

# Memo



Date: May 24, 2011  
File: 2380-20  
To: City Manager  
From: Manager, Property Management  
Subject: KelownaToDo.com Ticket Booth Operation Award

---

## Recommendation:

THAT Council approve the City entering into a two (2) year Lease Agreement with KelownaToDo.com to provide ticket and information services at the Kerry Park Dock Ticket Kiosk, in the form attached to the Report of the Manager, Property Management, dated May 24, 2011;

AND THAT all revenue received from this location be coded to Property Management (Project No. 1254) revenue and subsequently allocated to the Civic Facilities Reserve (R132);

AND THAT the 2011 Financial Plan be amended accordingly;

AND FURTHER THAT the Mayor and City Clerk be authorized to execute the Lease Agreement after executed by the proponents.

## Purpose:

To award the contract to operate in the Kerry Park Dock Ticket Kiosk space.

## Background:

On May 16<sup>th</sup> staff brought forward a recommendation to award the lease agreement with KelownaToDo.com. Council deferred the decision to award the contract in order to receive more information on the operation of this site.

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 to all vessels, current and new at the Commercial Passenger Ship Marina.

The Lease Agreement with KelownaToDo.com ("KTD") obligates the KTD to negotiate, in good faith, with the owners of the Commercial Passenger Ship Marina operators to offer to sell tickets for all vessels. KTD's offer will be the same as they offer to all Kelowna tourism businesses to be promoted at the kiosk. It is the Commercial Passenger Ship Marina Operator's choice to participate or not.

Standard offer letters or in-person contact has been made with all owners. One has chosen to participate, one is considering the option and three have declined to participate.

KTD is offering a tiered service whereby you can become a member of KTD for \$35/month as a seasonal operation or, \$240 for a full year. This membership provides a brief description of your

A handwritten signature in black ink, appearing to be the initials "M" followed by a flourish.

service and your contact information on the KelownaToDo.com website, information on the iPhone app as well as information and concierge service at the kiosk.

Members will be able to participate in the ticket sales program at a cost of \$4 - \$5 per ticket.

In 2010, a Commercial Passenger Ship operator sold tickets for tours on his vessel through SelectYourTickets.com and was charged \$4 per ticket. Ticket selling companies typically charge the promoter between \$4 - \$5 per ticket regardless of the ticket price.

In 2010, staff contacted Tourism Kelowna to operate the ticket kiosk and in spite of Tourism Kelowna's enthusiasm they could not make a business case to take over operation of this site.

In 2011, staff again contacted Tourism Kelowna as well as the Downtown Kelowna Association the bidding opportunity. Tourism Kelowna sent a representative to the site / information meeting, however, both organizations choose not to bid on the opportunity.

**Internal Circulations:**

City Clerk  
Financial Services Department

**Financial/Budgetary Considerations:**

2011 at a rate of \$6,204.50/per year  
2012 at a rate of \$7,100/per year  
with three (3) one (1) year renewal terms at the City's sole discretion

**Considerations not applicable to this report:**

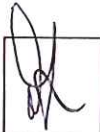
Legal/Statutory Authority:  
Legal/Statutory Procedural Requirements:  
Existing Policy:  
Financial/Budgetary Considerations:  
Personnel Implications:  
External Agency/Public Comments:  
Community & Media Relations Comments:  
Alternate Recommendation:

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, Financial Services

# 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 12<sup>th</sup>, 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](mailto: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](mailto: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](http://www.flow02.com)
  - Homefinders [www.homefinders.ca](http://www.homefinders.ca)
  - Executive Houseboat Charters [www.KelownaDinnerCruises.com](http://www.KelownaDinnerCruises.com)
  - Kelowna Yacht Cruises [www.LimoOnTheLake.com](http://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
  - Kaliena'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.

**KelownaToDo.com**

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

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

**Email: [info@GlobalToDo.com](mailto:info@GlobalToDo.com)**

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 proposes 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.

**KelownaToDo.com**

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

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

Email: [info@GlobalToDo.com](mailto:info@GlobalToDo.com)

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



## 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](http://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](mailto: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>

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

APPENDIX II  
BUSINESS LICENSE

 City of Kelowna	1435 Water Street Kelowna BC V1Y 1J4 250-469-8860	<b>BUSINESS LICENCE</b> 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 To Do Marketing Inc Owner: Rathwal, JCCC Description: Web Advertising	<b>2011</b>	
Global To Do Marketing Inc 811 Royal Pine Dr Kelowna BC V1Y 9G3		PREMISES RESTRICTED TO PHONE/OFFICE USE NO RETAIL SALES/WAREHOUSING OR EMPLOYEES FROM RESIDENCE	
		Licence Period: 2011-03-02 to 2011-12-31 Licence Expiry: 2011-03-07	 Licence Inspector
<small>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.</small>		<small>Please notify the Licence Department of any:</small> <ul style="list-style-type: none"><li>• Change of business, address or ownership</li><li>• Discontinuation of business</li></ul>	

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