



THE REGULAR MEETING OF THE RECREATION BOARD TO BE HELD IN THE COUNCIL CHAMBERS, ADMINISTRATION BUILDING, ON THURSDAY, September 1, 2011 AT 5:15 P.M.


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	<u>MOTION</u>
<b><u>ITEM NO. CALL TO ORDER – Tim O'Donnell</u></b>	
<b><u>ITEM NO. 2. ADOPTION OF THE AGENDA</u></b>	<b>X</b>
<b><u>ITEM NO. 3. DELEGATIONS - NONE</u></b>	
<b><u>ITEM NO. 4. ADOPTION OF THE MINUTES</u></b>	
A) RFD – June 16, 2011	<b>X</b>
<b><u>ITEM NO. 5. BUSINESS ARISING FROM THE MINUTES - NONE</u></b>	
<b><u>ITEM NO. 6. INFORMATION ITEMS - NONE</u></b>	
<b><u>ITEM NO. 7. ACTION ITEMS</u></b>	
A) RFD – Alberta 2014 Winter Games	<b>X</b>
B) RFD – Sponsorship	<b>X</b>
<b><u>ITEM NO. 8. BOARD/STAFF REPORTS</u></b>	
A) RFD - Reports	
i) Leisure Services Manager, ii) Aquafun Centre, iii) Public Services	<b>X</b>
<b><u>ITEM NO. 9. RECOGNITION AWARDS</u></b>	
A) RFD – Recognition Awards	<b>X</b>
<b><u>ITEM NO. 10. OTHER BUSINESS</u></b>	
<b><u>ITEM NO. 11. MEDIA INQUIRIES</u></b>	
<b><u>ITEM NO. 12. CLOSE OF MEETING</u></b>	<b>X</b>



Agenda Item #4. A)

**TOWN OF TABER**  
**Recreation Board Request For Decision**

<b>Subject:</b> Recreation Board Minutes	<b>Date of</b> September 1, 2011 <b>Agenda:</b>
<b>Prepared By:</b> Aline Holmen	
<b>Attachments:</b> Minutes	
<b>Budget:</b>	If Over Budget, what is alternate funding source?
<b>Expense:</b>	
<b>Topic:</b> Adoption of Minutes	
<b>Background:</b>	Minutes of the Regular Meeting of the Recreation Board held on June 16, 2011.
<b>Options:</b>	<ol style="list-style-type: none"><li>1. That the Recreation Board adopts the Minutes of the Regular Meeting of the Recreation Board held on June 16, 2011, as presented.</li><li>2. That the Recreation Board adopts the Minutes of the Regular Meeting of the Recreation Board held on June 16, 2011, as amended.</li></ol>
<b>Recommendation:</b> Option # 1	
<b>Approval Date:</b> August 26, 11	<b>Leisure Services Manager:</b> 

05/2011

June 16, 2011

MINUTES OF THE TABER RECREATION BOARD MEETING HELD IN THE  
COUNCIL CHAMBERS, ADMINISTRATION BUILDING ON June 16, 2011 AT  
5:15 PM

PRESENT: Councilor Rick Popadynetz  
Councilor Randy Sparks  
Danielle Hansen  
Jill Marshall  
Tim O'Donnell (Arrived 5:30)

ALSO PRESENT:  
Aline Holmen, Leisure Services Manager  
Rob Cressman, Director of Public Services  
Marty Planger, Recording Secretary  
Taber Times

ABSENT:  
Councilor Ben Elfring (Excused)  
Luke Wijna (Excused)

**CALL TO ORDER**

D. Hansen called the Regular Meeting of the Taber Recreation Board to order at 5:15 pm

**ADOPTION OF THE AGENDA**

RES. 36/2011 MOVED by J. Marshall to adopt the agenda as presented.  
CARRIED UNANIMOUSLY

**ADOPTION OF THE MINUTES**

**1. Regular meeting – May 5, 2011**

RES. 37/2011 MOVED by Councilor R. Sparks that the Recreation Board adopt the minutes of the Regular Meeting of the Recreation Board held on May 5, 2011 as presented.  
CARRIED UNANIMOUSLY

**INFORMATION ITEMS**

**A) Summer Promotions**

The Recreation Board reviewed the upcoming summer events/activities.

RES. 38/2011 MOVED by Councilor R. Popadynetz that the Recreation Board accepts the summer promotion data as presented

CARRIED UNANIMOUSLY

### **ACTION ITEMS**

#### **A) Summer Meetings**

The Recreation Board typically does not meet during the months of July and August unless there is a pressing matter to be discussed. It was also mentioned that the meeting in September may need to be moved dependant on the timing of the RFP's.

RES. 39/2011 MOVED by J. Marshall that the Recreation Board agrees to eliminate meetings for the months of July and August and will reconvene in September with the exception of an emergency situation requiring immediate attention.

CARRIED UNANIMOUSLY

The Recreation Board agreed to break until T. O'Donnell's arrival. T. O'Donnell arrived at 5:30 pm

#### **B) Sponsorship**

The Recreation Board voiced some concerns with the RFP. Could the timelines be shortened? And have the existing clubs/individuals that have existing agreements been contacted and informed and could there be a note stating that some of these areas are untouchable due to preexisting agreements. There was talk that the agreement with TMHA and the arena boards should remain as an untouchable as this is a huge fundraiser for the organization.

It was agreed that certain groups (i.e. McDonald family) would need to be met with and this is consistent with what other communities and done.

The board was concerned that the Taber Golf Club, Curling Club, Library, Motocross, Paintball Association and Handibus were named and they have not been made aware of the RFP.

The board was asked how it felt about non-recreation facilities being included in the RFP and there was no concerns voiced. It was mentioned that with the money raised going into the general funds for the town to use at will, it really doesn't make any difference.

The board discussed that maybe leased land should be listed separately from the facilities run by the Town in an attempt to be more clear.

The board questioned whether or not the proposals would come back to the Recreation Board. No Council makes the decision as to who would be hired. At that point it would become an operational function and the administration would take it from there.

Some concern was raised that the board doesn't have the expertise to make these decisions.

Question arose as to how this RFP will be posted. It was explained that there is an internet site which is countrywide and the companies that the town has already been in contact with will also be made aware.

RES. 40/2011 MOVED by Councilor R. Sparks that the Recreation Board accepts the Sponsorship Requests for Proposal as amended with all changes and concerns discussed at the meeting concerning this proposal being noted and adjusted by administration.

CARRIED UNANIMOUSLY

## **BOARD/STAFF REPORTS**

### **I. Reports**

The Recreation Board reviewed the staff reports.

RES. 41/2011 MOVED by J. Marshall that the Recreation Board accepts the monthly Board/Staff reports as presented.

CARRIED UNANIMOUSLY

## **CLOSE OF MEETING**

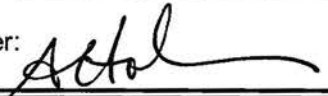
RES. 42/2011 MOVED by D. Hansen that this Regular Meeting of the Taber Recreation Board do now close.

CARRIED UNANIMOUSLY AT 6:27 PM

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CHAIRMAN

**TOWN OF TABER**  
**Recreation Board Request For Decision**

<b>Subject:</b> Alberta 2014 Winter Games	<b>Date of</b> September 1, 2011 <b>Agenda:</b>
<b>Prepared By:</b> Aline Holmen	
<b>Attachments:</b> Correspondence	
<b>Budget:</b>	If Over Budget, what is alternate funding source?
<b>Expense:</b>	
<b>Topic:</b> 2014 AB Summer Games Bid Request	
<b>Background:</b>	An invitation has been received from Cindy Ady, Minister of Tourism, Parks, and Recreation regarding consideration of bid applications to host the 2014 Alberta Summer Games (see attached).
<b>Options:</b>	1. The Recreation Board accepts the invitation from the Minister of Tourism, Parks, and Recreation regarding bid applications for the 2014 Alberta Summer Games as information.
<b>Recommendation:</b> Option # 1	
Approval Date: August 26, 2011	Leisure Services Manager: 



ALBERTA  
TOURISM, PARKS AND RECREATION

Office of the Minister  
MLA, Calgary-Shaw



July 6, 2011

AR22239

His Worship, Mr. Ray Bryant  
Mayor  
Town of Taber  
4900A - 50 Street  
Taber, Alberta T1G 1T1

Dear Mr. Ray Bryant:

Ministry of Tourism, Parks and Recreation is responsible for sport and recreation in Alberta, and I am pleased to invite you to consider submitting a bid for the right to host the 2014 Alberta Summer Games in your community. Enclosed, for your information, is a brochure with details on how to apply.

The successful host community is given the opportunity to showcase its talents to approximately 2400 participants from all regions of the province, as well as to attract numerous spectators and special guests. Communities with populations of less than 10,000 are encouraged to join together with neighbouring communities to submit a joint bid.

The community awarded the 2014 Alberta Summer Games will receive base financial support to cover operational, cultural and legacy aspects of the Games.

The *Guidelines for Communities Bidding to Host the 2014 Alberta Summer Games* is available from the Alberta Sport, Recreation, Parks and Wildlife Foundation (ASRPWF) upon request or visit [www.albertagames.com](http://www.albertagames.com) to assist you in preparing your bid.

.../2

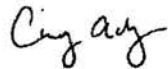
Alberta

His Worship, Mr. Ray Bryant  
Page 2

In addition, staff of the ASRPWF are available to provide consultative assistance if required. For additional information, please contact Mr. Dennis Allen, ASRPWF, toll-free by dialling 310-0000 followed by (403) 297-2729; or e-mail [dennis.allen@gov.ab.ca](mailto:dennis.allen@gov.ab.ca).

We look forward to receiving your application.

Sincerely,

A handwritten signature in cursive script, appearing to read "Cindy Ady".

Cindy Ady  
Minister of Tourism, Parks and Recreation

Enclosure

cc: Alberta Sport, Recreation, Parks and Wildlife Foundation



*The Honourable*  
**Cindy Ady**

Minister of Tourism, Parks and Recreation

extends an invitation  
to all municipalities in Alberta  
to bid to host the

2014 Alberta Summer Games

**July, 2014**

## PREVIOUS ALBERTA GAMES

The Alberta Games are a significant amateur sport and cultural event in our province, providing many benefits to both the host community and to the thousands of Albertans who participate at the local, zone and provincial level.

The Alberta Games have been awarded to communities of all sizes, located throughout the province. Interested communities must be capable of feeding and accommodating approximately 2,800 athletes, coaches and technical officials. Municipalities with populations less than 10,000 are encouraged to join together with neighbouring communities to submit a joint bid.

The 2014 Alberta Summer Games  
are planned for July, 2014

## GRANT FUNDING

Operating Grant	\$ 300,000
Cultural Grant	\$ 70,000
Legacy Grant	<u>\$ 50,000</u>
	<u>\$ 420,000</u>

Recent Alberta Games have generated approximately \$2.5 - \$3.0 million in direct economic activity in each host community.

## IMPORTANT DEADLINES

A letter outlining your community's interest in bidding to host the 2014 Alberta Summer Games, together with a resolution of support from your Municipal Council, must be received by **September 30, 2011**.

Completed bids must be received by the Alberta Sport, Recreation, Parks and Wildlife Foundation no later than **December 31, 2011**.

**2014 ALBERTA SUMMER GAMES**



## TOWN OF TABER RECREATION BOARD REQUEST FOR DECISION

<b>Subject:</b> Sponsorship	<b>Date of</b> September 1, 2011
<b>Agenda:</b>	
<b>Prepared By:</b> Aline Holmen	
<b>Attachments:</b> Sponsorship Request For Proposals, Summary Letter	
<b>Topic:</b> Sponsorship	
<b>Background:</b>	<p>The Recreation Sponsorship Services request for proposals (RFP) closed at 2:00pm, Friday, July 29, 2011 and was posted as required on the Alberta Purchasing Connection website. We received three (3) submissions prior to the deadline.</p> <p><u>The Goldie Company</u> (scored 65/100 points) Payment Terms: Fees for services Fees: \$126,000 Summary of Proposal:</p> <ul style="list-style-type: none"><li>- Inventory, valuation of assets, &amp; sales strategy</li><li>- Sponsor solicitation plan &amp; implementation</li><li>- Sponsor cultivation</li><li>- Project team training</li><li>- Sales &amp; monitoring, stewardship</li></ul> <p><u>Partnership Group</u> (scored 89/100 points) Payment Terms: Fees for services/Commission Fees: \$94,000/\$60,000 + 25% commission Summary of Proposal:</p> <p>Option 1:</p> <ul style="list-style-type: none"><li>- Inventory review &amp; development</li><li>- Asset valuation</li><li>- Inventory tiering</li><li>- Mentoring services</li><li>- Inventory Asset Valuation report</li></ul> <p>Option B:</p> <ul style="list-style-type: none"><li>- Inventory review and development</li><li>- Asset valuation</li><li>- Inventory tiering</li><li>- Identification of sponsor prospects, qualifying and ranking</li><li>- Discovery sessions with sponsor prospects</li><li>- Custom developed sponsor proposals</li><li>- Preparation of Agreement contracts/templates</li></ul> <p><u>KCI</u> (scored 51/100 points) Payment Terms: Fees for services Fees: \$455,000 Summary of Proposal:</p> <ul style="list-style-type: none"><li>- Situational analysis (document audit/stakeholder sessions)</li><li>- Property Building (valuation &amp; inventory/sponsor benefit development)</li><li>- Strategic Plan</li><li>- Development of tools</li><li>- Solicitation/Prospect identification</li><li>- Customized sponsor proposals</li><li>- Preparation of Agreements/reporting</li></ul> <p>The Recreation Sponsorship Services evaluation committee comprised of A. Holmen, J. Hoglund and R. Cressman objectively reviewed, evaluated and scored each submission in accordance with the nine (9) evaluation criteria detailed in the RFP. See attached RFP summary letter.</p> <p>Valuation of assets and inventory appear to be the first recommended steps and it would seem prudent that the Town of Taber complete the legwork upfront to invest in future gains.</p>

Based on the proposals and the evaluations of those proposals we recommend Partnership Group and their proposal (Option B) be implemented in order to offset our Recreation deficit and reduce pressure on increasing operational costs and user fees. Their proposal was the most thorough, and contained clear and concise information throughout that met the requirements of the RFP. The Town of Taber could benefit in the expertise and experience of Partnership Group and use their knowledge to optimize the value of our assets and sponsorship.

Valuation of assets and inventory appear to be the first recommended steps and it would seem prudent that the Town of Taber complete the legwork upfront to invest in future gains.

**Options:**

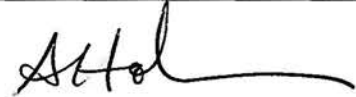
1. The Recreation Board recommends Council proceed with the Partnership Group Sponsorship Proposal – Option B in 2011 utilizing funds from reserves.
2. The Recreation Board recommends Council proceed with the Partnership Group Sponsorship Proposal – Option B in 2012 and budget funds within the 2012 budget.

**Recommendation:** Option # 1 - The Recreation Board recommends Council proceed with the Partnership Group Sponsorship Proposal – Option B in 2011 utilizing funds from reserves.

**Approval  
Date:**

August 25, 2011

**Leisure  
Services  
Manager:**





August 23, 2011  
R02

File: 830-

Taber Recreation Board  
C/O Town of Taber

Re: Recreation Sponsorship Services RFP Opening

The Recreation Sponsorship Services request for proposals (RFP) closed at 2:00pm, Friday, July 29, 2011 and was posted as required on the Alberta Purchasing Connection website. We received three (3) submissions prior to the deadline. The Recreation Sponsorship Services evaluation committee comprised of A. Holmen, J. Høglund and R. Cressman reviewed, evaluated and scored each submission in accordance with the nine (9) evaluation criteria detailed in the RFP. A copy of the RFP is attached for your reference.

The following summarizes some aspects of submissions received:

<u>Name</u>	<u>Payment Terms</u>	<u>Fees</u>
The Goldie Company	Fees for Services	\$126,000
Partnership Group	Fees for Services/Commission	\$94,000/\$60,000+25% commission
KCI	Fees for Services	\$455,000

Partnership Group is an experienced, competent consulting firm that has provided similar services to other municipal governments, non-profit associations/agencies and corporations. Their clients include the towns of High River and Kindersley, cities of Edmonton, Kelowna and Toronto, the Federation of Canadian Municipalities (FCM) and the Canadian Red Cross.

The evaluation committee unanimously scored the Partnership Group's proposal the highest of the three received. Partnership Group was the only firm that offered both implementation options being fees for services and commission-based fees. Partnership Group's proposal met all the requirements detailed in the RFP.

Although the RFP indicated the Town could require an in-person presentation by shortlisted firms, the selection committee has determined that step is not necessary, based on the number and quality of the proposals received.

The Recreation Sponsorship Services evaluation committee recommends the Taber Recreation Board recommend Town Council authorize Administration to execute a contract with Partnership Group, per the commission-based option, with 2011 expenses capped at \$35,000, funded from the Town's reserves.

*This document was prepared by the Recreation Sponsorship Services Evaluation Committee*



# **RECREATION SPONSORSHIP SERVICES**

**Request for Proposals**

**A 4900 – 50 Street, Taber, AB Ph: 403-223-5500**

## **SUMMARY**

The Town of Taber is seeking proposals from experienced, competent consultants who will assist the Town with sponsorship of existing recreation facilities and equipment. The successful firm or individual will work with our administrative team developing a program that will provide opportunities for private businesses and/or individuals to make financial contributions to the Town, in exchange for sponsorship rights.

The Town of Taber recognizes firms in the industry have unique services, processes and methodologies. As a result, the Town has structured this Request For Proposal (RFP) such that your firms' unique approach may be presented to the Town. We are searching for a partner to assist the Town with development and implementation of a successful recreation sponsorship program.

## **HISTORY**

Taber was settled by homesteaders in the late 1890's and initially was a coal-mining town. Coal was mined in Taber and shipped to Medicine Hat, first on the Oldman River steamers and, later by narrow gauge railway. Mining declined dramatically in the late 1920's, however, the extensive development of irrigation in Southern Alberta led to a major recovery in the early 1930's.

Irrigation brought with it the production of sugar beets and by 1950, a sugar beet processing plant had been built. Lantic Inc. (formerly Roger's Sugar Ltd. and the Alberta Sugar Company) operates the only sugar factory in Alberta and it is the largest employer in Taber. The sugar factory is a landmark which can be seen clearly from Highways #3 and #36.

There are many stories of how the town received the name 'Taber', but the one usually accepted is that it was named for Mt. Tabor in Palestine. However, the story is told that in 1903, with the arrival of the first Mormon settlers from the U.S.A. They established a hamlet at what was known then as Tank No. 77 on the Medicine Hat-Lethbridge Railway.

Later, with the establishment of a post office, it was decided by the Canadian Pacific Railroad to name the station Tabor. The station's letterhead and various forms came through printed Taber. When the settlement was incorporated in 1907, the name was changed to Taber, making the name of the town and the post office uniform with the records of the CPR.

In 2005, Taber was one of five communities that celebrated its Centennial birthday concurrent with that of the Province.

## **BACKGROUND**

TABER, Alberta ~ A Great Place to Grow ~

The Town of Taber is a vibrant, progressive community of approximately 8,000 people and services a further 15,000 people within its immediate area. Taber is a remarkable town with all the services and amenities of a larger city – but with the warmth, friendliness and hospitality of a community of caring neighbors. Residents enjoy a quality of life accentuated by excellent educational, health, and recreation facilities. Safe neighborhoods, clean air and water, coupled with affordable housing, secure employment and competitive retail and commercial services provide excellent prospects for businesses looking to grow.

Taber has much to offer from a business and family recreation standpoint as well as being a great community to retire to and a place to call home. We have excellent schools, modern recreational and medical facilities; reasonable tax and utility rates; safe neighbourhoods; clean air and water; and affordable housing make us the envy of other communities in North America. Strategically located just thirty minutes east of Lethbridge, Taber is a thriving, progressive town. With all the amenities of a larger city, Taber can offer its residents a quality life with the safety, friendliness and hospitality of a small community. When you combine these features with our competitive retail services and excellent recreational opportunities - Taber has everything residents desire to fully enjoy life. Maybe that is why our residents display such a great sense of community spirit.

The long hours of sunshine make the growing season in the Taber area ideal for agriculture. Potatoes, sugar beets, and of course corn are only a few of the products Taber agriculture excels at. A strong, stable economy and our central southern Alberta location and close proximity to the United States are only few reasons why companies like Roger's Sugar, Lamb Weston, Lucerne Foods and Hostess Frito Lay are proud to call Taber and area home. In addition to this, we are also a major service area for the oil and gas industry, and now offer a new and growing industry in the servicing of wind power generating facilities.

The Town of Taber owns, operates and maintains a variety of recreation facilities and equipment. The municipality's mandate established through policy is to operate the recreation department at a 45-50% operating cost recovery rate. Operating revenues comprised of user fees, sale of materials, donations and operating grants from other municipal entities and the provincial government. Details of the Town's operating revenues, expenses and the approved 2011 operating budget are available upon request

The Town has recently undertaken a facilities condition assessment study that outlines maintenance, upgrades and estimated associated costs of our existing facilities to ensure they meet the needs of our community and region for the next 20 years. Estimated costs of major maintenance and upgrades detailed in the report range from \$3.2 million to \$5.9 million.

We are proud of past and current partnerships developed between the Town and local individuals, community organizations and businesses, including the following:

1. Beverage Agreements (in place for 15-20 years)
2. Aquafun Centre – local fundraising drive; MD of Taber grant
3. Arena Boards/Glass sponsorship – Taber Minor Hockey Association (in place for 20+ years)
4. Arena Concession lease – Taber Lions Club; Taber Figure Skating Club
5. Large ice arena score clock – Canadian Union of Public Employees
6. Large ice arena resurfacers – ATCO Gas (expired)
7. Public Skating – Kinsmen Friday nights (4+ years)
8. Parks – various including Kiwanis/Kinsmen/Lions
9. Sportsfields – Ken McDonald Sports Park development (financial donations & in-kind services)
10. Sportsfields – Lon Ferguson Society donation to 3rd diamond development at Ken McDonald Sports Park
11. Aquafun Centre – Aquatic stairs – Lions Club
12. Aquafun Centre – exterior bench - donation
13. Aquafun Centre – Aquatic lift – Kiwanis Club
14. Cemetery Columbarium – Southland Funeral Chapel
15. Walking Trail – MD of Taber,
16. Walking Trail Rest Areas – Kiwanis Club, Rotary Club
17. Skateboard Park – development (financial donations & in-kind services); MD of Taber
18. Tennis courts/track/ball diamonds – donations legacy Summer Games 2005

The Town has an existing policy, adopted by Town Council that establishes a protocol for entering into partnerships and agreements with individuals, community organizations and businesses. The Town is prepared to amend existing or developing new policies that support an effective sponsorship program.



## PROJECT DESCRIPTION

Taber has a long successful history in sport & recreation and we are proud of our recreation facilities/programs. Existing recreation facilities on municipal lands include:

- **Community Centre** – two indoor skating rinks, six dressing rooms, auditorium/stage, four meeting rooms, curling rink and two lease spaces. Skating rinks include a regulation size ice surface (w/ spectator seating for up to 1,500 people) and a smaller ice surface (w/ spectator seating for up to 50 people). Each ice surface has a 'Zamboni' brand, dual fuel ice resurfacers
- **Parks** – thirteen public parks throughout the community. Each has an automated, underground irrigation system, playground equipment, two have asphalt surfaced basketball courts
- **Sportsfields** – three public sportsfield complexes including a total of twelve soccer pitches, a football field and ten ball diamonds; a tennis court facility with two courts; one skateboard park
- **Indoor Swimming Pool** – the Aquafun Centre includes a 25m competitive pool, free form Leisure Pool/Lagoon, hot tub sauna & steam room, a 250' waterslide, family changerooms
- **Pedestrian Trail** – trail development began in 2005, and is a work in progress. The Town requires Developers to construct trail within new subdivision developments. The trail is a 3m wide asphalt surfaced facility
- **Track & Field** – includes an 6-lane, 400m asphalt-surfaced running track (2005)
- **Taber Memorial Gardens** – the cemetery is operated by the municipality, and is on a 15 acre parcel
- **Taber Golf Club** – 18 holes, Clubhouse & Pro Shop (Clubhouse & Pro Shop owned/operated by Golf Club)
- **MotoCross Track** – this outdoor facility was developed on 50 acres of municipally-owned land and is leased to the Taber MotoCross Club
- **Paintball park** – located on municipally-owned land and leased to the Taber Paintball Association

In recent years, the Town has experienced significant challenges with balancing operating cost recovery and user fees that don't discourage access and use by our residents and visitors. Increasing costs of energy and labour are factors that have contributed to our challenge. Furthermore, there are some organizational administration costs that are not currently factored into annual recreation operating costs, such as Office Equipment, Human Resources, Payroll/Benefits, Accounts Payable, Senior Management labour costs.

The Town of Taber believes the financial challenges in the recreation operations, may (at least in part) be resolved through an effective sponsorship program. The Town also believes it does not have internal expertise or available resources to undertake the development of a sponsorship program, on its own.

Our objective is to implement a sponsorship program relating to our existing facilities and equipment, in an effort to offset ever-increasing operating costs. For better clarity, we are not looking for Capital project fundraising program.

## REQUIREMENTS

The Town of Taber interests have been identified previously and with respect to the selection of an experienced, competent sponsorship consultant. The Town's interests include the following:

- **Value** – the Town's primary interest is to ensure we receive value for our ratepayer's dollar. We challenge proponents to address this issue in their proposal
- **Flexibility** – Proposals offering flexibility of selecting one, some or all of the unique sponsorship program steps your firm proposes will be favoured. Although we will consider all submissions, there is some apprehension to invest in a sponsorship program, without some assurance of a reasonable return on our investment.
- **Communication** – the successful proponent will demonstrate its abilities and strategies for communicating with the Town's Administration throughout the sponsorship program development
- **Sustainability** – the successful proponent will demonstrate how its sponsorship program will be more than a simple one-time fix. The Town expects a sponsorship program that will continue beyond the current calendar year or two, with opportunities for sponsors & benefits to the Town now and into the future

## PROPOSAL

Your firm's proposal shall include the following:

- **History and Experience** - the provision of examples of relevant previous projects completed, including the methodology applied and specific staff that worked on the project
- **Qualifications** – description of the proponents qualifications and those of the proposed project team members
- **Methodology** – description of steps in planning, developing and implementing an effective sponsorship program
- **Timelines** - A projected timeline that details tasks to be performed and estimated completion dates of tasks, assuming the Town executes a contract by September 30, 2011 with the preferred proponent
- **Deliverables** - a detailed listing of the deliverables that would be developed for review by the Town
- **Resources** - A detailed listing of resources required for the successful development and implementation of the sponsorship program. The listing should include those resources to be supplied by the proponent and resources that will be required to be provided by the Town of Taber. (i.e. meeting spaces, surveys, etc....)
- **Fees** - A detailed description of the allocation and distribution of funding within the project, along with a prescribed payment schedule to the sponsorship consultant. Performance-based payment terms such as payments for services resulting in executed sponsorship agreements (such as commission-based terms) may be scored higher than payment terms not linked to executed sponsorship agreements
- **Contract & Sponsor Agreements** – a proposed contract between the Town and the sponsorship consultant, defining terms & conditions of the relationship. A sample sponsorship agreement between the Town and Sponsors
- **Additional Information** – Any additional information that the proponent views as pertinent with respect to the proposal, which has not been specifically required within this RFP document.

## PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated and scored by Town Administration, based on the following criteria:



## SELECTION PROCESS

The Recreation Sponsorship selection committee will review and evaluate all submissions received prior to the RFP Deadline, and the committee will establish a short list of up to three proponents by August 26, 2011. Final selection will require a presentation by the shortlisted proponents during the week of September 12-16, 2011..

The Recreation Sponsorship selection committee will evaluate and score the shortlisted proponents presentations, and pending a suitable proponent, the Recreation Board will make a recommendation to Town Council of the preferred proponent at Council's regular meeting, Monday, September 26, 2011.

RFP process timetable:

RFP Distribution	Jun 24, 2011
RFP Deadline	Jul 29, 2011
Proposals Review & Shortlist	Aug 26, 2011
Presentation by Shortlisted Proponents	Sep 12 -16, 2011
Committee Recommendation to Town Council	Sep 26, 2011

## DISCLAIMER

The Town of Taber reserves the right to accept or reject any or all proposals and to waive irregularities and information at its sole discretion. The Town reserves the right to accept a proposal other than the one(s) with the lowest price to the Town, without stating reasons. By the act of submitting its proposal, the applicant waives any right to contest in any legal proceedings or action, the right of the Town to award the work to whomever it chooses and its sole and unfettered discretion, and for whatever reasons the Town deems appropriate.

## SUBMISSION INFORMATION

Complete proposals shall be submitted to the Town of Taber in a sealed envelope, marked "Recreation Sponsorship Proposal" prior to the RFP Deadline, being **2:00pm local time Friday, July 29, 2011** and shall include:

1. one (1) original paper version, and
2. a CD with a single pdf document of the proposal, to

Town of Taber  
A - 4900 50<sup>th</sup> Street  
Taber AB, T1G1T1

Attention: Rob Cressman, Director of Public Services

The clarification of any points with regard to the Request for Proposals is the sole responsibility of the applicant. Any and all inquiries shall be directed via e-mail to the Town of Taber's project manager Rob Cressman at [dps@taber.ca](mailto:dps@taber.ca)

Proposals received after the RFP Deadline, will not be considered by the Town, and will be returned unopened.

## **FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT (FOIPP)**

The applicant acknowledges and agrees that the FOIPP Act applies to all records relating to, or obtained, generated, compiled, or provided under or pursuant to this proposal.


### **ADDITIONAL MATERIALS AVAILABLE**

- Operating Revenues and Expenses reports (2007-2010 Actual)
- Approved Operating budget (2011)
- Recreation Subsidization Cost Recovery policy
- Recreation Signage policy; Recreation Facility Naming Policy
- Facilities Condition Assessment Report



Agenda Item No. 8. A)

**TOWN OF TABER**  
**RECREATION BOARD REQUEST FOR DECISION**

<b>Subject:</b> Board/Staff Reports		<b>Date of</b> September 1, 2011
		<b>Agenda:</b>
<b>Prepared By:</b> Aline Holmen		
<b>Attachments:</b> Reports		
<b>Topic:</b> Department Updates		
<b>Background:</b>	Attached are the monthly Board/Staff reports.	
<b>Options:</b>	1. The Recreation Board accepts the monthly Board/Staff reports as presented.	
<b>Recommendation:</b>	Option # 1 - The Recreation Board accepts the monthly Board/Staff reports as presented.	
<b>Approval Date:</b>	August 26, 11	<b>Leisure Services Manager:</b> 

**Aquafun Centre Report**  
**August, 2011**

- Review, maintenance and modifications to health and safety program ongoing.
- Orientation and training underway for 3 new casual Lifeguards.
- Recruiting for Lifeguard II and Lifeguard  $\frac{3}{4}$  positions.
- July staff training focused on Aquafit ideas and discussion items.
- Summer swim lessons were 84% attended. Higher levels were not as well attended but lower levels and preschool were full and a fifth session added to the summer session for the first time.
- 12 participants registered for the Bronze Medallion/Bronze Cross course held in July. Majority of candidates were successful in completing.
- Swimming sessions for VerSet Hockey School went well and the pool was very busy during that timeframe.
- Waterslide annual maintenance underway August 22-26<sup>th</sup>.
- Assisting with prep for Cornfest Fun Run.
- Shutdown planning and preparations underway.



# Recreation Facilities Manager – Department Report

## **Civic Centre**

- Regular operation and bookings ongoing in both Auditorium and Arena's
- Review of Safe Work practices and procedures ongoing

## **Parks**

- Spring/Summer season maintenance program plans ongoing
- Turf management program ongoing
- Regular maintenance checks ongoing
- Review of Safe Work practices and procedures ongoing
- Installation of furnishings and equipment ongoing.
- Communities in Bloom spring meeting and projects continuing, including watering or flower planters
- Installation of trail connections to Skate Park completed
- Trail extension project and Trailhead begun
- Construction of off-leash dog area begun

## **Sportsfields**

- Spring/Summer season maintenance program plans ongoing
- Regular maintenance checks ongoing
- Review of Safe Work practices and procedures ongoing
- Service requests ongoing

## **Cemetery**

- Spring/Summer season maintenance program plans ongoing
- Regular maintenance checks ongoing
- Specific site care requests for 2011 ongoing
- Review of Safe Work practices and procedures ongoing
- Levelling and site topping program ongoing

# LEISURE SERVICES

September , 2011

## Aquatics

- Continue with upgrading procedures, staff training & Health and Safety plan. Inspections and Hazard Id/control measures ongoing.
- Several staff changing positions or leaving the Aquafun Centre for education. As a result recently hired 3 casual Lifeguard staff and are currently recruiting for one fulltime Lifeguard/Instructor 2 and one ¾ time Lifeguard/Instructor. We have been busy with training and recruitment.
- Summer swim lesson sessions completed. Due to demand a fifth session was added to accommodate preschool lessons. We have only had four summer sessions in previous years.
- Communications with AHS continued to review proposed new Operational Standards for Swimming Pools with Alberta Health Services and how the legislation may affect our facility. New standards are expected to be released in late fall of 2011.
- Reviewing pool operator certification training opportunities and scheduled staff as required participating in that training.
- Assisting with other committee members the development of the new website for the Town of Taber.
- Scheduling 2011/2012 School swim sessions.
- Waterslide annual maintenance occurred the week of Aug. 22-26<sup>th</sup>.
- Preparing for 2011 annual shutdown of facility Sept. 6 – 16<sup>th</sup>.
- Preparing fall swim schedules and lessons.

## Leisure

- Planning underway for upcoming Rick Hansen Man in Motion 25<sup>th</sup> Anniversary Event. Attended the regional meeting with Regional rep in Lethbridge April 14<sup>th</sup>.
- Summer Program staff positions coming to an end on August 29<sup>th</sup>.
- Attended Cornfest planning meetings on behalf of the Town of Taber.
- Ice schedules completed for August and September in June and bookings continue to occur.
- User survey for facilities was completed on June 30<sup>th</sup>.
- Preparing for the Fall Community Registration event occurring Sept. 6 and 8<sup>th</sup>. Preparing the flyer for the event for distribution the first day of school.
- Preparing for fall Ice User Meeting to be held in Sept.
- Worked closely with VerSet Hockey School regarding their booking and coordination of swimming.
- Attended THRIVE workshop in August and will continue forward as a member of the committee that represents Taber.
- Preparing for Southern Alberta Games fall retreat and review of 2011 games event.
- Event planning underway for Hurricanes hockey game scheduled Sept. 8<sup>th</sup>. The event is being organized by Taber Minor Hockey Association as a fundraiser.



Agenda Item # 9. A)

**TOWN OF TABER**  
**Recreation Board Request For Decision**

<b>Subject:</b> Recognition Awards	<b>Date of</b> September 1, 2011 <b>Agenda:</b>
<b>Prepared By:</b> Aline Holmen – Leisure Services Manager	
<b>Attachments:</b>	
<b>Budget:</b>	If Over Budget, what is alternate funding source?
<b>Expense:</b>	
<b>Topic:</b> Recognition Awards	
<b>Background:</b>	The following are recommended for performance recognition:
	<ol style="list-style-type: none"><li>1. Silver Medal – Carrie Ross – 2011 ASSA Alberta Provincial Championship – Girls 18 &amp; over 1500M Freestyle</li><li>2. Bronze Medal – Chance Cook – 2011 ASSA Alberta Provincial Championship – Boys 9&amp;10 25M Backstroke</li></ol>
<b>Options:</b>	<ol style="list-style-type: none"><li>1. The Recreation Board recommends that the above team/individuals receive Recognition Awards:</li><li>2. The Recreation Board recommends that the following teams/individuals be included for Recognition Awards along with the above mentioned (insert here):</li></ol>
	<b>Recommendation:</b> Option # 1
Approval Date: August 26, 2011	Leisure Services Manager: 