

REQUEST FOR PROPOSAL
Strategic Vision for Beach Area 1 and 2
Town of Wasaga Beach

April 11, 2011

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1.0 Introduction

The Town of Wasaga Beach wishes to retain a consulting project team to develop and conduct a visioning exercise for Beach Area One and Two, the main beach area in the Town and a world class tourist destination. The visioning exercise is intended to consult a variety of community stakeholders to develop a long-term vision for the future use of the main tourist beach area in Wasaga Beach.

2.0 Goals and Objectives

The goal of the study will be to create a process of public engagement to identify what Council and the community envision for the future of Beach Area One and Two.

Therefore, the basic objectives of the process will be to develop a long-term plan to enhance tourism opportunities and guide redevelopment of the main tourism beach areas. The purpose of the process is to consult with stakeholders regarding Beach Area One and Two, in order to:

1. Provide an opportunity for Council to receive public and stakeholder input;
2. Evaluate current tourism-oriented uses and activities/events in the area and make recommendations for a) improvement/expansion, b) future uses/activities/events, c) development of four-season or 'extended' season uses/activities/events, and d) expanding Wasaga Beach's tourism target market;
3. Encourage appropriate uses, building scale, form, and design in the event of development or redevelopment;
4. Provide guidelines to ensure that any development or redevelopment occurs in a comprehensive and cohesive manner;
5. Consider disposal and sale of publicly-owned property, and/or development partnerships;
6. Further goals for development or redevelopment, including but not limited to urban design, view corridors, pedestrian-orientation, public beach access, central public spaces/parks, natural heritage, servicing, transportation connectivity, alternate modes of transportation, parking, accessibility for persons with disabilities, sustainability and environmental design, financial feasibility, phasing, and historical significance;
7. Review existing Official Plan policies and make any necessary policy recommendations regarding Beach Areas One and Two;
8. Identify possible development phasing methods and recommend an interim construction management plan for redevelopment that demonstrates minimal impact on existing and future tourism uses; and
9. Prepare a final report and presentation summarizing the findings of the community engagement exercise.

3.0 Background

Wasaga Beach is a popular vacation destination located approximately 150 kilometres (90 miles) from the Greater Toronto Area. Nestled on the southern end of Georgian Bay, Wasaga Beach is bordered by 14 kilometres of pristine beaches, a scenic river and a dramatic sand dune system, all surrounded by hectares of natural parkland.

Wasaga Beach is a community which historically has catered to summer tourists from a wide tourism market. Each year more than two million visitors, the majority from the Greater Toronto Area, southwestern Ontario and Quebec, come to the longest freshwater beach in the world to swim in warm, clean, shallow waters and enjoy the panoramic mountain views. The beach is owned and operated by Ontario Parks as Wasaga Beach Provincial Park and is the primary attraction to the Town. Of the six main beach areas, Beach Areas One and Two have historically functioned as the main destination for tourism activity. There are a number of privately held parcels of land and the Town is also a significant property owner.

A number of tourism businesses were lost in a fire at Beach Area One in 2008. Since then, there have been several interim tourism uses established including the Wasaga Dome and a 'Splashpad' facility. However in recent years, there has been a lack of tourism attraction and accommodation investment, and further closures of tourism-based activities.

For a number of years, the Town has been marketing a portion of the subject lands for a destination resort accommodation use. The Town wishes to maintain the tourism focus and promote Beach Area One and Two for destination tourism investment.

The subject lands are currently designated within a Tourism Commercial and Tourism Accommodation Special Policy Area in the Town of Wasaga Beach Official Plan, and are zoned accordingly.

As a result of recent events the area is prime for redevelopment. Council would like to establish a vision and policy framework that will guide this redevelopment.

3.1 Study Area

Beach Areas One and Two Special Policy Area

- Identified on Schedule A-7 to the Wasaga Beach Official Plan (site specific policies)
- Identified as a Community Improvement Area in the Official Plan

Legal Description - Lots 9 and 10, Concession 16, former Township of Sunnidale

The boundaries of the subject lands are the Wasaga Beach Provincial Park on the north and east, 6th Street on the west, and the Nottawasaga River on the south, and includes the Nancy Island Historic Site (map attached).

4.0 Study Structure

The consultant will be expected to:

1. Prepare a preliminary report and make a presentation to the Town on the proposed methodology for the public engagement process and study outline;
2. Arrange and facilitate public engagement session(s) and consult with key stakeholder groups, landowners, and community representatives, including Ontario Parks, the Ministry of Natural Resources and Ministry of Tourism;
3. Develop Urban Design Guidelines with recommendations for ultimate built form considering future tourism opportunities and constraints;
4. Develop a phasing and interim construction management plan which establishes methods of minimizing the impact of construction on existing and future tourism uses;
5. Demonstrate understanding of Official Plan policy and be capable of making policy recommendations to implement the vision;
6. Summarize the findings of the public consultation process and synthesize the information to provide recommendations, presenting the information to staff and Council; and
7. Complete a final report with recommendations on how Beach Area One and Two will function and develop over the next 10-20 years.

5.0 Available Data and Information

1983 Ontario Base Mapping 1:10,000
1989 Aerial Photos 1:10,000
1997 Aerial Infra-red Photography
2008 Digital Aerial Photography 1:5,000 & 1:10:000
Property fabric
2004 Town of Wasaga Beach Official Plan (Consolidated 2011)
Comprehensive Zoning By-law 2003-60 (Office Consolidation August 2010)
2006 Ontario Regulation 97/04 Mapping (Generic Regulations)
Wasaga Beach Tourism Strategy
Wasaga Beach Commercial Needs Study
South Georgian Bay Regional Economic Development Strategic Plan
Current Promotional Material

6.0 Deliverables

- Provide 12 copies of a preliminary report for circulation outlining the proposed visioning schedule;
- Provide presentation materials for the Development Committee and Council Open House Meetings;
- Provide regular project status updates to Town staff; and
- Provide 12 bound copies of the Final Study and digital version (Microsoft Word).

7.0 Public Consultation

The Town of Wasaga Beach recognizes the importance and value of public consultation in the planning and visioning process. This process will require public consultation to inform interested persons or groups about the exercise and to obtain the opinions of the public and landowners on their vision for the main tourism beach areas.

Involvement from the public, landowners, and relevant Ministries of the Crown is integral to this process. Recommendations from the consultant regarding the public consultation program are expected in the proposal.

The work program must also incorporate meetings with staff as well as a presentation to Development Committee and a final presentation to Council. The successful consultant may be asked to present the findings of the background report at a Public Meeting of Council concerning beachfront lands.

8.0 Consultants

It is expected that the senior consultant(s)/project team will have the following skills, knowledge and experience;

- Project planning and management skills demonstrated through successful outcomes in similar projects;
- Experience in the facilitation of large group visioning and public consultation sessions;
- Experience in planning, architecture and/or urban design in the development process in similar settings;
- Experience in tourism development and special events in similar settings; and
- Must demonstrate understanding of Official Plan policy and be able to make policy recommendations.

The proposal should include, but not be limited to the following:

- The team's understanding of the project, including the advantages, opportunities and challenges;
- Key project deliverables;
- Comprehensive timeline for the project;

- Work plan associated tasks, persons, time-lines and allocation of fees related to the total fee including disbursements and taxes;
- Methodology: The proponent should provide a full accounting and description of the method used to justify the estimates above and how they were obtained;
- A description of how stakeholders will be engaged in the study; and
- Three previous client references for projects of similar scope and nature.

If the selected consultant is to be comprised of a lead consultant and team of sub-consultants, the town reserves the right to select the final consultant team, and shall not be limited to the list suggested by the lead consultant.

9.0 Schedule and Fees

A detailed budget by the consultant will identify task costs, disbursements, contingencies, and pertinent taxes plus a payment schedule for each study phase.

A timeframe with flow chart to complete the project should accompany the submitted proposal. The projected completion for this study is **October 31, 2011**.

10.0 Consultant Selection

Consulting firms are invited to submit study proposals to the Town of Wasaga Beach by May 9, 2011.

Specifically, proposals must provide details on:

- lead consultant and proposed sub-consultant team (if any);
- project team background and achievements;
- an overview of relevant projects (include references);
- public consultation experience;
- the role and responsibilities of each member of the consulting team, including project management responsibilities and the relative time budget for each member;
- proposed study budget including all disbursements, costs, etc.;
- any conflicts of interest with other consultant projects or clients;
- approach to meeting the study objectives and tasks;
- draft work program including task timing, sequencing, meetings, public consultation processes, study process, budget requirements, deliverables, and time-frames; and
- The extent and timing of involvement required by town staff in the study process.

The successful consultant will be required to submit a detailed work program, work schedule, and study process, including the proposed public consultation process and financial arrangements to complete the study.

The consultant will enter into a standard contract with the Town of Wasaga Beach. The contract will incorporate the detailed work program, budget and payment schedule. Invoice requirements will be specified in the contract. No payments shall be made to the consultant unless in accordance with the provisions of the contract.

In fulfilling the terms of the 'Request for Proposal', consultants are expected to sub-contract the services of local providers, where possible.

11.0 Proposal Evaluation Criteria/Ranking System

The bidders will be required to demonstrate their understanding of the goals of the project, the functional/technical requirements, the constraints and the issues that will shape the end product, the selection of resources and the way services are to be delivered.

Each of the five categories will be considered.

1. Background and or Qualifications – Is this an area or expertise of this group's submission? Have they indicated similar projects or a background that would make them qualified to undertake this study?
2. Professional Expertise – Is there proven competence of a planning/architecture background with urban design skills? Is there proven understanding of the tourism industry including special events? Is there an in-depth knowledge of key issues and options?
3. Quality – Was the proposal unique, innovative and insightful? Are innovative or state of the art approaches proposed to be employed as part of the project?
4. RFP specifications – Were the questions in the RFP answered? Was the challenged posed in the RFP addressed sufficiently? Did the proposal do a good job of addressing the overall and specifics in the RFP?
5. Price – Did the proposal represent good value? Was it competitively priced? Was this submission at the high, middle or low end of the price range? How did the price compare to the services offered? Was the higher/lower price reflected in the details of service/solution proposed?

12.0 Timetable

The proposed project schedule is as follows:

RFP issued	April 11, 2011
RFP closing	May 6, 2011
Selection process finalized	May 12, 2011
Recommendation to Committee of the Whole of Council	May 18, 2011
Award of Contract by Council	Week of May 25, 2011

Review of Existing Information & Preliminary Report
Draft Report
Presentation to Development Committee
Final Report

June/July 2011
September 1, 2011
September 28, 2011
October 31, 2011

13.0 Proposal Submission

Proposals must be received no later than **4:30 p.m. Friday, May 6, 2011**. Consultants must provide four hard copies and a digital version (Microsoft Word) of their proposal to:

Mr. Ray Kelso
Manager of Planning & Development
Town of Wasaga Beach
30 Lewis Street
Wasaga Beach, Ontario
L9Z 1A1

For e-mail inquires, please contact Mr. Nathan Wukasch, Planner, at nwukasch@wasagabeach.com with copy to Mr. Ray Kelso, Manager of Planning and Development at rkelso@wasagabeach.com .