



**EXPRESSION OF INTEREST
AND STATEMENT OF QUALIFICATIONS**

**2014-EOI-SOQ-01
ORGANIZE AND EXECUTE CHALLENGE PENTICTON RACE AND EVENTS**

Issued: March 18, 2014

The City of Penticton is seeking Expressions of Interest and Statement of Qualifications to organize and execute Challenge Penticton.

Original and three (3) copies of submissions, not to exceed ten (10) pages, must be received in a sealed envelope, marked on the outside with "2014-EOI-SOQ-01 CHALLENGE PENTICTON" and must be received by way of mail, courier or hand delivered at the office of:

Purchasing Manager
City Yards
616 Okanagan Avenue East
Penticton, BC V2A 3K6

Fax or e-mail submissions will **not** be accepted.

Submission Deadline: Tuesday, April 29, 2014 at 2:00 p.m. local time

Inquires must be submitted in writing to cathy.ingram@penticton.ca

NOTE: Should any potential Respondents download this document, it is the Respondent's responsibility to check for Addenda's which will be posted on the City of Penticton's website: www.penticton.ca/purchasing

INTRODUCTION

The City of Penticton is seeking community minded, qualified organizations (the "Respondent") to submit an Expression of Interest and Statement of Qualifications (EOISOQ) to organize and execute Challenge Penticton commencing with registration on August 26, 2014 for the 2015 Race.

Challenge Penticton includes a long-distance race consisting of 3.8 km swim, 180 km bike and 42 km run (the "Race"). Athletes can participate in the Race as an individual or as a relay team where three participants join a team and each perform one of the three disciplines. There is also an opportunity to host a half-distance Race and a Junior Challenge.

In addition to the Race, Challenge Penticton hosted a five day festival including a parade, Family Fun Run, Underpants Run, launch and Pasta Party, Street Dance, and an Awards and Thank You banquet for athletes and volunteers (the "Events").

BACKGROUND

In February of 2013, the City of Penticton entered into a License Agreement with Team Challenge GmbH, to organize and execute the Challenge Race in Penticton. With limited time for launching the inaugural Race, Challenge Penticton had about 1,350 athletes registered with some no-shows and others not finishing; however, 571 individuals completed the course, along with 162 relay teams. To date, Challenge Penticton has approximately 800 registrants for the 2014 Race.

The Community

The City of Penticton is located in the south central part of the Province of British Columbia. The city of 32,000 is nestled in the bottom of the beautiful Okanagan Valley between two pristine lakes, Okanagan to the north and Skaha to the south, with rolling mountains providing a dynamic backdrop to the east and west providing an ideal venue for Challenge Penticton. The Valley itself is home to more than 350,000 people.

Penticton and area residents are well-known for the numerous volunteer hours generously contributed to making events like Challenge Penticton a success.

Current Licence Agreement Terms between the City and Team Challenge GmbH

The existing Agreement between the City and Challenge GmbH, binds the parties and will end when both parties have discharged all of their obligations with respect to the execution of the Event in 2017. This Agreement shall be automatically renewed, subject

to the City's right to renegotiate the basic fee, percentage fee and sponsorship share for a further 5 year term, unless it is cancelled by either party via written notification delivered to the other party no later than 6 months before the date of the Event in 2017. If the Agreement is renewed it will end when both parties have discharged all of their obligations with respect to the execution of the Event in 2022.

The City and Challenge GmbH have had discussions and Challenge GmbH have indicated that they are willing to enter into a Licence Agreement with a new party for a 5 year period that meets the needs of both parties.

City's Investment

The City of Penticton has incurred expenses associated with 2013 and 2014 Challenge Penticton and is seeking future profit sharing from the successful Respondent.

SUBMISSION AND PROCESS

Respondent's Submission

The Respondent's Expression of Interest and Statement of Qualifications should include the following:

- Description of the organization that wishes to run the Race and Events;
- Organizational Chart and description of the key staff in the organization;
- List experience running similar type events;
- List of references complete with contact information and a description of the event or project the organization worked on with the reference;
- The Respondent's financial capability to undertake the Race and Events, the Respondent should include their balance sheet and income statement as well as letter from financial institutions or private funding agencies or individuals;
- Detailed description of financial benefit to the City;
- Description of how the Respondent proposes to profit share with the City and over what time period;
- List of references complete with contact information and a description of the event or project the organization worked on with the reference;
- List additional activities or events to be associated with Challenge Penticton; and
- List any community or value-added items beneficial to the City or the residents.

Evaluation Process and Disclosures

Expressions of Interest and Statement of Qualifications will be considered based on, but not limited to:

- the type of organization and experience;
- key staff involved in the organization;
- the financial ability of the organization to host the event and compensate the City for expenses incurred to date;
- perception of the probability of success of the Race; and
- value the organizers intend to provide to the community.

The City will review the submissions to determine whether, in the City's opinion, the Respondent has demonstrated that it has the required experience and qualifications to fulfill the obligations of the services identified in this EOISOQ.

Subsequent to the receipt and review of submissions, the City reserves the right, in its sole discretion, to enter into negotiations with any Respondent or with any number of Respondents, or to cancel this process in its entirety.

The City, in its sole discretion and without having any duty or obligation to do so, may conduct any inquiries or investigations, including but not limited to contacting references, to verify the statements, documents, and information submitted and may seek clarification from the Respondent's bankers and clients regarding any financial and experience issues.

Respondent's Expenses

Any cost incurred by the Respondent in the preparation of their Expression of Interest and Statement of Qualifications and any subsequent negotiations, if any, will be borne solely by the Respondent.

Ownership of Documents

All documents, including EOISOQ, submitted to the City become the property of The Corporation of the City of Penticton. Submissions will be received and held in confidence by the City, subject to the provision of the *Protection of Privacy and Freedom of Information Act*.

Additional Information

The City may request additional information from Respondents. In addition, Respondents may also be asked to participate in telephone or in-person interviews to discuss their Expression of Interest and Statement of Qualifications and to answer questions.