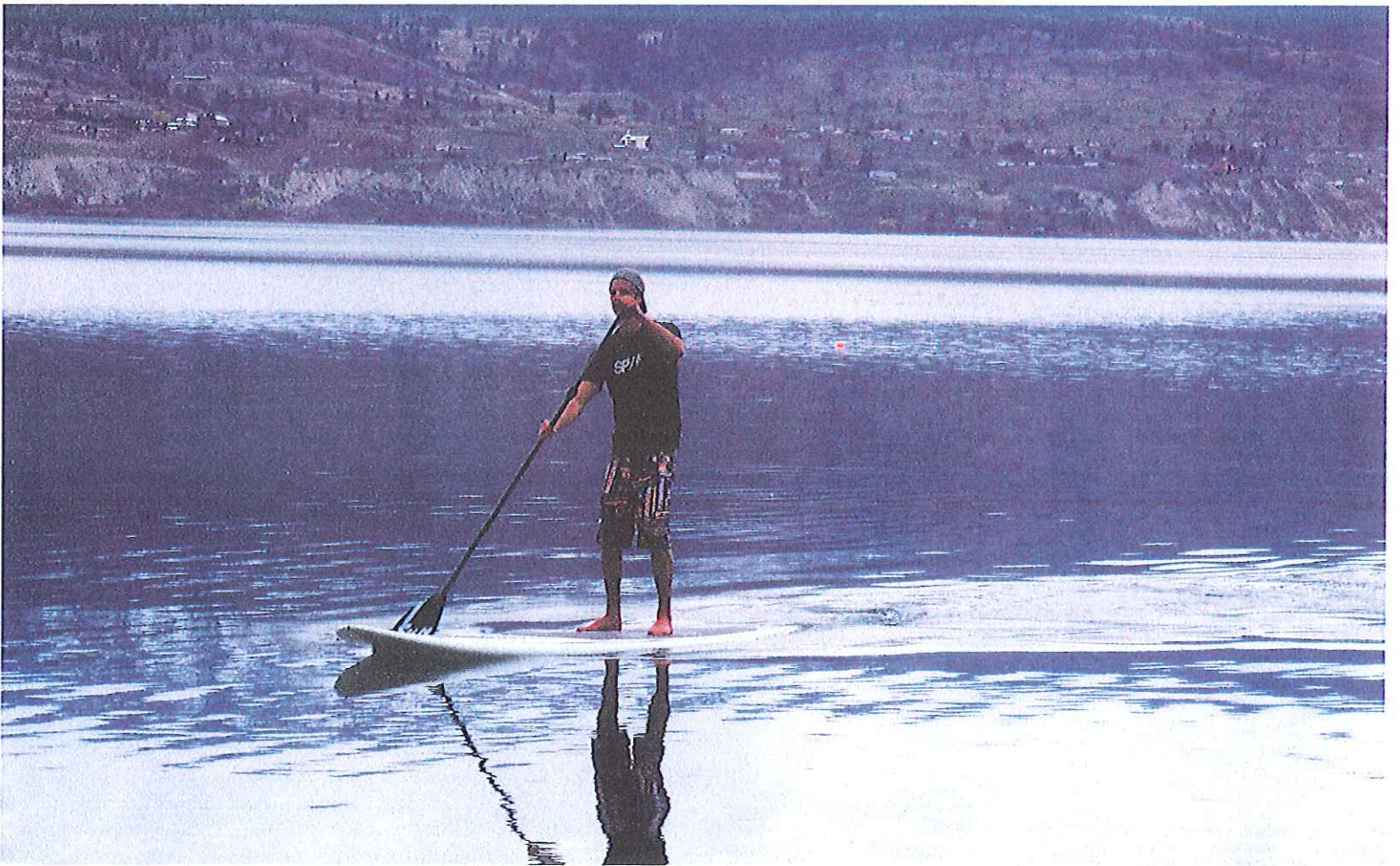
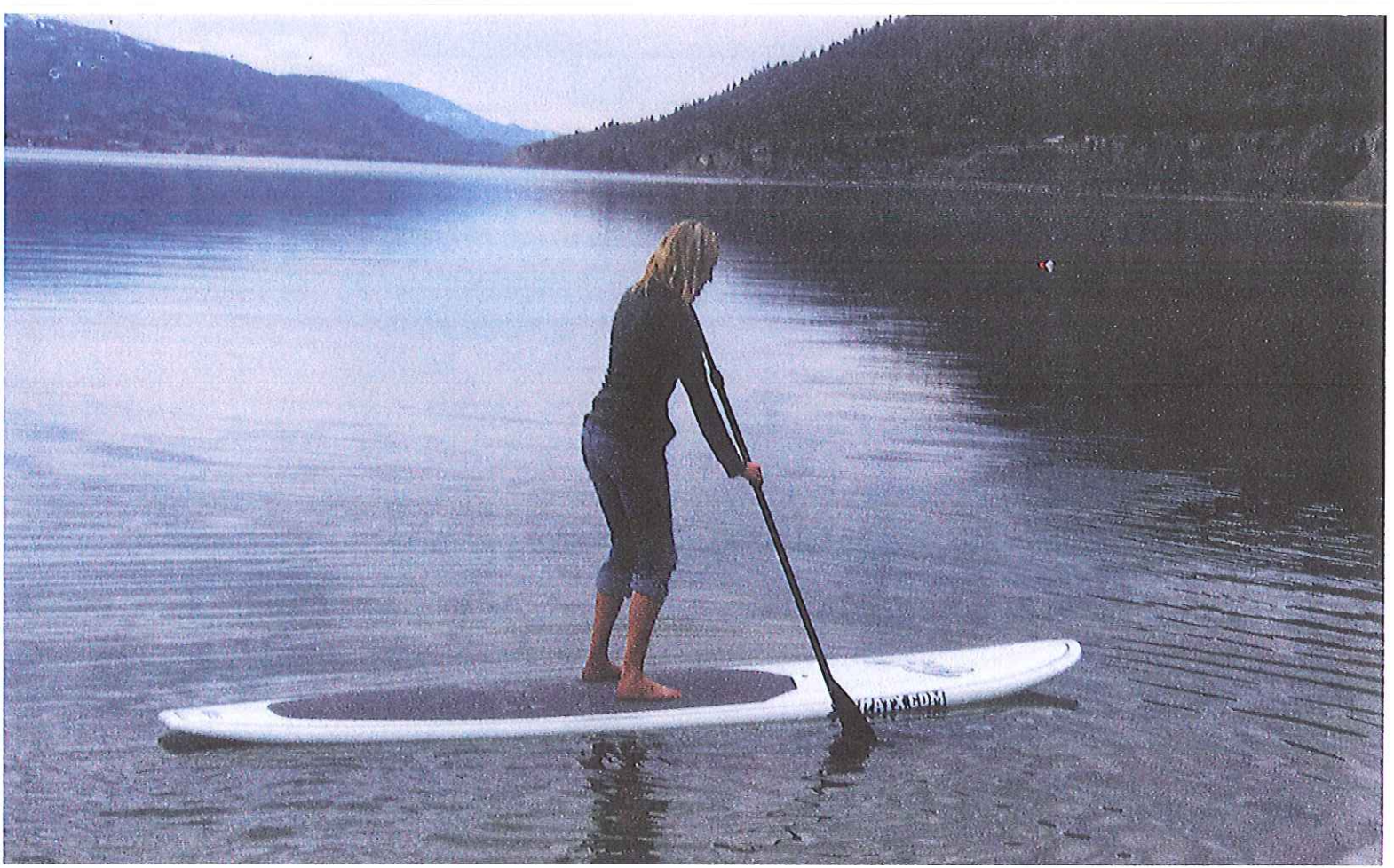
Roto molded SUP.



Eps epoxy SUP

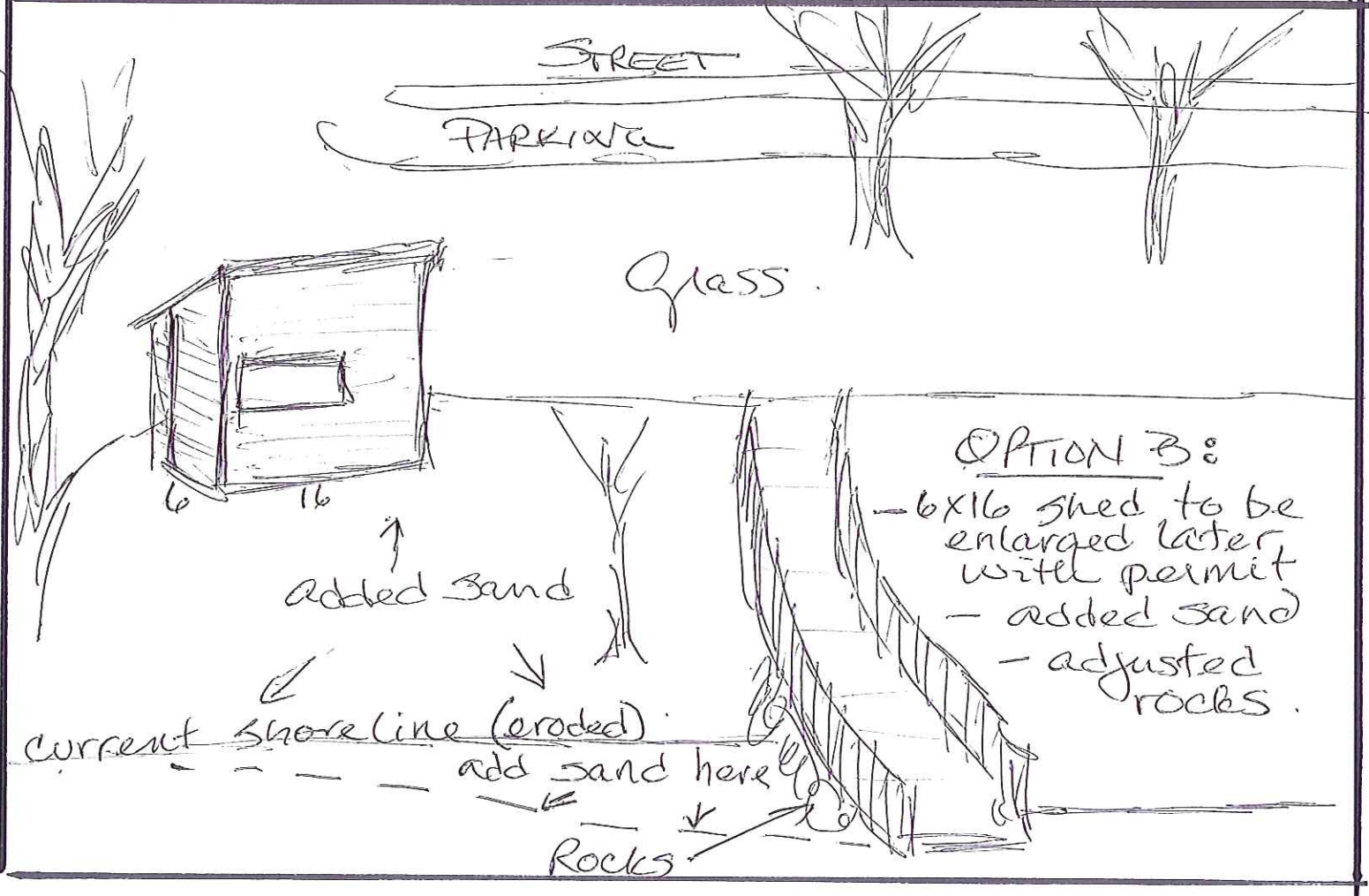
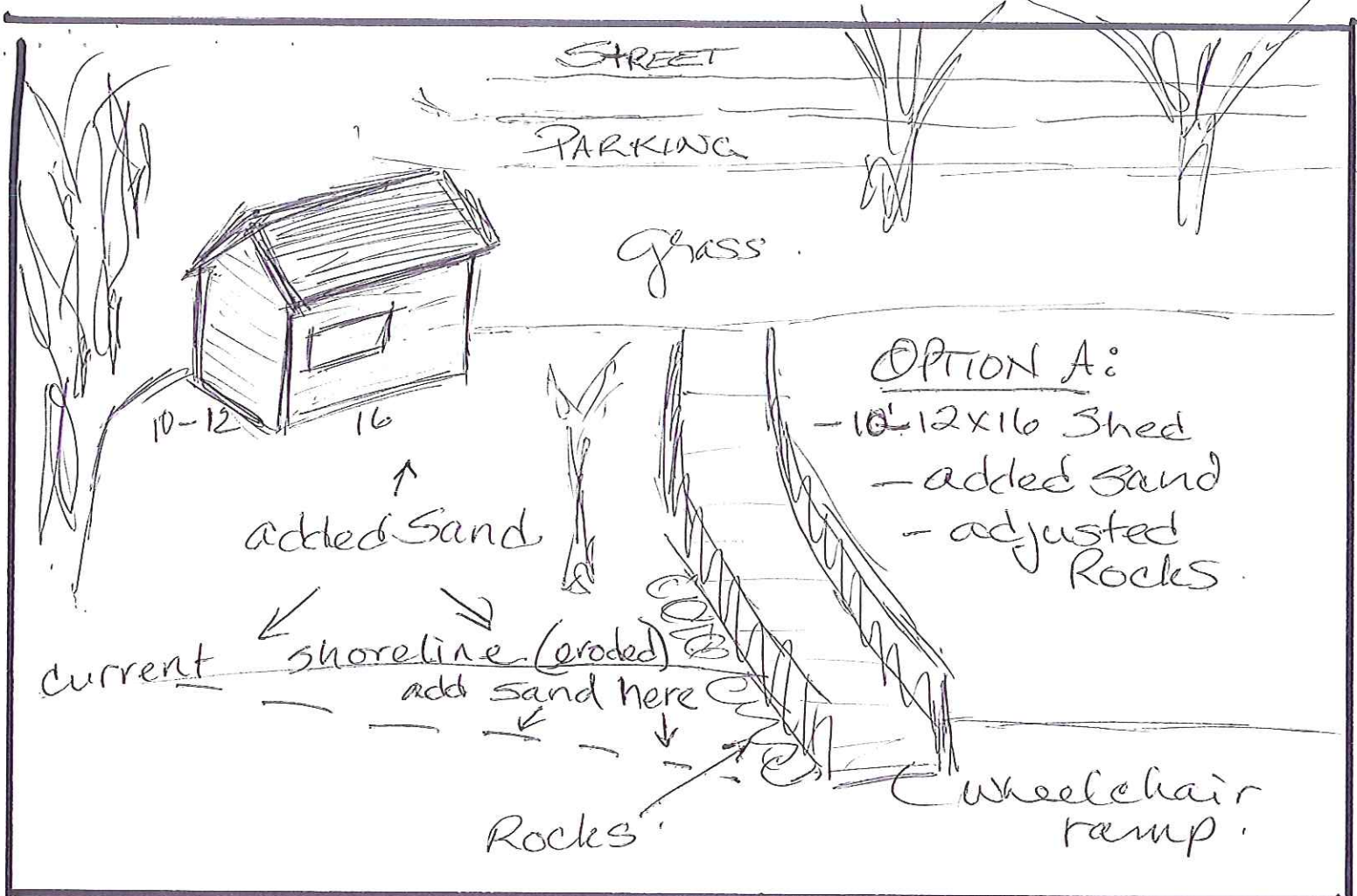






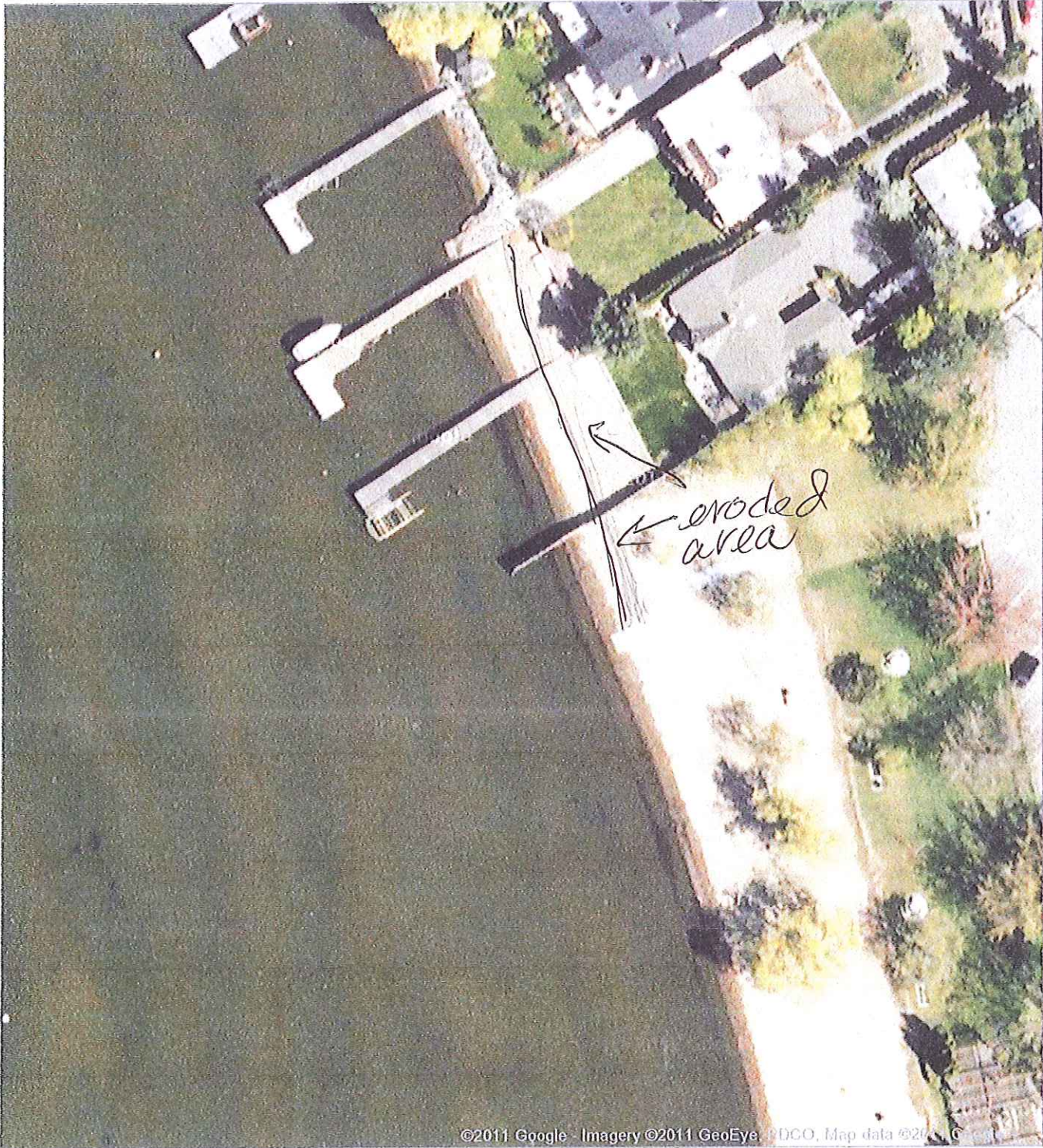


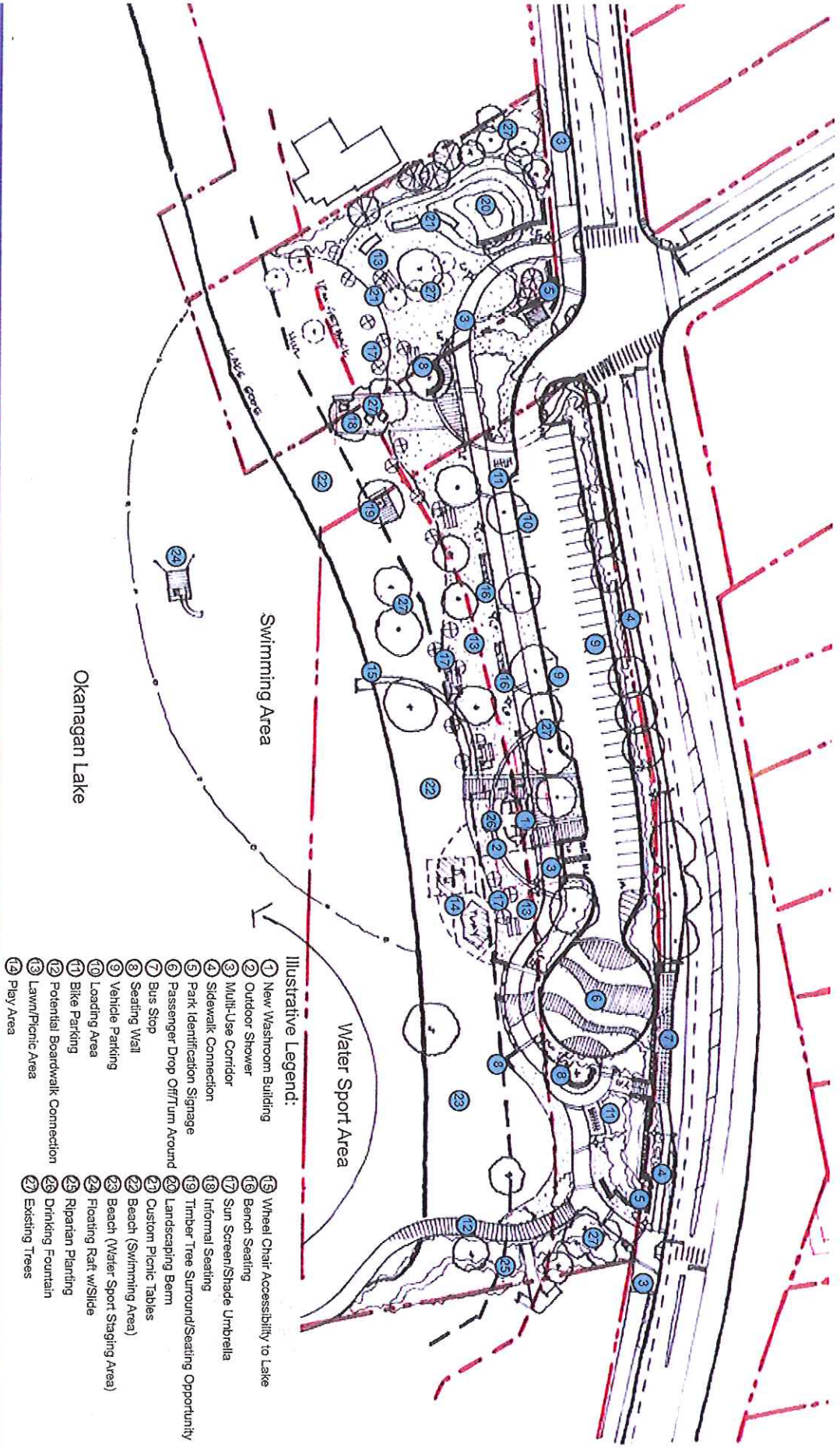






To see all the details that are visible on the screen, use the "Print" link next to the map.





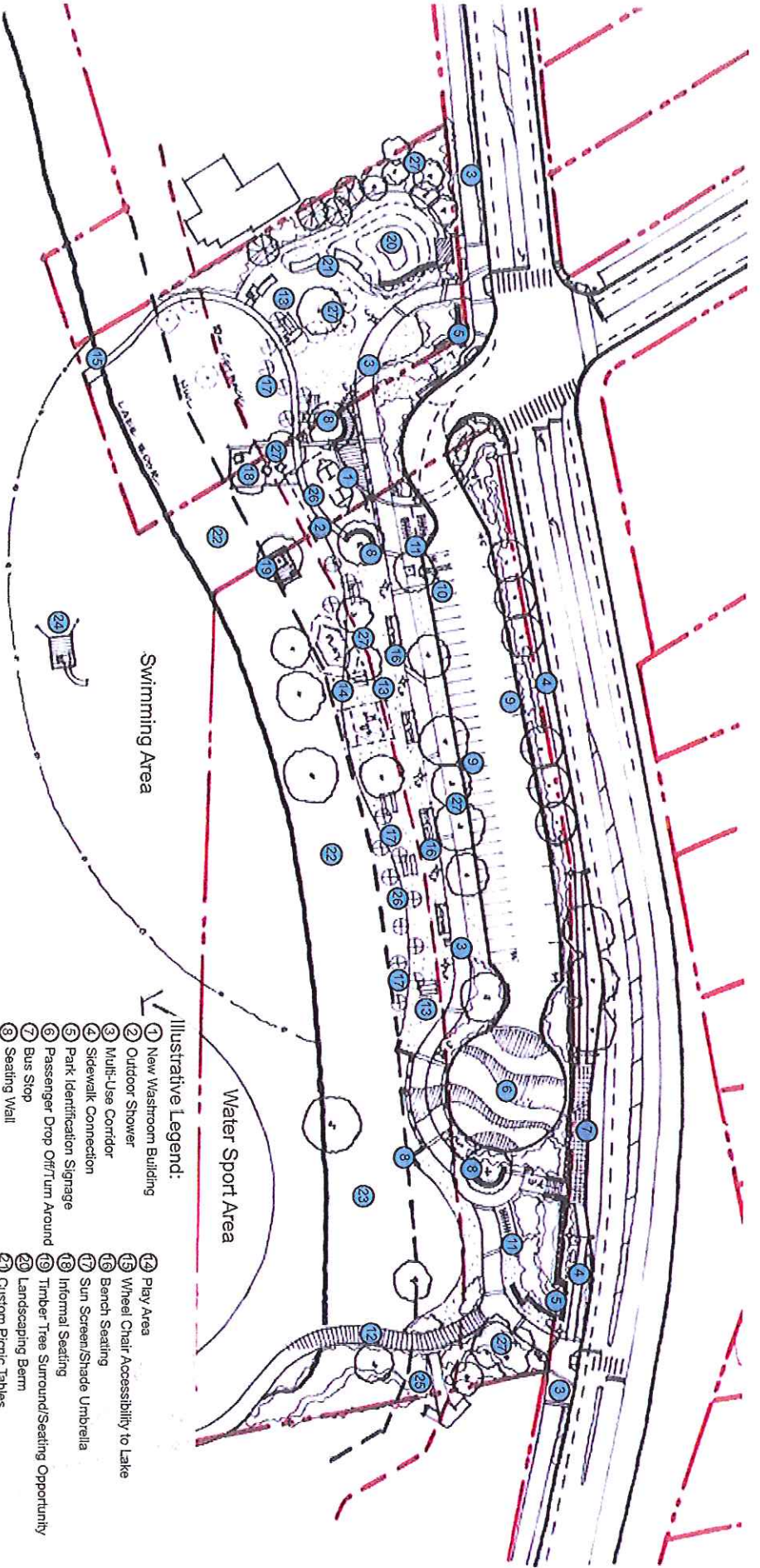
Illustrative Legend:

- ① New Washroom Building
- ② Outdoor Shower
- ③ Multi-Use Corridor
- ④ Sidewalk Connection
- ⑤ Park Identification Signage
- ⑥ Passenger Drop Off/Turn Around
- ⑦ Bus Stop
- ⑧ Seating Wall
- ⑨ Vehicle Parking
- ⑩ Loading Area
- ⑪ Bike Parking
- ⑫ Potential Boardwalk Connection
- ⑬ Lawn/Picnic Area
- ⑭ Play Area
- ⑮ Wheel Chair Accessibility to Lake
- ⑯ Bench Seating
- ⑰ Sun Screen/Shade Umbrella
- ⑱ Informal Seating
- ⑲ Timber Tree Surround/Seating Opportunity
- ⑳ Landscaping Berm
- ㉑ Custom Picnic Tables
- ㉒ Beach (Swimming Area)
- ㉓ Beach (Water Sport Staging Area)
- ㉔ Floating Raft w/Slide
- ㉕ Riparian Planting
- ㉖ Drinking Fountain
- ㉗ Existing Trees

Rotary Beach Park

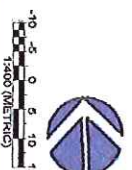
Option "A"

July 14, 2010



Illustrative Legend:

- 1 New Washroom Building
- 2 Outdoor Shower
- 3 Multi-Use Corridor
- 4 Sidewalk Connection
- 5 Park Identification Signage
- 6 Passenger Drop Off/Turn Around
- 7 Bus Stop
- 8 Seating Wall
- 9 Vehicle Parking
- 10 Loading Area
- 11 Bike Parking
- 12 Potential Boardwalk Connection
- 13 Lawn/Picnic Area
- 14 Play Area
- 15 Wheel Chair Accessibility to Lake
- 16 Bench Seating
- 17 Sun Screen/Shade Umbrella
- 18 Informal Seating
- 19 Timber Tree Surround/Seating Opportunity
- 20 Landscaping Berm
- 21 Custom Picnic Tables
- 22 Beach (Swimming Area)
- 23 Beach (Water Sport Staging Area)
- 24 Floating Raft w/Slide
- 25 Riparian Planting
- 26 Drinking Fountain



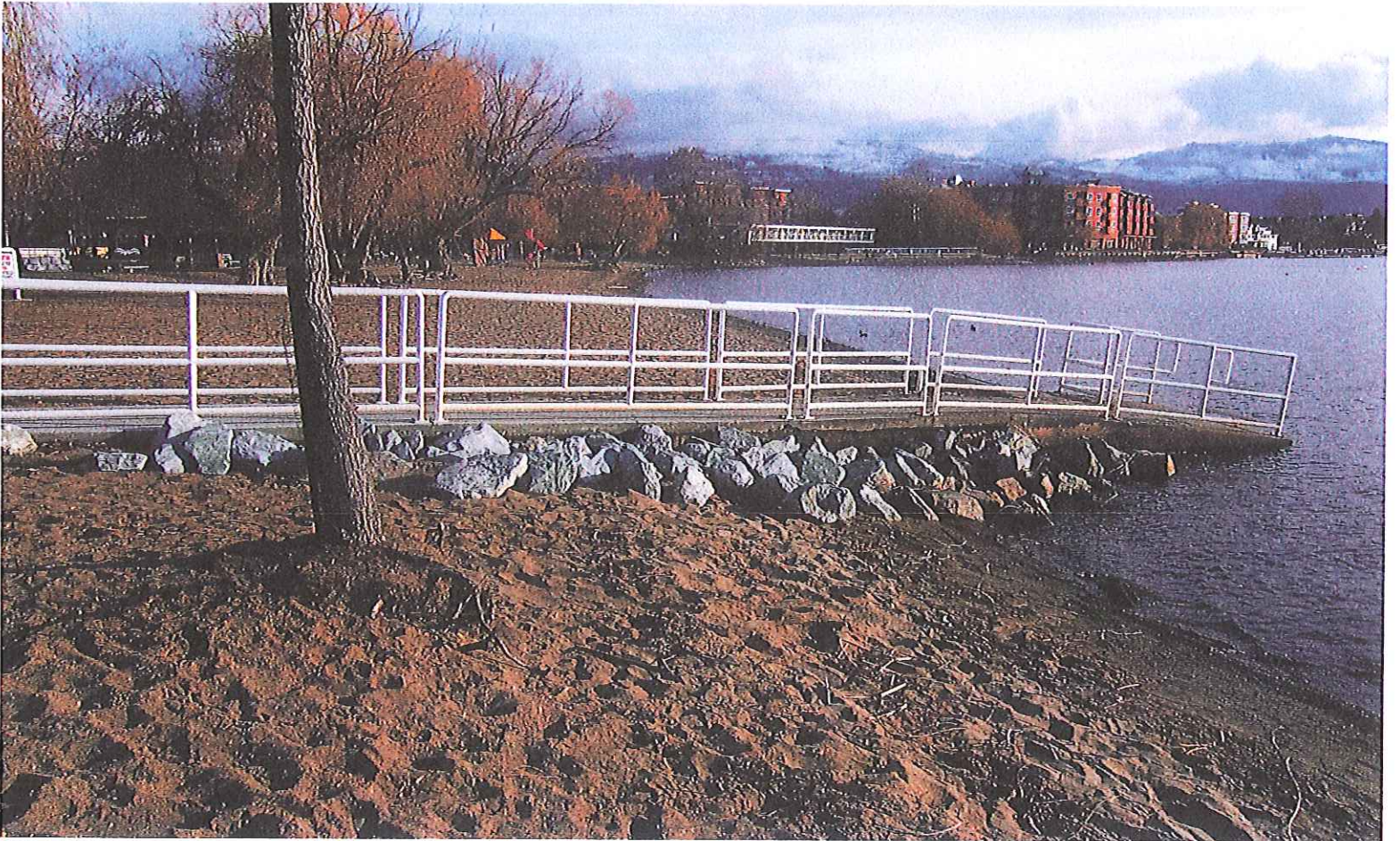
Rotary Beach Park

Option "B"

July 14, 2010

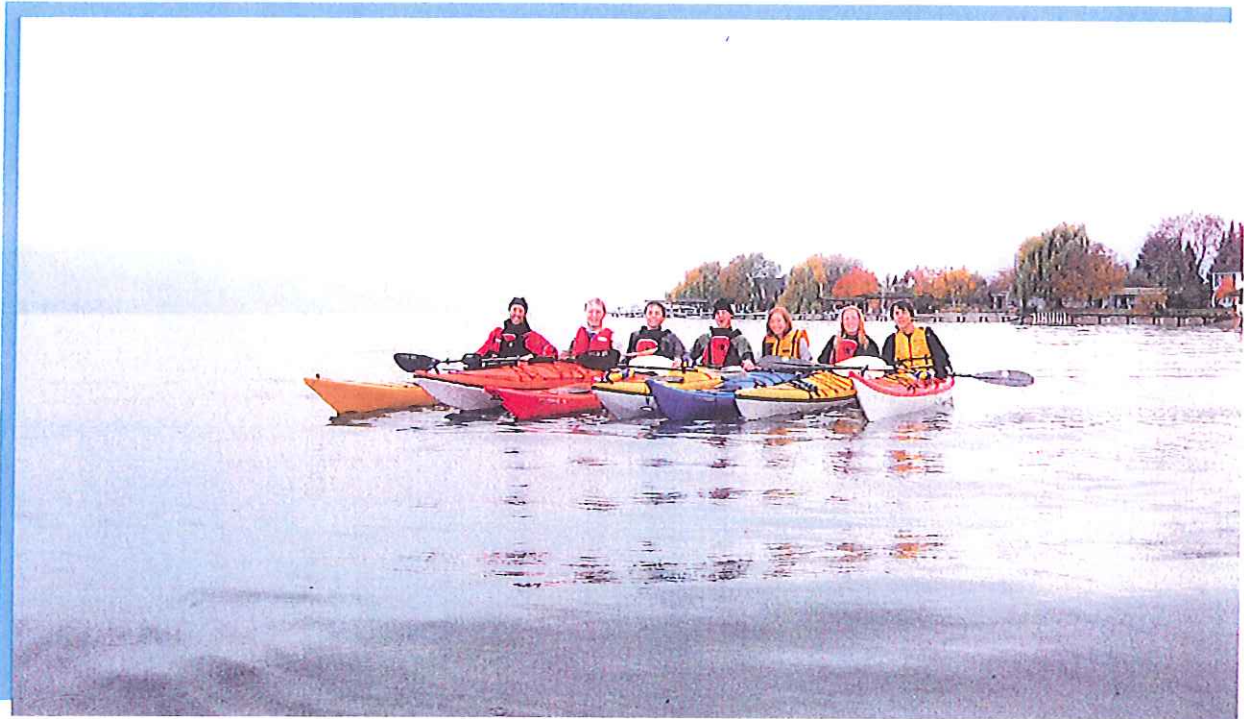






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CITY OF KELOWNA BID PROPOSAL CITY PARK CONCESSION



Trent with a group of highschool students on Green Bay - October 2009

Submitted By: Big Wave Kayak & Outdoor INC.
Submitted On: April 12, 2011

City of Kelowna
APR 12 2011
Real Estate & Building
Services

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- F. Letter of Support from local business: ZipZone & P&H Business Solutions

BIG WAVE KAYAK & OUTDOOR INC

TOURS • LESSONS • RENTALS

153 Siemens Rd. Kelowna, V1Z 3S3 - e:info@bigwavekayak.com – (250) 215-9283 – www.bigwavekayak.com

Mr. Ron Forbes
Director, Real Estate & Building Services
City of Kelowna

April 12, 2011

Dear Ron,

Thank you for allowing us to present this bid for operation of the activity concession at 1600 Abbot St, Kelowna, herein referred to as City Park. We also submit an additional bid for the concession at 1220 Water Street, herein referred to as Tugboat Bay. Please note it is our intention to only run one concession site with our preference or primary bid location City Park and our secondary bid location Tugboat Bay.

Enclosed with our bid is our \$1000 certified cheque to be used as a performance deposit for Big Wave Kayak and Outdoor Inc. to operate as a full service, kayak activity concession at City Park. This concession includes tours, rentals, and instruction by fully trained and certified sea kayak instructors and guides operating within a community paddling site. A high standard of care for people and the environment will be maintained in all of our activities. The majority of our staff will be recruited from local high school and college age students who will be trained to Paddle Canada Standards and as Ambassadors for the City of Kelowna. Our equipment quality and maintenance will be high to ensure for a positive kayak experience.

Having specialized in the activity of sea kayaking for the past three years and investing in over 80 hours of market research our company is strategically positioned to offer an environmentally friendly and discovery waterfront activity for tourists and local residents at City Park or Tugboat Bay. Either of these locations will allow us to best capture a unique market niche within our city limits.

Our bid for these locations will be outlined in three sections: in the first you will discover general information about Big Wave Kayak and Outdoor Inc. – introducing ourselves and discussing our history, experience and mission statement. Section Two discusses our proposal for service including our goals, market research, description of activities, equipment, staffing and our site set up. Finally we present our administrative and logistical plans to fulfill the bid requirements that we agree to adhere to for the duration of the contract.

We trust you will find our proposal to be a viable and sustainable activity option for City Park and we look forward to a symbiotic relationship with the City of Kelowna over the next many years!

Kind Regards,



Trent Pontalti
Director Big Wave Kayak and Outdoor Inc.

SECTION ONE

“Who We Are”



Trent & Bonnie Pontalti on a Moonlight Paddle – September 2009

1.1 Contact Information

Big Wave Kayak and Outdoor Inc.

153 Siemens Rd.
Kelowna, BC
V1Z 3S3

phone: (250) 215-9283
www: www.bigwavekayak.com
email: info@bigwavekayak.com

Incorporation # BC0905603

Director: Trent Pontalti (250) 215-9283

Administrator: Bonnie Pontalti (250) 769-3423

1.2 History

Big Wave Kayak and Outdoor began in the summer of 2008 as a seasonal small business venture. Desiring to compliment his work as a full time teacher and increase income for his growing family, Trent began small with a dream to one day grow the business into a replacement income for some of his teaching salary. Leading instructional tours while acquiring his own personal skill and experience over the past five summers, Trent shares his love for sea kayaking on Okanagan Lake and on Canada's east and west coasts. Initially purchasing eight kayaks from his personal savings allowed Trent to lead instructional tours for all ages and abilities and rent kayaks to many groups including the school district, CRIS Adaptive Adventures and Gone Kayaking. This season will be Trent's second year as a dealer for Pyranha Inc. He is an outfitter for Seaward Kayaks, Werner Paddles, Nimbus Paddles and NRS (safety gear). He presently uses 14 sea kayaks to conduct business and continually adds to and replaces kayaks within the fleet. Trent has easy access to P&H Sea Kayaks and Seaward Kayaks and is able to have new boats within 24 hours depending on the make and model he requests. (Please see Appendix A)

Involvement in these various activities over the past three years convinced Trent that sea kayaking is an underserved market within the Okanagan and led him to become curious as to why fresh water sea kayaking is not a more popular or a more profitable activity given the size of the tourist industry and richness of the lake resource in the area.

In November 2010 Trent moved to expand the services of the company. Motivated by various felt needs expressed within the kayak community and the potential for economic impact within the ecotourism industry led Trent to invest in over 80 hours of market research. The long held desire to build sea kayaking into a vibrant ecotourism business within the Central Okanagan influenced Trent to take a part time leave of absence from his teaching position in January of this year. The timing of events this past fall, particularly the closure of Kelowna Kayak Store, along with findings from his market research indicates that a market is available for sea kayaking in Kelowna. It also reveals that the approach to capturing it would need to be unique. Presently Trent continues to work on implementing his business plan to capture the tour market and promote paddling community while servicing the local area with quality instruction, equipment and experiences in sea kayaking.

1.3 Background & Experience

Big Wave Kayak is operated by Trent and Bonnie Pontalti. Trent is the sole company director and is responsible for the daily operation. Bonnie is responsible for the administrative aspects of the company.

Trent moved to Kelowna when he was three years old and grew up with a father who owned and operated small businesses from 1968 through to the late 90's – Mark V Auto Body and Acoma Holdings Ltd. are two respected names his family conducted business under. Trent himself built and ran two successful businesses in the Okanagan in past. Acoma Auto Services and Winfield Tree Service were both companies Trent started when he was a younger man and which he sold to finance and pursue his love for activity in the outdoors.

Trent is a journeyman mechanic, licensed arborist, professional teacher, and successful entrepreneur but his passion is working with people in the outdoors and experiential education. Growing up in Kelowna he learned to ski, sail, climb, swim, and paddle in and around Okanagan Lake. Trent has been involved in outdoor leadership for over twenty five years. He trained as a mountain guide, with the Beyond Malibu Mountaineering Program in the 80's and has numerous other leadership training and leadership experiences under his belt. Trent presently teaches Outdoor Education and Technology Education at Mount Boucherie High School. In the beginning years of their marriage he and Bonnie ran an Outdoor Leadership Training School for young adults at a residential camp in south western Alberta where they trained young adults to instruct and lead various adventure based programs including mountaineering, rock climbing, canoeing, ropes courses, navigation and archery.

Trent is a Paddle Canada Level II Sea Kayak Instructor and a Red Cross First Aid Instructor. He teaches and certifies high school students in both skills throughout the school year. Each May, for the past five years, Trent leads a group of students on a five day sea kayak adventure in the Gulf Islands and will do so again during the first week of May this year.

Bonnie holds a degree in Recreation Management from Acadia University and her education and past experiences include administrating residential camps and various positions with Boys and Girls Clubs across Canada. For over 15 years she has been a stay at home mother, however she influences the decisions and future planning for the company. Bonnie only involves herself with administrative aspects including the daily planning and organizing. Her specialization in Outdoor Recreation influences the company's professional standard of care for all program activities and environmentally friendly practices.

1.4 Vision Statement

Big Wave Kayak and Outdoor exists to help people relax, connect and discover the wonder and energy of life found in nature. We create outdoor experiences that are safe, green, adventurous and fun!

1.5 Mission Statement

Through the provision of kayak tours, lessons, and rentals from beach front locations, Big Wave Kayak and Outdoor Inc. will provide water based experiences and opportunities for residents of and visiting tourists to the Okanagan; to relax, connect with others and discover the natural wonder, history and richness of our lake and coastal waters. ~ RIDE THE WAVE ~

SECTION TWO

“What We Do”



Trent with a group of students at Salt Spring Island – May 2009

2.1 Goals:

Over the three and potentially five years of this contract the business goals for Big Wave Kayak Inc, include:

1. To economically impact the community in a positive way through the provision of service in the way of tours, instruction, rentals and sales:
 - a. To a conservative estimate of 17,000 potential visitors who arrive in Kelowna willing to participate in a kayaking experience each season.
 - b. To enhance the quality of visit for the half million Kelowna tourists who come for a beach/sun experience each season.
 - c. For local residents their families and guests who presently own boats or participate in kayaking.
 - d. To other tourist businesses in the Okanagan by working cooperatively to promote joint ventures. For example: Wine/Kayak Tour, Cycle/Kayak Tour, Golf/Kayak Tour
 - e. By hiring staff locally and when possible purchasing supplies and services from local small businesses.

2. To contribute to a vibrant and responsible paddling community within the Okanagan.
 - a. To model and provide awareness and safe practice for the interaction between motorized and non-motorized water vessels.
 - b. To create a drop in location for education and information regarding the art of kayaking that will enhance the downtown core and fit within the Community Revitalization Plan.
 - c. To use social media to keep individuals up to date and informed of general happenings both locally and abroad within the larger Okanagan paddling scene.

3. To provide exposure and paddling experiences to the whole of Kelowna, including low socio-economic groups who may not normally have the opportunity to experience such activity. (Refer to Appendix ? to view letter of support from one existing partnership)

2.2 Rationale

Big Wave Kayak creates experiences to meet the needs of each person and group while taking into consideration the skill level and motivation of participants. Big Wave Kayak will provide the above noted opportunities for both tourist and locals through the acquisition of a beach front location within a high traffic tourist location. Walk by tourist exposure identifies as high priority in the initial phase of our company's overall marketing strategy for our expansion and vision for kayaking in the Central Okanagan. Securing the beach front location at City Park or Tugboat Bay would be advantageous to Big Wave's overall marketing strategy and success in achieving the above noted business goals.

2.3 Market Research

Our market research shows strong success indicators for a beach front kayak business in Kelowna. Such research suggests that over 17,000 individuals in the Kelowna area would utilize a kayak product – tours, rentals or lessons.

Big Wave Kayak and Outdoor would be uniquely positioned to serve these 17,000+ potential customers with a beach front location. We believe that our instructional and guiding experience, family history and long term residency combined with the popularity of kayaking and our rich lake resource would capture a minimal 20% of the market rental group business, 70-75% of the market tour group business and 70-75% of the market instruction group business. We support these projections with the following statistics:

2.3.1 General Market

Any person between the ages of 10 – 85 in the greater Kelowna area, including tourists and local residents could be a potential client. The majority of people who participate in sea kayaking are between the ages of 25-65 and 60% are females between the ages of 25-54. (BC Tourism Sea Kayaker segment)

Breakdown of these ages as indicated by existing kayak businesses in BC include:

Percentage of Clientele	All Businesses
17 years or younger	9.8%
18 - 24 years of age	11.4%
25 - 34 years of age	14.6%
35 - 44 years of age	19.6%
45 - 54 years of age	23.6%
55 - 64 years of age	13.1%
65 - 74 years of age	3.6%
75 years and over	0.6%

(BC Tourism: travel activities and motivations focus on sea kayakers)

70% of businesses surveyed report the above age groupings and percentages have remained fairly consistent over the past ten years. 30% of kayak businesses report increased numbers of older (65+) and younger (15+) ages participating in Sea kayaking. It appears that as the baby boom generation ages, many are starting and continuing to participate in kayaking and may, in fact, be introducing their children and grandchildren to the activity, as well.” (BC Tourism: Sea Kayaking sector)

The estimated growth rate nationally of the kayak market between now and 2026 is a modest but stable 8%. We anticipate this number to be slightly higher, 10-12% based on the fact that the average age of Kelowna residents is higher than the national average and acknowledging that Kelowna has a large tourist population with a growing ecotourism industry comparative to the average Canadian community.

2.3.2 Target Market Groups

Comprised of two tourist groups and local residents:

1. Sea Kayakers make up 1.4% of the 6 million Canadians who have come to British Columbia for vacations in 2004 or 2005. Taking 1.4% of Kelowna's tourist market would mean there are approximately 16,800 tourists looking to Sea Kayak each year, of this group 2 in 5 or 40% enjoy kayaking in fresh water. By extrapolation 6,720 of Kelowna's tourists are Sea Kayakers looking for a Fresh water sea kayaking experience. (BC Tourism: travel activities and motivations focus on sea kayakers)
2. In excess of 1.2 million summer vacation tourists visit Kelowna each year. Approximately 50% come specifically for the sun/beach vacation. It is reasonable to estimate that we will attract 6000 general visitors or 1/2 % of the 1.2 million tourists, to utilize a kayak product given the obvious connection of kayaking products to water, beaches and sun. (Kelowna Tourism, Nancy Cameron CEO)
3. There are an estimated 34 million Canadians today. 4.4% or 1.5 million of them participate in Sea Kayaking. Based on these national averages one can conclude that there are 4664 sea kayakers in Kelowna (4.4% of Kelowna's 106,000 residents). Again it is fair to conclude that these numbers would be slightly higher in Kelowna given our location to coastal waters and lake resource.

These numbers indicate large groups of people who our specialized products will be marketed to in effort to create a viable business venture.

2.4 Program and Service Descriptions

2.4.1 Program Overview throughout duration of contract

** Please note these services will be implemented and grow over a five year period in order to ensure sustainable business growth. The year of implementation will be noted in parenthesis at the end of each activity.*

This concession will function to promote and offer two main services to the City:

1. A vibrant ecotourism activity that will offer four main activities for guests:
 - i) Community Sight Seeing Tours within the city lakefront. (yrs 1&2)
 - ii) Lake Tours outside of the city lakefront to areas such Paul's Tomb or overnight trips to Bear Creek Park or Rattle Snake Island (year 3)
 - iii) Instruction (year 1)
 - iv) Rentals (year 1)
 - v) Combination of fresh water instruction and guided sea tour on the

- west coast. (yrs 4&5)
2. A service to local paddlers that will include:
- i) A drop-in location and meeting place for paddlers to come for social interaction and exchange of information. To relax and connect with the larger community of paddlers and find new partners to paddle with. (yrs 1&2)
 - ii) To partner and support other paddling community groups such as the Kelowna Kayak & Canoe Club and School District 23 with sponsorship and resources. (yr 2&3)
 - iii) Special classes to promote a healthy and active lifestyle through the activity of kayaking. (yrs 1&2)
 - iv) Instruction in skills and safety. (yr 1)
 - v) Low rates for multiple visit rental users. *ie* Seasonal Pass (yr 2&3)
 - vi) (yr 2&3)
 - vii) An easily accessible beach front location for paddlers to drop off their boats and enter the water in a safe location not interfering with motorized water vehicles or swimmers and with convenient accessibility to parking. Assistance with transport of boats, through the use of complimentary kayak karts, to and from vehicles to ensure safe access to the lake and reduce risk of personal injury. (yr 1)

2.4.2 Service Descriptions & Pricing for 2011- 2013

A. TOURS

Tours will operate from 10 am until 6 pm each day. Some bookings will occur outside of these hours, such as in the case of Moonlight Paddles. Reservation by phone will be encouraged and when space allows drop-ins will always be welcomed. Participants will be asked to arrive 15 minutes early to get geared up. Beginners are welcome and must be 8 years of age or older. Use of boats and safety gear are included in the cost of the tour. Our tours for the 2011 season and throughout the duration of the contract will include: (please see Appendix C for more detailed descriptions)

1. SIGHT SEEING TOURS – (1, 2 or 3 hour tours)
2. BEACH PADDLE TOURS - (3 hour tour)
3. MOONLIGHT PADDLE TOURS - (3 hour tour)
4. FAMILY/GROUP PADDLE TOURS - (1,2, or 3 hour tours)

Price for tours

TOUR LENGTH	Adult (16 and up)	Child/Youth (Under 17yrs)
1 Hr Tour	\$35	\$25
2 Hr Tour	\$60	\$40
3 Hr Tour	\$80	\$60

* Group rates may be negotiated with the site supervisor.

* Boats and all safety related equipment are supplied

B. LESSONS

All of our courses will be taught by a Paddle Canada Sea Kayak Instructor. Each course will have scheduled dates but other private and group lessons can be booked at any time. There are a maximum of 6 students per course so participants receive a lot of individual support. Individuals who bring their own boats receive a \$10 discount in fee. Please see Appendix ? for course descriptions. Courses for the 2011 season and duration of the contract will include:

Big Wave Courses: All course fees are \$60 and each course is 2 hours in duration

- 1. Sea Kayaking - Try It**
- 2. Sea Kayaking - Rescues 1**
- 3. Sea Kayaking - Rescues 2**
- 4. Sea Kayaking - Paddling Skills**
- 5. Sea Kayaking - Brace Strokes and Rolling**

Paddle Canada Courses: Course fees and length vary. Descriptions for these courses can be found on line at <http://www.paddlingcanada.com/programs/sea-kayaking.html>

- 1. Introduction To Sea Kayaking Certification Course (8 hrs)**
Fee \$200
- 2. Level 1 Sea Kayaking Certification Course (16 hrs)**
Prerequisite: Intro to Sea Kayaking
Fee: \$350
- 3. Level 2 Sea Kayaking Skills Course (4 days with one overnight trip)**
Prerequisite: Level 1 Course
Fee \$550 - \$800 depending on location

C. RENTALS

The following boats are those immediately on hand and available for rental use. If we are the successful bidder for this contract Big Wave Kayak will add more boats to its fleet and also add canoes in year two of our marketing plan.

Equipment List and Kayak Rental Pricing
 Pictures can be found in Appendix B of this equipment

Item	Number of Units	Rental Rates per. 1 Hr.	Rental rates per. 2 Hr.	Rental rates per. 4 Hr.
Single Recreational Kayak	1	\$18	\$30	\$40
Single Sea Kayak (plastic)	9	\$20	\$35	\$45
Single Sea Kayak Fiberglass	3	\$25	\$45	\$50
Double Sea Kayak	1	\$35	\$45	\$55
Double sit on top Kayak	2 <i>*not presently in fleet but will be for May 15th</i>	\$35	\$45	\$55

* All equipment comes with a safety briefing/demonstration, and mandatory coast guard required equipment: paddle, life jacket (PFD), signaling device (whistle), bailing device (pump), 15 meters of buoyant rope.

D. COMMUNITY KAYAK PROGRAMS

We will offer special community outings and classes throughout the summer for those who wish to make kayaking a part of their healthy active lifestyle. To participate membership is required. Membership is free to anyone who participates in an instructional class or tour during the season otherwise a yearly membership will cost \$20 (\$5 per month). All classes are 1 hour long unless indicated. Membership will include the use of a kayak kart to assist with the movement of personal kayaks from the parking lot to lakefront. Participants will phone ahead to book their spot. Max 6 per class. **Fee:** \$10 per class

Core Strengthening Class

Strengthen core muscles and improve paddling efficiency.

Early Morning Contemplative Paddle

Join Trent for an early morning paddle enjoying the silence and solitude of the waters surrounding the park.

Lunch Hour Seniors Paddle (2 hours)

Bring a picnic and enjoy a leisurely paddle to one of our beaches for lunch. This will be a great way to connect with old friends or meet new ones.

After Dinner Kayak Fit

Designed with exercises to build endurance and strengthen your core. How fast can you cross the lake or how far can you paddle in an hour? On rough days we will ride the waves and play!

2.4.3 Program and Activity Scheduling

A schedule for summer tours, lessons, and community classes will be available for May 15th as we will create the schedule based on the skill, interest and availability of the staff we hire. All noted tours, lessons, and community programs will be offered and we expect to add new programs as the business and site grow. Tours will occur between 10 am and 6pm daily; BWK lessons 3 times per week scheduled and as many booked as our time and staffing allow, Paddle Canada Courses 1 to 2 lesson sets per summer for each course.

2.4 Staffing

Big Wave will recruit, train, and employ local students to work at the concession. The level of activity and volume of customers will determine the number of staff hired each season. It is anticipated that 4 to 6 students will be needed to work between 20 – 30 hours per week, each earning between \$8.75 and \$18.00 per hour. Wages depend on the level of responsibility and personal qualifications that each employee holds. The site manager is Trent, administrator is Bonnie and a Site Supervisor will be hired to oversee operations in Trent's absence. All staff will be given a clear job description and receive ongoing performance appraisal and feedback. Positions will include: Site Supervisor, Tour Guides, Concession Workers, and General Labourer.

2.4.1 Recruitment

Staff recruitment and hiring will occur between April 20th and June 30th. Staff recruitment will first consider students attending within School District 23, UBCO and Okanagan College students. Big Wave Kayak will adhere to all BC Employment Standards.

2.4.2 Training

Each staff member will be trained in Red Cross Standard First Aid and Emergency Water Procedures, Paddle Canada Level 2 Sea Kayak Skills and operation procedures, knowledge of Kelowna, its history and direction for the future.

2.4.3 Supervision

All staff will be supervised by Trent and receive direction from a Site Manager. Each employee will receive a formal performance appraisal at the end of the summer.

2.4.4 Renumeration

Staff will be paid biweekly and payroll will be managed by a local PEO company-still to be determined but will be in place for May 15th. Big Wave will adhere to the scheduled BC minimum wage increases and adjust our pay scale according throughout the duration of the contract.

2.6 Site Set-up

All equipment and gear will be brought into the site each day by truck and trailer or by pontoon deck boat. This will alleviate concerns of equipment storage, vandalism, theft, and

fire through the night. This also leaves the beach free, clear and clean each evening maintaining a natural beach waterfront for larger municipal events.

T

Two options exist for transporting gear and equipment to the site:

A. Transport equipment by truck and trailer:

We have a 2000 Ford F150 Truck and trailer that carries up to 25 kayaks and removable metal box that holds safety gear, PFD's and paddles. This mode of transporting gear would involve:

- Obtaining a key for gate from City allowing us to bring truck and trailer into the cul-de-sac at the South end of City Park. We would part the trailer onto the beach location for storage of boats during operation. The truck would be parked in a parking space acceptable to the City.
- If having a kayak trailer on the beach is unacceptable to the city we will unload the kayaks from the trailer and place them on the beach. The truck and trailer would then be parked in one of the parking areas acceptable to the city. The kayak trailer is light and may be unhooked and maneuvered by hand for ease of parking. Unhooked the truck and trailer could be parked in side by side stalls.
- If possible the truck will stay parked in one of the designated parking areas near the cul-de-sac. Alternatively the truck would be parked in the designated City Park parking area.

B. Transport equipment by pontoon deck boat:

If City Park is too busy (pedestrian traffic, special events, park maintenance) to access by truck and trailer we have the ability to transport all of our equipment to and from City Park by pontoon deck boat. The kayaks and gear would be placed on the deck of the boat and moved from our lake front family home in Traders Cove to City Park - a fifteen to twenty minute trip.

- The pontoon boat could be brought in to shore just along the north side of the bridge. If this is deemed unacceptable by the city we would anchor temporarily outside the swimming area and unload the kayaks, floating them in loaded with all our equipment to shore. The pontoon boat would then be driven back and be tied to our dock ready to be used in an emergency situation or unexpected rough water conditions. At the end of the day, the pontoon boat would be brought back to City Park and all equipment would be loaded and transported back to our family home.
- If acceptable to the City the pontoon boat could be anchored out on the lake acting as a paddling instructional platform or if acceptable to the city left on the beach acting as a storage rack for kayaks. Please note that the pontoon boat in the pictures is undergoing cosmetic work To Whom It May Concern: effect the quality of our services and will be cleaned up prior to May 15th.

Equipment set up on the beach:

- A pop up tent/booth with a table setup for handling paper work, secure financial transactions, and storage metal box with paddles and lifejackets during the day.
- A folding picnic table with an umbrella would be set up for customer use.
- Kayaks would be placed on the beach. Kayak trailer will be unhooked from truck and rolled by hand onto beach or stored in acceptable parking stalls. .

SECTION THREE

"How We Do It"



Our Site Set Up At Our Lakefront Family Home

3.1 Operation

Big Wave Kayak wishes to operate a kayak tou, lesson and rental concession at City Park from May 15th to September 15th in 2011, 2012, and 2013 and may have option to renew for up to two one year terms based on the sole discretion of the City Manager. Our concession will operate between 10 am and 6 pm seven days of the week. A complete summer activity and lesson schedule will be available for the May 15th start date each year. The necessary staff will be hired and trained for this date as well.

3.2 Equipment, Maintenance & Participant Safety

Big Wave Kayak will provide to the site all equipment as indicated in Section 2.4.2 for the May 15th start date each year. Big Wave Kayak will assume responsibility and liability for all equipment and will maintain and transport this equipment to and from the site each day. Please refer to Section 2.6 to read requirements and procedures for the set up and movement of this equipment. All participants will be provided with a 10 minute safety briefing for the use and care of any equipment they rent or use while in a Big Wave rental, lesson or activity. Participants will be required to leave a security deposit for the use or rental of any equipment and sign waiver forms. All business activity and programs will adhere to Paddle Canada safety standards. Big Wave Kayak owns and will use a flat deck pontoon boat as part of its emergency procedures or if unexpected rough water conditions. (Please see pictures of existing equipment in Appendix D)

3.3 Permits, Licenses, and Taxes

Big Wave Kayak & Outdoor Inc. has purchased the necessary City of Kelowna Business License for 2011. The books and financial records will be kept by our book keeper Jackie Wilson who has kept our financial records for the past two years at Bookkeeping Etc. Payroll will be hired out to a local PEO company and a small business accountant will audit the books of the company each January - all taxes will be paid in full. These accounting and PEO companies will be determined upon successful obtainment of the contract. To our knowledge there are no other permits, taxes or fees that will be required to operate this concession. Big Wave will adhere to all regulations regarding fire, traffic, and safety in and around City Park and while on the waterfront conducting business.

3.4 Employment Standards

Big Wave Kayak and Outdoor Inc. is in contact with BC Employment Standards and necessary coverage is in the works. Please refer to Section 2.4 to see our proposed plan for the recruitment, training and supervision of staff.

3.5 Insurance

Big Wave Kayak has arranged with Wilson M. Beck Insurance Services in Kelowna to provide insurance coverage for all our insurance needs including the adding of the

municipality to the policy. Please refer to Appendix E to review our insurance arrangements.

3.6 Special Events

Big Wave Kayak is aware of Special Events that will occur in City Park such as the Centre of Gravity and other such festivals. We acknowledge that it is our responsibility to contact each event organizer to determine what involvement or presence Big Wave may play at the beach front location during these Special Events. If it is not possible to negotiate mutually agreeable terms Big Wave will willingly remove itself from the site for the necessary time as requested by the event coordinators. We recognize that the city will provide as much notification as possible for upcoming events but also note that unexpected last minute events may occur throughout each season. Special Events will be honored as a priority to the vitality of City Park and the Kelowna Community and Big Wave Kayak and Outdoor will work cooperatively to ensure each events smooth success.

3.7 Value to the Community

Big Wave Kayak and Outdoor Inc will provide much economic value to the community as it operates its programs and services in City Park. The following summarizes our presence and contribution to the city as a whole:

- Positive economic impact: as tourist visit the city to participate in tours and lessons. As our business grows we anticipate Keowna to become a popular location for beginner sea kayak training due to its warm water.
- Through the hiring of local staff and use of as many small businesses within the City we will support the local economy. For example when obtaining insurance quotes we did find one that was a few hundred dollars less expensive with a company based in Quebec. We decided to stick with a local company to encourage positive business relations within our own community. (See Appendix F or letter of support from one such business)
- Cooperative relations with other ecotourism businesses to provide discounted services and joint ventures. Such as with Zip Zone (see Appendix G for letter of confirmation)
- By promoting community paddling activities and providing opportunities for low socio-economic groups to experience kayaking activities. In our second year of operation we will become an active participant in BC's Everybody Gets To Play program. To continue to work with and support organizations such as the CRIS program. (see Appendix B for letters of Support)
- We will be involved in School District 23's Outdoor Education Programs through our donation program. This donation will allow schools to purchase outdoor equipment to outfit their Outdoor Education Classes. As well we will work with Outdoor Education Students throughout the school district to assist with a community fundraiser for each program to raise money to assist with the extra

costs of school trips. This fundraiser will be planned and run by students and Big Wave Kayak will sponsor and support through the use of equipment and site availability encouraging other ecotourism businesses to contribute as well. It is our belief that supporting local outdoor education programs in this way will encourage the development of local students in the area of outdoor leadership benefiting our local ecotourism businesses.

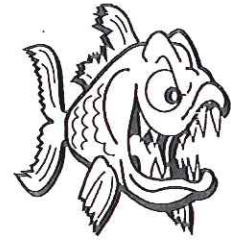
3.8 Remuneration

Big Wave Kayak and Outdoor Inc. agrees to pay the City of Kelowna \$5100 for the use of the beachfront concession at City Park. These payments will be made in the following schedule of payments: May 31st - \$1000; June 30th - \$1500; July 31st - \$1500; August 15th -\$1100 each year for the duration of the contract.

As well Big Wave Kayak and Outdoor Inc. will make a donation of \$1000 or 5% of gross profit (which ever amount is higher) as determined in our financial audit in January of each year to School District #23 to distribute as they see fit for the purchase of outdoor activity equipment to be used within the District's outdoor education classes.

APPENDICES

Appendix A



2004-J Riverside Dr. Asheville NC 28804 ph: (828) 254-1101 fx: (828) 254-1117 www.pyranha.com www.phseakayaks.com
sales@pyranha.com

To whom it may concern,

April 10, 2011

My name is James Klein. I manage the US and Canadian western distribution and sales for Pyranha Inc. We distribute four lines of kayaks. They are Pyranha whitewater kayaks, P&H sea kayaks, Venture sea kayaks, and Feelfree recreational kayaks. Pyranha is the named company and has been in business for forty years.

We are happy to support Trent Pontalti dba Big Wave Kayak and Outdoor Inc. as our sole sales base in Kelowna, BC. He has been supporting and purchasing our kayaks for 2 years. He is current on his account and is eligible to buy more kayaks at any time.

Trent is an excellent kayak instructor and is skilled in rescue. He chooses his kayaks wisely for the purpose they will be used, which I believe will keep him in business for many years. It is a pleasure to do business with him.

Sincerely,
James Klein

Pyranha Inc

JamieKlein@pyanhaus.com

Appendix B



Community[®] Recreational Initiatives Society

Phone: (250) 979-3941 Fax: (866) 903-3383
E-mail: General@coreinso.com Web: www.AdaptiveAdventures.ca
Mail: Box 25141 Mission Park P.O. Kelowna, BC, Canada V1W 3Y7

"TOGETHER WE MAKE A DIFFERENCE"

April 9, 2011

To Whom It May Concern,

I am happy to write this letter of support for Trent Pontalti.

Trent has been involved with the Community Recreational Initiatives Society's (CRIS) kayaking program since 2007. CRIS is a non-profit organization based in the Okanagan that is dedicated to bringing people with physical or mental disabilities outdoors using adaptive recreation activities to enhance belonging and improve a participant's overall well being.

In the winter of 2007, Trent held a training session at the Johnson Bentley pool in West Kelowna for the CRIS society's Trip Leaders and volunteers, including the society's President, Troy Becker. There were about 6 volunteers at the training session, and Trent covered the basics of kayaking techniques as well as different scenarios for kayak rescues using single and tandem boats.

In April of 2007, Trent worked closely with Troy Becker and long term volunteer Rob Braun to provide an overnight kayak excursion for 2 students with disabilities who attended Mount Boucherie Secondary School. One of the students had Down's syndrome, the other Friedreich's ataxia (an inherited disease that causes progressive damage to the nervous system). The students were part of an outdoor education class, and the goal of the excursion was to kayak from Bertram Creek to Commando Bay on Okanagan Lake. Trent led the group of tandem kayaks through snowy conditions and at times high winds, and ended up camping overnight at a different location due to the poor weather. Trent worked well under the circumstances he was in, and had an open mind as to how to accommodate for the students' needs. The boy with Friedreich's ataxia needed cushions for support and Trent worked well with Troy and Rob to learn how to best situate the students.

In the summer of 2008, Trent volunteered his services again with our organization to train CRIS Trip Leaders as well as 3 summer students who were to provide adaptive kayaking outings throughout the summer for people with varying disabilities. Trent focused his training session



**Community[®] Recreational Initiatives
Society**

Phone: (250) 979-3941 Fax: (866) 903-3383
E-mail: General@coreinso.com Web: www.AdaptiveAdventures.ca
Mail: Box 25141 Mission Park P.O. Kelowna, BC, Canada V1W 3Y7

"TOGETHER WE MAKE A DIFFERENCE"

on paddling techniques, what is needed during outings, and practised kayak rescues with single and tandem kayaks. The rescues simulated different scenarios such as rescuing someone who is a paraplegic, someone who is very heavy and needs multiple people to perform the rescue, or single person rescues. Throughout the training session, Trent was very patient with the post secondary students and clear in his instruction as to why things are done certain ways.

I think Trent has a very good understanding as to what it takes to facilitate kayak tours for people with physical or cognitive limitations. Trent has the experience and the contacts to ensure that outings would happen safely because he has (or has access to) the necessary adaptive equipment to make it happen.

Trent is a patient, kind hearted person who has been involved in his community by volunteering his time, knowledge and skills to the betterment of our volunteers, Trip Leaders and summer students.

It is for these reasons that I fully support Trent in his endeavours of his kayaking business.

Should you have any further inquiries, please contact me at your convenience.

Sincerely,

Katie Johnston, Executive Director

CRIS Adaptive Adventures

Phone: 250-979-3941

Email: exdirector@coreinso.com

Randy Raincock
2042 Gran Road,
Kelowna, BC V1P 1K9
Ph: (250) 765-9640

April 11, 2011

To Whom It May Concern:

Dear Sir or Madam

My name is Randy Raincock, I am the education director for the Kelowna Canoe & Kayak Club. I have known Trent Pontalti on personal level as well as on a professional level for a few years. He is qualified Paddle Canada instructor, and is highly regarded as one of the best.

I have Had Trent as an instructor for teaching kayak skills. He focuses on the same mandate our club does, education and safety on water.

If you wish further dialogue, please do not hesitate to contact me.

Sincerely, Randy Raincock

Education Director

Kelowna Canoe & Kayak Club

kckceducation@gmail.com

Appendix C – TOUR & LESSON DESCRIPTIONS

TOURS

SIGHT SEEING TOURS – (1, 2 or 3 hour tours)

Experience a peaceful and relaxed paddle while discovering Kelowna's downtown lakefront by water. Your guide will set a leisurely pace and choose a destination based on sight preference and skill level. Instruction will occur so you can comfortably paddle your kayak and move responsibly on the water.

BEACH PADDLE TOURS - (3 hour tour)

Hot sun, blue sky and sandy beaches! Kayak to discover some of the Okanagan's lesser known beaches. You choose the pace and your guide will provide the direction. Discover a new beach and later return by car or on foot to enjoy a swim or picnic.

MOONLIGHT PADDLE - (3 hour tour)

By moonlight we paddle along the shore line of Okanagan Lake. Kayaking in the moonlight is an incredible experience that you won't soon forget. If you're looking for a fun adventure or a great date idea this is the tour for you. In addition to the kayak related equipment all participants will be given a headlamp to wear. All dates for these tours are dependent on the lunar calendar.

FAMILY/GROUP PADDLE - Share a memorable experience and connect with family and friends as you explore Okanagan Lake, the downtown lakefront or some of our many beaches by kayak. This package is often utilized for family, friend or school reunions, wedding activities for family and friends and spouse activities during conferences. Call ahead and make special arrangements or to book a group tour.

LESSONS

Sea Kayaking - Try It

This two hour lesson will teach the basics of kayaking including parts of a kayak, gearing up to paddle and how to enter and exit a kayak. You will also learn how to paddle forward, backward, as well as stopping and turning. Wet exit technique will be demonstrated.

Sea Kayaking - Rescues 1

This two hour lesson will teach **assisted** rescue skills so you can feel safe and confident when lake or ocean kayaking with a partner. Learn the TX rescue, and the "PPP" rescue. Additional rescue techniques may be demonstrated and practiced if time allows. Wet exits will be practiced so come prepared to get wet. Many students like to wear swimming nose plugs and goggles while practicing these exits.

Sea Kayaking - Rescues 2

This two hour lesson will teach **self** rescue skills so you can feel safe and confident when lake or ocean kayaking. Learn the "PPP" rescue, scramble (self-rescue). Towing systems will be discussed and simple towing technique will be demonstrated. You will practice wet exits so come prepared to get wet. Many students like to wear swimming nose plugs and goggles while practicing wet exits.

Sea Kayaking - Paddling Skills

This two hour lesson will teach stroke technique. Forward, reverse, draw, sweep, and low brace stroke technique will be demonstrated and students will be given time to practice with instructor providing feedback for stroke improvement.

Sea Kayaking - Brace Strokes and Rolling

Do you want to learn the skill of rolling a kayak? This is the course for you, if you are proficient with wet exits, strokes, and boat control this is your next challenge. Practise your high brace and learn support strokes and other techniques to help you roll. This is an introduction to rolling and depending on student ability you may or may not learn to roll during your first lesson.

Appendix D – Pictures of Equipment





Appendix E



**Wilson
M. Beck**
Insurance
Services
(Kelowna) Inc.

General Insurance &
Contract Bond
Brokers

Surety Bonds

Construction
Insurance

Business
Insurance

Aviation

Marine

Homeowners

Autoplan & Fleets

Group Life
Insurance

Southern Interior
InVue Tower
107-2040 Springfield Rd.
Kelowna, BC V1Y 9N7
Phone (250) 763-3840
Toll Free 1-888-292-6202
Fax (250) 762-9633

Lower Mainland
303-8678 Greenall Ave.
Burnaby, B.C. V5J 3M6
Phone (604) 437-6200
Toll Free 1-888-437-1100
Fax (604) 437-5347

February 22, 2011

Trent Pontali
o/a Big Wave Kayak & Outdoor Inc.
153 Siemens Road
Kelowna, BC V1Z 3S3

Dear Trent:

Re: New commercial insurance policy

As discussed we have secured a business insurance quote for you to cover your business involving: kayak tours, lessons, sales and rental operation.

The new policy will include \$5,000,000 commercial general liability to cover your operations and we can readily add the municipality as an added insured with respect to liability if required as well.

The quote presented to you can be bound at any time upon request as your application has been approved for the commercial general liability.

Should you have any questions or concerns please do not hesitate to contact myself or my assistant Becky Nistor.

Yours truly,

WILSON M. BECK INSURANCE SERVICES (KELOWNA) INC.

Brett Innis, CAIB
Senior Account Executive

BI/
Encl.

Appendix F



ZipZone Adventures Ltd
Get High at ZipZone!

Box 1064, Peachland, BC, V0H 1X0
Tel: 1-855-ZipZone (1-855-947-9663)
email: GetHigh@ZipZone.ca
www.ZipZone.ca

Tuesday, April 12, 2011

To whom it may concern

This is to confirm that I have kayaked with Trent Pontalti of Big Wave Kayaking on a number of occasions and was very impressed with the quality and expertise his company provides.

His attention to safety was excellent and even though we were doing some adventurous kayaking, in windy and wavy conditions, at no time did I feel unsafe.

I was so impressed with Trent's company that I decided to co-market with him in my ZipZone Adventure Park through our "Zip-and-Dip" package, whereby customers can enjoy ziplining and kayaking on the same day.

I have no hesitation in recommending Trent to you and I know he will represent the City of Kelowna in a professional and positive manner. He will provide a valuable service to guests in our city and leave them with a positive experience of their visit.

Yours sincerely

Kevin Bennett

You don't have any print or copy problems when you have Solutions

April 7, 2011

To whom it may concern:

Re: Mr. Trent Pontalti and Big Wave Kayak and Outdoor

We first started doing business with Mr. Pontalti in July, 2008. Since that time we have produced a number of his print and photocopy requirements.

I have found him to be a gentleman and knowledgeable businessman.

Big Wave Kayak and Outdoor is, I think, a hobby that became a passion and is now a business. In many instances this can prove to be less than successful but I have no doubt that Trent's careful, studied and meticulous approach to details will create a very viable business venture.

I look forward to continuing to providing Mr. Pontalti's print and copy requirements as his business grows and develops.

Derek Wojtula
Owner - Solutions Print & Copy Centre



ALPHA VENTURES INC.

#1 – 1905 EVERGREEN COURT
KELOWNA, B.C.
V1Y 9L4
P 250 878-7040

APRIL 11, 2011

CITY OF KELOWNA
CITY PARK

City of Kelowna

APR 12 2011

Real Estate & Building
Services

RE. MOBILE FOOD VENDING CONCESSION BID PACKAGE.

Thank you for taking the time to review our proposal.

Our bid is \$2,500 /month commencing May 15, 2011, and ending September 15, 2011.

We already have a general liability insurance policy in place. Should we win the bid, we will amend the current policy per your requirements and name the city as additional insured.

Our family and friends has been involved with various types of food vending and wholesaling. We have sold a range of novelty food to European specialty foods at flea markets, fairs and special events. Some items include. Kettle Corn, Langos -elephant ears-, sausages, schnitzel etc...

The focus for doing a concession at city park is a 'fun' and satisfying food group. We want people to be able to buy a snack or quick meal that is good value and cognisant of modern health concerns.

Beverage will mainly be bottled via the Pepsi Group of brands. We are also investigating the logistics of adding a lemonade component. I enquired with the city previously about this and was told it would be ok.

Please find attached on page 2 our proposal for vending at the city park for summer of 2011.

Should you have questions about this application please contact the undersigned.

Yours Truly,

Joseph Farkas

FOOD PROPOSAL ALPHA VENTURES INC.

TRAILER: 20 FOOT BRAND NEW SELF CONTAINED CONCESSION TRAILER, 12' CLOSED, 8' OPEN PORCH.
INSIDE IS A 4 BURNER GAS STOVE WITH FRYER PAN.
FRIDGE AND DUMP BIN FOR COLD DRINKS
NSF STAINLESS STEEL SINKS
FULLY EQUIPED FOR FOOD PREP.

MENU

LUNCH: HUNGARIAN SAUSAGE ON WHOLE WHEAT BUNS (LOW FAT)
SCHNITZEL (BREADED PORK / BEEF / CHICKEN). PLAIN OR ON BUNS OR LETTUCE WRAP.
ELEPHANT EARS... CINANOM SUGAR / GARLIC SALT / CHEESE. FROM BREAD DOUGH.
CORN DOGS
SIDE SALADS
CHIP-STICK (WHOLE POTATO, CUT INTO ONE LONG SPIRAL)

SNACK: ORIGINAL KETTLE CORN (S, M & L), MADE FRESH ON SITE IN GENUINE KETTLE MACHINE.
MINI SNACK PACKS – FROM COSTCO -. 100 CALORIE BAGS.

BEVERAGES: PEPSI BRAND PRODUCTS INCLUDING POP AND JUICE
MILK FOR KIDS,
MAYBE HOT TEA AND COFFEE. MAYBE LEMONADE. TBD.

FROZEN: FREEZIES

PRICES

HUGARIAN SAUSAGE	\$5.00
SCHNITZEL	\$5.00
ELEPHANT EARS	\$4.00
CORN DOGS	\$3.50
SIDE SALADS	\$2.50
MEAL.... SAUSAGE OR SCHNITZEL ON A BUN, PLUS SIDE SALAD, PLUS COLD BEVERAGE	\$7.50
KETTLE CORN	\$4.00, \$6.00, \$8.00
MINI SNACK BAGS	\$1.00
POP	\$1.50
JUICE BOX	\$1.00
MILK	\$1.50
FREEZIES	\$1.00

Ticket Information Kiosk

Bid Package Proposal

CITY OF KELOWNA
FINTRY QUEEN DOCK
APRIL 12, 2011

SUBMITTED BY:

KelownaToDo.com

Owned and Operated by:
GLOBAL TO DO MARKETING INC



City of Kelowna

APR 12 2011

Real Estate & Building
Services

Bid Package Proposal

Ticket Information Kiosk

City of Kelowna
Fintry Queen Dock
April 12th, 2011

OVERVIEW AND INTRODUCTION:

Global To Do Marketing has already created a “free-to-use” KelownaToDo website, a “free-to-use” Kelowna Travel and Tourism iPhone app and with the addition of the KelownaToDo “free-to-use” Information and Ticket Kiosk we will be Kelowna’s One Stop Tourism and Activity Concierge service .

Visitors to the Information Kiosk will be able to browse through 3 full color “Look Books” filled with hundreds of local attractions, activities, accommodations, restaurants, parks alive events, DKA, festivals, hiking and walking trails. Our professional staff will help them plan and book their activities, from the day of, thru their entire 2 weeks stay using our free Itinerary planner. We will even call the attraction, book their activity, and arrange their transportation, all while they wait, directly from the ticket booth, with no cost to the visitor.

The Kiosk would be an extension of the already well promoted and operating website and travel app, and will benefit from a strong online presence and professional advertising already running on radio, Shaw TV, Digital billboard, and in print.

Our company developed its business to provide visitors and locals alike with complete access to hundreds of attractions, activities, restaurants, accommodations, beaches, museums, nature and hiking trails in the Kelowna area. We bring years of experience to the tourism industry, including, but not limited to: ticket sales, event booking, and itinerary planning. Over 15 years we have developed strong working relationships with many other tourist attractions in the Okanagan Valley.

Please see two attachments: Testimonials and Copy of 2011 Business License

SUBMISSION REQUESTS

We agree to meet all of the General and Specific requirements as laid out in the bid request, and we will supply the City with the mandatory licensing information.

Note: our business license is attached. Other documents submitted when required.

KelownaToDo.com
#109 3530 Alcan Road, Kelowna British Columbia, Canada V1X7R4
Phone: 250-808-8636 Fax: 1-866-203-5587
Email: info@GlobalToDo.com

Our Ticket Information and Concierge booking service will be complimentary to the public. Our fees will be based on the flat fee \$2 - \$5 per booking or as a percentage of the services booked, paid by the activity providers.

We will be selling tickets and booking events for hundreds of attractions in Kelowna, such as;

- Dinner Cruises tickets
- Lake Tours
- Boat and Water Craft Rentals
- Wineries
- Golf
- Bike/Rollerblade Rentals
- Bike tours
- Harley Davidson Bike Rentals
- ATV Tours

We will provide information on ALL the free activities and events that are happening in Kelowna such as Parks Alive, DKA, public beaches, museums, hiking trails and any necessary directions.

We will also sell water, sports drinks, and pre-packaged snacks, for the sum of \$1-\$10 as laid out in the bid request.

MANDATORY CRITERIA

We will meet all of the criteria as laid out in the bid package by meeting the submission deadline. We will be offering this service to any and ALL the vessels at the commercial passenger ship marina, and to other businesses that promote events and activities in the Kelowna area.

Attached is our certified deposit cheque for \$1000.

DESIRABLE CRITERIA

a) **Relevant Experience, Qualifications and Successes**

Global To Do is a Kelowna based events marketing and promotion company, and the parent company of KelownaToDo.com which is already up and operating. The businesses are run by JC Rathwell and Barbara Gervais, active members in the community, both experienced business owners and entrepreneurs in the Okanagan for many years. We have a marketing and promotion staff that is well trained, knowledgeable and professional. The combined background in corporate planning, retail marketing and ticket sales covers all aspects in the hospitality and tourism industry. Our interest in the promotion and growth of Kelowna as an interactive and fun destination is part of our professional and personal mandate. We both have been called Ambassadors for Kelowna.

KelownaToDo.com

#109 3530 Alcan Road, Kelowna British Columbia, Canada V1X7R4

Phone: 250-808-8636 Fax: 1-866-203-5587

Email: info@GlobalToDo.com

Some background and experience includes:

- **Ticket Sales:** Over 15 years experience selling for various events such as: Lake tours, Dinner Cruises, Air-Hart Aviation, water sports, bike Tours, and more.
- **Event Planning** for weddings, birthday parties and corporate events. We have the contacts in the hospitality industry to connect clients to the services and activities that they are looking for.
- **Business Skills:** we have many years of experience running tourism based businesses with a large staff and in dealing with a high volume of people
- **Networking and cross promotion** with other businesses in the Kelowna area

Qualifications include:

JC Rathwell

- is founder and C.E.O of these Kelowna businesses
 - Flow Oxygen Bar Systems www.flow02.com
 - Homefinders www.homefinders.ca
 - Executive Houseboat Charters www.KelownaDinnerCruises.com
 - Kelowna Yacht Cruises www.LimoOnTheLake.com
- Long standing business leaders in the Kelowna area
- Donates Thousands of dollars each year to Fundraising and Community events
- Strong commitment to the success of Kelowna as a tourist destination

Barbara Gervais

- Founded and operated
 - Kaliens's swim and surf shop boutique
 - She Couture clothing and fashion store
 - Lakefront Sports Centre: (rental of Boats, Seadoo's, Canoes, Kayaks, pedal boats, Bikes and Rollerblades. Wake / Ski / Surf Lessons. Kettle Valley Railway and City Bike Tours located in the Delta Grand)

Business Entrepreneur

- retail marketing, sales and merchandising experience
- experience in purchasing and marketing
- owner / operator, setting up water sport rental/lessons, bike rental & tours, insurance, liability waivers, contracts, human resources
- owner / operator setting up retail store in a high tourism market; including purchasing, marketing, human resources, customer service, sales
- Concierge services, bookings, reservations of restaurants, flights, transportation, events, attractions, tours and more.
- Ambassador re: information about Kelowna and surrounding area for 15 years.

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Rathwell and Gervais combined successes Include:

- **Homefinders: nationally franchised information based company**
- **Produced, edited, and Marketed KelownaFirestorm.ca Video**
- **Created and run The Daisy Production Society (a Non Profit Society)**
- **Flow02 Oxygen Bars: portable health and wellness product**
- **Global To Do: Online and print tourist information resource, and Travel APP**
- **Kelowna Executive Houseboat Charters:**
Special event and public dinner cruises on Okanogan Lake for the last 6 years

b) Scope of Activity and Benefit to the Community

Scope:

KelownaToDo would propose we set up the Tourism Ticket Kiosk as a “One Stop” resource for travellers and locals alike to access a list of activities and help them book and plan their list of Things-To-Do in Kelowna.

Benefit:

KelownaToDo will be providing on site information and activity planning by friendly, professional, knowledgeable staff. We will create a professionally developed, organized and well run venue that will attract visitors and locals alike. We will be a respected and reliable source for visitors to our city. Information will be made available through our travel app, online, and at our kiosk giving Kelowna current, on demand, global exposure. Kelowna residents will take pride in what they have to offer and use in their own community.

We want to offer ALL Kelowna businesses, City of Kelowna, Parks and Recreation, and Festivals, the opportunity to market and promote their events and activities in a one-stop, easy access location. We strive to deliver this through courteous, knowledgeable, professional staff, and offer up to date information and services to all Kelowna residents and visitors.

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c) **Overall Proposal for Operating a High Quality, Service Oriented Venture**

We are excited to be able to offer a FREE comprehensive range of tourism services to Kelowna visitors and residents alike. Our combination of experience, business skills and commitment to our community cannot be surpassed.

Realizing that first impressions count, we take our responsibility as ambassadors for this community very seriously. Building a reliable, reputable business is a reflection on our business and on the City as a whole. Attracting visitors and giving them a memorable experience is the focus of our business, and that mandate expands to any work we do in the community. of accessibility and

We have recognized and addressed the value to the many tourists and users of the boardwalk, in promoting the activities and services because of the location of the Kiosk. We believe that over 80% of the visitors to Kelowna visit the waterfront at some point during their vacation, and that they will be excited and impressed to know that there is a concierge ticket Kiosk for them to utilize for free. We are organized and professional in the delivery of our services, and would extend those qualities as a ticket representative for the City and the other businesses we would be representing. This is a crucial factor in maintaining and developing relationships between all tourism agencies in the area.

d) **Number of Commercial Passenger Ship Vessels tickets will be sold for:**

We intend to sell tickets for ALL existing and new coming vessels on the docks; Executive Houseboat Charters – The Boardroom, Classic Wooden Boats, Scenic Boat Tours, Kelowna Princess II, The Lake Lounge, the new Paddle Wheeler & Kelowna Yacht Cruises.

e) **Total Value of Proposal to the City - \$ 7,100.00 for the season**

KelownaToDo.com

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CONCLUSION

We believe that with our experience, commitment, professionalism and business skills, this would be a great partnership between Global To Do, the City of Kelowna and local businesses. It will deliver a unique and needed service to the local public and the visitors as well.

Global To Do Marketing has already created a "free-to-use" KelownaToDo website (www.KelownaToDo.com), a "free-to-use" Kelowna Travel and Tourism iPhone app (Search itunes.ca store for Global ToDo travel app) and with the addition of the Information Ticket Kiosk we will be Kelowna's complete One Stop Kelowna Tourism and Activity Concierge service .

Additional Comment:

We are submitting an application for the Activity Concession area as well. As we see it benefiting the City in many ways.

- There will be no conflict between multiple tenants
- It will allow easier management and oversight by the City
- It will require less signage on the boardwalk which will facilitate easier loading and unloading of the passenger ships.
- It will allow for adaptable delivery of services that relate to the needs of the public (As we will have first hand knowledge of the trends in the tourism market following the information gained at the Ticket Kiosk)
- We will promote Kelowna's businesses, attractions, activities and festivals, including Kelowna being a fun destination.

Thank you for your time and consideration. We look forward an interview.


JC Rathwell

Global To Do Marketing

April 12, 2011

DATE

KelownaToDo.com
#109 3530 Alcan Road, Kelowna British Columbia, Canada V1X7R4
Phone: 250-808-8636 Fax: 1-866-203-5587
Email: info@GlobalToDo.com

APPENDIX I
REFERENCES/TESTIMONIALS

I was impressed with the business-like manner you run your company and wish you many years of success...you have earned it."

Thanks again from all the ladies on the Richie Smith Getaway,
Vivienne

"You folks are great and be assured that you will always be part of any program we do in Kelowna!
Very best regards."

Mike McKinley
Sr. Travel Project Manager
Maritz Travel Company
1395 North Highway Drive
Fenton , MO 63099

"You guys are great ambassadors for the city of Kelowna and the boating industry in general.
Keep up the great work."

Greg Kylo
President
Twin Anchors Marine
Sicamous BC

"Fantastic business launch on Tuesday. We enjoyed it so much."
Coco
International Gateway

"Thank you so much for a great event last night. The turnout was fantastic and the presentation will inspire many to get involved with both Kelownatodo.com"
Brenda J
Summerhill Winery

"That was a great presentation, it was impressive. I think you have a great concept. Good luck to both of you"
Joico Toic
Investors Group

Other testimonials are available at:

<http://www.kelownadinnercruises.com/testimonials-clients.html>

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APPENDIX II
BUSINESS LICENCE

 City of Kelowna	1435 Water Street Kelowna BC V1Y 1J4 250 469-8860	BUSINESS LICENCE THE FOLLOWING BUSINESS IS HEREBY LICENCED IN ACCORDANCE WITH BY-LAW NO. 7878 AND AMENDMENTS THERETO:	Business Number: 70819 Business Type: 8024
	Location: Royal Pine Dr 811 Business: Global ToDo Marketing Inc Owner: Rathwa, JCCC Description: Web Advertising	2011	PREMISES RESTRICTED TO PHONE/OFFICE USE NO RETAIL SALES/WAREHOUSING OR EMPLOYEES FROM RESIDENCE
Global ToDo Marketing Inc 811 Royal Pine Dr Kelowna BC V1Y 9G3			 Licence Inspector
A Licence is not a representation or warranty that the licenced business or the business premises comply with the bylaws of the City or with any regulations or standards.		Please notify the Licence Department of any: - Change of business, address or ownership - Discontinuation of business	

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City of Kelowna

APR 12 2011

Real Estate & Building
Services

Activity Concession

Bid Package Proposal

CITY OF KELOWNA
FINTRY QUEEN DOCK
APRIL 12, 2011

SUBMITTED BY:

KelownaToDo.com

Owned and Operated by:
GLOBAL TO DO MARKETING INC



Bid Package Proposal Activity Concession

City of Kelowna
Fintry Queen Dock
April 12th, 2011

OVERVIEW AND INTRODUCTION:

KelownaToDo.com is the #1 site for Things To Do in Kelowna (www.KelownaToDo.com) is part of www.GlobalToDo.com "providing Things To Do in destinations around the Globe" - the fastest growing Tourism and Business network.) Founders, JC Rathwell and Barb Gervais, bring over 25 years of experience in business and in the tourism industry, including; rentals, beach wear sales and merchandising. They have their pulse on the heart of Kelowna; its visitor's and their needs.

We would like to submit our proposal for use of all three of the Activity kiosk spaces.

One space (door #1) would be a retail "one stop" Tourist shop, containing: essential summer, downtown, visitor items such as; water, sport drinks, hats, suntan lotion, souvenirs, shoes and beach wear. This will be an extension of our co-founder's Barbara Gervais existing business (Kaliena's Swim and Surf Boutique located in the Delta Grand Hotel) ; therefore we already have inventory and equipment on hand for this location. Our research has shown that there is a need for this type of product in the downtown core since the closure in the last 12 months of both Welk (Ray) Mart and Bargain Bargain downtown, so there is a void for locals and tourist alike that needs to be filled with these products downtown, and fits perfectly with this location.

In the second space (door #2), we would offer the unique opportunity to refresh and renew with our portable Oxygen Bar www.FlowO2.com . JC Rathwell's Flow Oxygen Bar System has been picked up as one of the top 100 new businesses to be featured on the CBC syndicated TV show "Dragon's Den", which will air next season. Anyone walking, cycling, rollerblading, jogging in the area, would benefit from this unique trendy and healthy activity. Customers that use the Portable Oxygen bar can sit on a stool and breathe in oxygen through a plastic hose that is placed at the bottom of their nose. When you combine the therapeutic effects of pure oxygen with the ancient art of aromatherapy, these two elements can eliminate stress, relieve headaches, and energize. Our FLO 2 W Oxygen bar is a self contained unit where you can breathe up to 85% Pure Oxygen and aromatherapy from a disposable nasal cannula (nose hose). These Oxygen therapy bars can service anywhere from 1 to 4 people simultaneously and can be run as a stand alone service or can be manned by a technician for extra add-on benefits.

Attached: Pictures of people using the Oxygen bar , and Flow Oxygen Bar Testimonial

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The third space (door #3) would be retained for storage and inventory of activities from Door #1 & #2

We believe the management and operation of the kiosks will be greatly enhanced by consolidating the usage to just one tenant. Signage can then be kept at a minimum. This will also make for less work for the city through this consolidation.

If it fits the mandate of the space, we would also offer face painting and airbrush body tattoos, booked at times so as not to conflict with similar kiosk activities. These are extremely popular with both locals and tourists in summertime visiting areas such as parks, and beaches. We have an experienced painter on staff.

We would also like to sell tickets for The Executive Boardroom dinner cruise boat, and Kelowna Yacht Cruises from our Activity Kiosk.

SUBMISSION REQUESTS

We agree to meet all of the General and Specific requirements as laid out in the bid request, and supply the city with the mandatory licensing information.

Note: business license is attached. Other documents submitted when required.

MANDATORY CRITERIA

We will meet all of the criteria as laid out in the bid package by meeting the submission deadline. We will be offering this service to any vessels at the commercial passenger ship marina, and to other businesses that promote events and activities in the Kelowna area.

Attached is our certified deposit cheque for \$1000.

KelownaToDo.com

#109 3530 Alcan Road, Kelowna British Columbia, Canada V1X7R4

Phone: 250-808-8636 Fax: 1-866-203-5587

Email: info@GlobalToDo.com

DESIRABLE CRITERIA

a) Relevant Experience, Qualifications and Successes

GlobalToDo and KelownaToDo are Kelowna based companies aimed at servicing the tourist industry. The businesses are run by co founders JC Rathwell and Barbara Gervais, active members in the community, both are experienced business owners and entrepreneurs in the Okanagan for many years. Their combined background in retail sales, rentals and marketing, covers all aspects in the hospitality and tourism industry. Their interest in the promotion and growth of Kelowna as an interactive and fun destination is part of their professional and personal mandate. They have been in the business long enough to recognise the wants and needs of visitors to Kelowna.

Some of their background and experience includes:

- retail marketing, sales and merchandising experience
- owner / operator and set up retail store in a high tourism market, purchasing, marketing, human resources, customer service, sales
- Ticket Sales: Over 15 years experience selling for various events such as: Kelowna Dinner Cruises, Air-Hart Aviation, water sports, bike tours, parasailing and more.
- Founder, R&D, C.E.O, Sales and Manager of Flow Oxygen Bar systems Canada wide.
- Business Skills: they have many years of experience running tourism based businesses with a large staff and in dealing with a high volume of people
- Networking and cross promotion with other businesses in the Kelowna area

Qualifications include

JC Rathwell

- is founder and C.E.O of these Kelowna businesses
 - Flow Oxygen Bar Systems www.flow02.com
 - Homefinders www.homefinders.ca
 - Executive Houseboat Charters www.KelownaDinnerCruises.com
 - Kelowna Yacht Cruises www.LimoOnTheLake.com
- Long standing business leaders in the Kelowna area
- Donates Thousands of dollars each year to Fundraising and Community events
- Strong commitment to the success of the Kelowna as a tourist destination

KelownaToDo.com

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Barbara Gervais

➤ **Founded and operated**

Kaliena's swim and surf boutique

She Couture clothing and fashion store

Lakefront Sports Centre: (rental of Boats, Seadoo's, Canoes, Kayaks, pedal boats, Bikes and Rollerblades. Wake / Ski / Surf Lessons. Kettle Valley Railway and City Bike Tours located in the Delta Grand Hotel)

Business Entrepreneur

- retail marketing, sales and merchandising experience
- experience in purchasing and marketing
- owner / operator, setting up water sport rental/lessons, bike rental & tours, insurance, liability waivers, contracts, human resources
- owner / operator setting up retail store in a high tourism market; including purchasing, marketing, human resources, customer service, sales
- Concierge services, bookings, reservations of restaurants, flights, transportation, events, attractions, tours and more.
- Ambassador re: information about Kelowna and surrounding area for 15 years

Rathwell and Gervais combined successes Include:

- **Homefinders: nationally franchised information based company**
- **Produced, edited, and Marketed KelownaFirestorm.ca Video**
- **Created and run The Daisy Production Society (a Non Profit Society)**
- **FlowO2 Oxygen Bars: portable health and wellness product**
- **Global To Do: Online and print tourist information resource, and Travel APP**
- **Kelowna Executive Houseboat Charters:**
Special event and public dinner cruises on Okanagan Lake for the last 6 years

KelownaToDo.com

#109 3530 Alcan Road, Kelowna British Columbia, Canada V1X7R4

Phone: 250-808-8636 Fax: 1-866-203-5587

Email: info@GlobalToDo.com

a) Proposed Rental Items and Prices

ITEM	DESCRIPTION	PRICE
Water	Flat / Sparkling mineral Water	\$2 - \$4
Sports Drinks / Vitamin water	Gatorade, Health Based Sports Drink	\$4 - \$6
Health / Energy Bars		\$4
Souvenirs of Kelowna	Post Cards, Key Chains, Water Bottles, Hats	\$2 - \$20
Batteries	Travel Essential for Cameras etc	\$5
Disposable / Underwater Cameras	Travel Essential	\$15
Sunscreen	15 spf, 30 spf, 45 spf , water proof various sizes	\$6 and up
Tanning Lotions		\$6 and up
Sun Hats	Kids with spf, Men's, Ladies	\$12 - \$40
Men's Swimwear		\$40
Ladies Swimwear		\$50
Kids Swimwear		\$40 and up
Board Shorts		\$45 - \$65
Flip Flops		\$10 and up
T Shirts		\$20 and up
Beach Blankets		\$10
Beach Towels		\$8
Umbrellas		\$5 - \$10
Rain Poncho		\$5
Kids Beach Toys		\$1-\$20
Face Painting		\$5 - \$10
Air Brush Tattoo's		\$10 - \$20
Flow Oxygen Bar		\$10 for 10 min.

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b) Overall Proposal for Operating a High Quality, Service Oriented Venture

We are excited to be able to offer a comprehensive range of tourist directed products and services that are unique and are available to Kelowna visitors and the general public alike.

We currently have inventory in stock, so we will have no problem setting up and being ready to run on the start date. We have access to display materials and can professionally modify the space as needed to accommodate our needs. We believe in creating a professional, respectful presence, with staff in professional uniforms, that are knowledgeable, courteous and friendly.

We realize that first impressions count, and we take our responsibility as ambassadors for this community very seriously. Building a reliable, reputable business is a reflection on our business and on the city as a whole. Attracting visitors and giving them a memorable experience is the focus of our business, and that mandate expands to any work we do in the community. Our combination of retail and rental experience, business skills and commitment to our community cannot be surpassed.

We are organized and professional in the delivery of our services, and would extend those qualities as a ticket representative for the city and the other businesses we would be representing. This is a crucial factor in maintaining and developing relationships between all tourism agencies in the area.

We researched many other different Activities that we considered adding to this proposal but left them out. In the past we have owned and rented out to the public; bicycles, rollerblades, kayaks, paddle boats and canoe rentals. We feel that the confined space of the 3 activity spaces for set up, repair, supplies and storage of those activities would interfere with the other activity Kiosks and would get in the way and restrict the flow of traffic along the boardwalk and access to the docks.

c) Total Value of Proposal to the City - \$ 5,100.00

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CONCLUSION

We believe that with our experience, commitment, professionalism and business skills, this would be a great partnership between Global To Do, and the city of Kelowna. It will deliver a unique and needed service and products to the local public and the visitors as well.

Additional Comment:

We are submitting an application for the Information Ticket Kiosk as well, as we see it, this will be beneficial to the city in many ways.

- There will be no conflict between the closeness and relationship of tenants
- It will allow easier management and oversight by the city
- It will require less signage
- It will provide adaptable delivery of services that relate to the needs of the public (as we will have first hand knowledge of the trends in the tourism market following the information gained at the Ticket Kiosk)

We would like to request the removal of the cooler and other equipment from Doors #2 and 3

Thank you for your time and consideration. We look forward to an interview.



JC Rathwell
Global To Do Marketing

April 12, 2011

DATE

APPENDIX I

REFERENCES/TESTIMONIALS

"Thank you very much for your contribution to the Canadian Cancer Society Gala of Hope April 10, 2010. Your donation of \$320 representing 50% of the use of your Flow Oxygen bar, plus the additional donation (of \$100) from an impressed user was greatly appreciated. Evidently there was more than one impressed user as the reports we received indicate that your users were pleased with the service and the results. Please accept our thanks for bringing the Oxygen Bar to the Gala and for the donation."

Ed Millman, Coordinator
Revenue Development
Interior Region
Canadian Cancer Society

I was impressed with the business-like manner you run your company and wish you many years of success...you have earned it."

Thanks again from all the ladies on the Richie Smith Getaway,
Vivienne

"You folks are great and be assured that you will always be part of any program we do in Kelowna!
Very best regards."

Mike McKinley
Sr. Travel Project Manager
Maritz Travel Company
1395 North Highway Drive
Fenton , MO 63099

"You guys are great ambassadors for the city of Kelowna and the boating industry in general.
Keep up the great work."

Greg Kylo
President
Twin Anchors Marine
Sicamous BC

"Thank you so much for a great event last night. The turnout was fantastic and the presentation will inspire many to get involved with both Kelownatodo.com"

Brenda J
Summerhill Winery

"That was a great presentation, it was impressive. I think you have a great concept. Good luck to both of you"

Joico Toic
Investors Group

KelownaToDo.com

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Email: info@GlobalToDo.com

APPENDIX II
BUSINESS LICENSE

City of Kelowna 1435 Water Street
Kelowna BC V1Y 1J4
250 469-8860

BUSINESS LICENCE
THE FOLLOWING BUSINESS IS HEREBY LICENCED IN ACCORDANCE
WITH BY-LAW NO. 7878 AND AMENDMENTS THERETO:

Business Number: 70819
Business Type: 8024

Location: Royal Pine Dr 811
Business: Global ToDo Marketing Inc
Owner: Rathwa, JCC
Description: Web Advertising

Global ToDo Marketing Inc
811 Royal Pine Dr
Kelowna BC
V1Y 9G3

PREMISES RESTRICTED TO PHONE/OFFICE USE
NO RETAIL SALES/WAREHOUSING OR EMPLOYEES FROM
RESIDENCE

28

Licence Period: 2011-03-02 to 2011-12-31
Licence Printed: 2011-03-07

A Licence is not a representation or warranty that the
licenced business or the business premises comply with
the bylaws of the City or with any regulations or standards.

Please notify the Licence Department of any:
- Change of business, address or ownership
- Discontinuation of business

[Signature]
Licence Inspector

City of Kelowna 1435 Water Street
Kelowna BC V1Y 1J4
250 469-8960

BUSINESS LICENCE
THE FOLLOWING BUSINESS IS HEREBY LICENCED IN ACCORDANCE
WITH BY-LAW NO. 7878 AND AMENDMENTS THERETO:

Business Number: 69216
Business Type: 9000

Location: Royal Pine Dr 811
Business: Flow Oxygen Systems
Owner: J C Rathwel Inc
Description: Oxygen Bar Supplier

Flow Oxygen Systems
109 3530 Alcan Rd
Kelowna BC
V1X 7R4

PREMISES RESTRICTED TO PHONE/OFFICE USE
NO RETAIL SALES/WAREHOUSING OR EMPLOYEES FROM
RESIDENCE

76 PARKING COMM VEH OVER 4100 GWW PROHIBITED

Licence Period: 2011-01-01 to 2011-12-31
Licence Printed: 2010-12-30

A Licence is not a representation or warranty that the
licenced business or the business premises comply with
the bylaws of the City or with any regulations or standards.

Please notify the Licence Department of any:
- Change of business, address or ownership
- Discontinuation of business

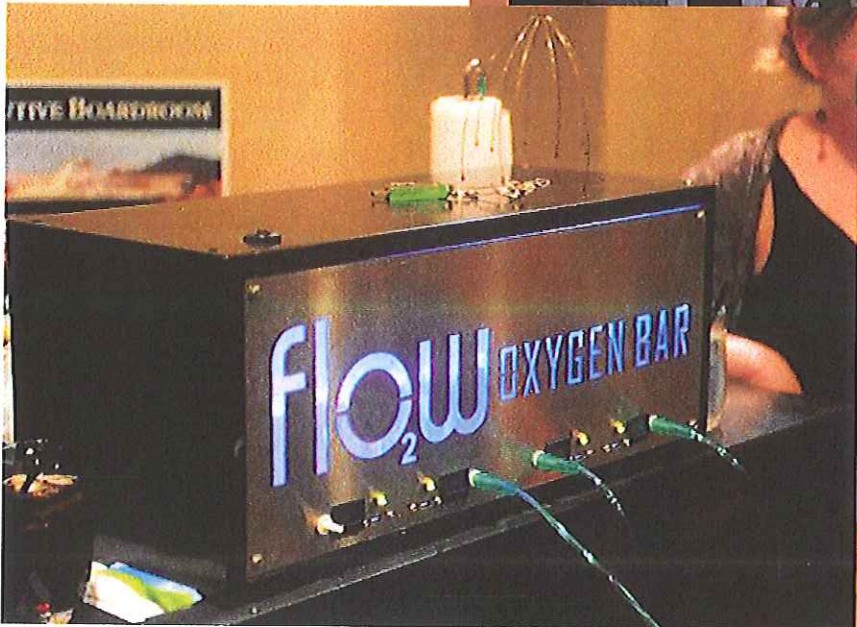
[Signature]
Licence Inspector

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**APPENDIX III
PICTURES**



Kelowna To Do Staff (above)



Flow Oxygen Bar (left)

Flow Consumers (below)



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