



**STAFF REPORT
ACTION REQUIRED
Confidential Attachment**

Contract Award - RFP 9119-12-7173 for the Development and Operation of a Children's Amusement Area, including the Animal Display Area known as Far Enough Farm on Toronto Centre Island

Date:	January 3, 2013
To:	Government Management Committee
From:	General Manager, Parks, Forestry and Recreation Division Director, Purchasing and Materials Management Division
Wards:	Ward 28 Toronto Centre-Rosedale
Reason for Confidential Information	This report involves the security of property belonging to the City or one of its agencies, boards, and commissions.
Reference Number:	P:\2013\Cluster A\PFR\GM19-012113-AFS#16568

SUMMARY

The purpose of this report is to provide information on the results of the Request for Proposal (RFP) 9119-12-7173 for the Development and Operation of a Children's Amusement Area, including Rides, Food and Merchandise Concession Outlets and the Animal Display Area known as Far Enough Farm on Toronto Centre Island and to request authority to negotiate and enter into a License Agreement with the recommended proponent, William Beasley Enterprises Limited (referred to in this report as "Beasley").

RECOMMENDATIONS

The General Manager of Parks, Forestry and Recreation and the Director of Purchasing and Materials Management recommend that:

1. City Council grant authority to negotiate and enter into a License Agreement with William Beasley Enterprises Limited meeting the requirements of RFP No. 9119-12-7173 in relation to the Development and Operation of a Children's Amusement

Area, including Rides, Food and Merchandise Concession Outlets along with the Animal Display Area known as Far Enough Farm located on Toronto Centre Island for a term commencing March 1, 2013 to October 31, 2022, with an option to renew at the sole discretion of the General Manager of Parks, Forestry and Recreation (the "General Manager") for an additional ten-year term expiring on October 31, 2032.

2. The Confidential Attachment remain confidential until a License Agreement is awarded to the Recommended Proponent.

FINANCIAL IMPACT

The Confidential Attachment 1 to this report identifies the financial impact of awarding the License Agreement to the Recommended Proponent. There is no additional financial impact associated with this report.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

City Council adopted a Notice of Motion at its regular meeting held on November 29, 30, and December 1, 2011 – Consent to permit Beasley Amusements Inc. to hold over and operate in the 2012 season. To view the Council decision, follow the hyperlink below:

City Council Decision – see Member Motion MM14.7:

<http://app.toronto.ca/tmmis/viewPublishedReport.do?function=getCouncilDecisionDocumentReport&meetingId=4422>

The Amended and Re-Stated Lease Agreement dated May 15, 2002 (the "Agreement"), extended the Agreement for a term expiring on May 14, 2012. By the adoption of MM14.7 on November 29 and 30, and December 1, 2011, Council authorized the Tenant to overhold on a month-to-month basis, generally on the same terms and conditions under the Agreement, together with such other terms and conditions as determined by the General Manager, to ensure that the children's amusement area continued operating during the 2012 summer season and that the City could issue an RFP to solicit an operator commencing in 2013 for this operation along with the Animal Display area known as Far Enough Farm.

During the Core Service Review, City Council requested that the General Manager of Parks, Forestry and Recreation issue a Request for Expression of Interest (REOI No. 9155-12-7074), on terms and conditions satisfactory to staff, to operate High Park Zoo and Far Enough Farm on the Toronto Islands which excluded Riverdale Farm. No responses were received for this REOI and Parks, Forestry and Recreation included Far Enough Farm in the RFP.

ISSUE BACKGROUND

The Toronto Islands are one of the City's most treasured green spaces and popular recreational and tourist destination. Located a short ferry ride from downtown, the Islands boast picnic areas, an amusement area, the Franklin Children's Garden, yacht clubs, a marina, restaurants, an Animal Display area and much more. The Toronto Islands are some 325 hectares in size, about 230 hectares of which are maintained as public parkland.

Since 1966, the children's amusement area known as Centreville, with currently over 30 rides and attractions along with food outlets, has been a focal point on Toronto Centre Island.

To ensure continuity of service of a children's amusement area and in keeping with Council's direction, RFP No. 9119-12-7173 for the Development and Operation of a Children's Amusement Area, including Rides, Food and Merchandise Concession Outlets, and an Animal Display Area known as Far Enough Farm on Toronto Centre Island (the "RFP") was issued on September 17, 2012 through Purchasing and Materials Management Division ("PMMD") for this operation.

The RFP sought proposals from qualified firms and individuals to develop and operate a Children's Amusement Area, including rides, food and merchandise concession outlets along with the operation and management of the Animal Display Area known as Far Enough Farm. Proponents were requested to examine opportunities for capital investment and ongoing remuneration to the City through annual license fees, and improved service levels for the public patronizing Toronto Island Park.

COMMENTS

On September 17, 2012, the City issued the RFP with a closing date of October 17, 2012. The RFP was advertised on the City of Toronto's website and five (5) firms downloaded the document from the PMMD website. A total of two (2) addenda were issued in response to the questions sent to PMMD prior to the closing date. This resulted in a total of two (2) submissions being received from the following firms:

1. William Beasley Enterprises Limited
2. Billy G. Amusements Inc.

The RFP was structured as a two-envelope model which required Proponents to submit a detailed technical proposal and a separate sealed envelope with a financial proposal. Proponents also had to meet the mandatory submission requirements in order to have their proposals further evaluated. Following this stage, a minimum total technical threshold score of 70% and a minimum of 50% on each section of the technical review in Stage 2 was required before they could advance and have their financial proposal ("second envelope") opened and evaluated.

Using the evaluation criteria specified in the RFP, the Selection Committee, comprised of four (4) members, (three from the Parks and Management Services Branches of Parks, Forestry and Recreation and one from Corporate Finance), proceeded with the technical and financial evaluation stages of the RFP. The committee followed the prescribed evaluation process as follows:

Stage One Evaluation – Mandatory Requirements

The first stage of the evaluation was "pass/fail" analysis based on whether mandatory submission requirements were met. The proposal submitted by Billy G. Amusements Inc. was declared non-compliant as a result of a Mandatory Submission Requirement not being included in their proposal submission. The remaining proposal from William Beasley Enterprises Limited met the mandatory submission requirements and advanced to the second stage.

Stage Two Evaluation – Technical Proposal Evaluation

The second stage required a minimum score of 70% on their total technical proposal and a minimum of 50% on each section of the technical review in order for a Proponent to be considered further. The Proponent was evaluated based on the Experience/Qualifications and Level of Service to the Public of their Proposal. The second stage of the evaluation was scored out of 65 points with the scoring allocated as follows:

Qualification/Experience – 20 points
Level of Service to the Public – 45 points

Beasley qualified to be considered for the third stage of the evaluation having scored above the minimum score of 70% on the total technical review and a minimum of 50% on each section of the technical review.

Stage Three Evaluation – Cost of Services Evaluation

The third stage added to a Proponent's overall score for ranking purposes in order for a Proponent to be considered for the Licence Agreement. The Proponent was evaluated based on the Financial Aspects of their proposal. The third stage of the evaluation was scored out of 35 points.

Recommended Proponent

Beasley qualified as the recommended Proponent having met all of the requirements of the RFP. Beasley has successfully developed and operated the themed turn of the century Ontario village amusement area on Toronto Centre Island known as Centreville since its inception 46 years ago. They have provided family entertainment to the visiting public and will continue to provide this service with a large selection of themed rides that are geared toward families with children aged 12 and under along with the operation of the Far Enough Farm. They will continue to upgrade and improve the ride offerings over

the term of the agreement and encourage families from the GTA and beyond to continue to visit Toronto Centre Island.

Beasley has demonstrated that it has the experience in all the areas necessary to successfully operate a children's amusement area and the Far Enough Farm on Toronto Centre Island. They are supported by a range of required professional staff and have established an organizational structure to manage these operations.

Proponents' scores by criteria, price comparison and a staff analysis of the evaluation results can be provided in an in-camera presentation if requested by Committee Members.

The Fair Wage Office has reported that Beasley indicated that it has reviewed and understands the Fair Wage Policy and Labour Trade union requirements and has agreed to fully comply.

CONTACT

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SIGNATURES

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Michael Pacholok
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ATTACHMENTS

Confidential Attachment 1: Contract Award - RFP 9119-12-7173 for the Development and Operation of a Children's Amusement Area, including the Animal Display Area known as Far Enough Farm on Toronto Centre Island