

Toronto Zoo Uniform Program - Award

Date: October 1, 2026

To: Board of Management of the Toronto Zoo

From: Chief Transformation Officer

Wards: All

SUMMARY

This report recommends that the Toronto Zoo enter into an agreement with Genumark Promotional Merchandise Inc. (Genumark) for the provision of uniform program services to modernize and streamline the procurement, ordering, inventory management and distribution of Zoo uniforms.

The proposed program will provide an online ordering platform, employee point allocations, manager and supervisor approval capabilities, inventory management and replenishment, reporting, and Zoo-specific garment and branding options.

RECOMMENDATIONS

The Chief Transformation Officer recommends that:

1. The Toronto Zoo Board of Management authorize the Chief Transformation Officer, or designate, to negotiate and execute an agreement with Genumark for the provision of uniform program services for the Toronto Zoo, in an amount not to exceed \$550,000.00 excluding HST, for a one-year term commencing November 1, 2026, with the option to extend for up to two (2) additional one-year terms, on terms satisfactory to the Chief Transformation Officer or designate and in a form satisfactory to the City Solicitor.

FINANCIAL IMPACT

The cost of the new Uniform Program has been incorporated into the Toronto Zoo's 2027 Operating Budget submission.

The maximum estimated gross cost to equip all Toronto Zoo permanent and on-permanent staff with new uniform items is \$550,000. The impact of this cost will be managed by phasing implementation over a multi-year period.

Final program financials will be confirmed during the program design phase based on approved employee point allocations, the final garment catalogue and the transition timeline for the new uniform program subject to cost considerations and operational needs.

DECISION HISTORY

In June 2026, the Toronto Zoo issued a competitive Request for Proposal (RFP) for the provision of uniform program services.

A total of eighteen (18) vendors were invited to participate, and four (4) compliant submissions were received.

Proposals were evaluated in accordance with the RFP evaluation framework, including technical, pricing, and presentation criteria. Two proposals met the technical threshold and proceeded to the presentation and final evaluation stage. Following completion of all evaluation stages, Genumark achieved the highest overall score, and was identified as the highest ranked proponent.

The recommended award reflects a competitive procurement process and provides the Toronto Zoo with an integrated uniform program to support employee requirements and operational needs.

COMMENTS

The Toronto Zoo requires a consistent and efficient uniform program to support the procurement, distribution, and management of uniforms across different employee groups.

Genumark's proposed program includes an online ordering platform, employee point allocations, manager/supervisor approval workflows, inventory management and replenishment, real-time reporting, and Zoo-specific garment and branding options.

The program will provide employees with greater product choice, improved sizing and availability, convenient online ordering, and quality and durable uniform options. The program will also support organizational requirements for brand consistency, inventory management, reporting, and replenishment.

Genumark has established capabilities in uniform sourcing, fulfillment, inventory management, online ordering, and program implementation. The proposed program also provides options for environmentally preferable products and garment end-of-life management.

Following award, implementation will include system configuration, garment selection, program design, staff communication, and phased rollout targeted for Q1 to Q2 2027.

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SIGNATURE

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