



INCORPORATED 1855

TOWN OF WHITBY REPORT

RECOMMENDATION REPORT

REPORT TO: Operations Committee	REPORT NO: CMS 34-11
DATE OF MEETING:	FILE NO(S):
PREPARED BY: Community and Marketing Services	LOCATION: Port Whitby Marina
REPORT TITLE/SUBJECT:	2011 Port Whitby Marina Boater Event Program

1.0 **RECOMMENDATION:**

1. That Council approve the recommended 2011 Port Whitby Marina boater social event program as summarized in Community and Marketing Services Department Report CMS 34-11;
2. That Staff proceed to secure quotations in accordance with the Town's Purchasing Policy for the provision of food and beverage services for Friday boater dinners and three special events within the proposed 2011 Port Whitby Marina boater social event program; and,
3. That Council authorize Staff to offer a boater appreciation family day on August 27th, 2011 with a barbecue lunch and entertainment provided free of charge for boaters and immediate family at an approximate cost of \$1,000 to be funded from the Marina operating budget.

2.0 **EXECUTIVE SUMMARY:**

It is common within the industry for marinas to offer boater social events in order to provide opportunities for the boaters to meet and socialize with each other. These events lead to increased enjoyment and retention of seasonal boaters. Such events also provide a community atmosphere within the marina and some access to food and beverage service for visiting boaters.

Staff recommend that the marina organize and/or host a number of boater events in 2011. Staff is seeking approval to obtain quotations from caterers to offer food/beverage service for the proposed boater social events.

Finally, staff is also seeking approval to offer one boater appreciation event in 2011 at a cost of approximately \$1,000 to be funded from the Marina's operating budget.

3.0 ORIGIN:

Community and Marketing Services Department Report CMS 34-11 originates with the Port Whitby Marina operations of the Community and Marketing Services Department.

4.0 BACKGROUND:

Prior to the construction of the current Port Whitby Marina facility with its multi-use lounge in 2004, Marina Staff had typically coordinated one or two outdoor boater events per year. Since 2004 and in response to boater requests, Staff has hosted and/or organized a number of boater events per year including Friday pub nights with entertainment, Saturday events with entertainment, Sunday breakfasts and brunches, educational seminars, boating courses, guest speakers and mariner flea markets.

Boater events have typically been run on a user pay basis with advance tickets sold. In some cases events have been run without the requirement of advance tickets, in which case boaters were required to purchase food and beverages on a per item basis. The marina has typically also offered one boater appreciation event per year such as a corn roast or family day. Beverage services for boater pub nights and events were provided strictly on a cash basis. Previous boater events have had varying degrees of success in terms of ticket sales and revenue; however these events have on the whole been popular among boaters and are believed to be a contributor to the marina's strong seasonal occupancy levels over the past seven years.

5.0 DISCUSSION/OPTIONS:

Boater social events and activities are important to the overall culture and atmosphere of any marina or boating facility. In order to continue offering Port Whitby Marina boater social activities in 2011, Staff is recommending that the marina host a variety of events throughout the year. The events are recommended to be hosted with the assistance of third party service providers including a caterer(s) and a local service club.

Friday Boater Dinners

June 3rd, June 17th, July 1st, July 15th, August 5th, August 19th, 2011

These bi-weekly events are recommended to commence June 3rd and run through to August 19th. Subject to Council approval, Staff would seek quotations from caterers to provide food and beverage service without the requirement for advance ticket sales. It is recommended that while these events would be advertised only to marina boaters and guests, members of the general public would have access in as much as there

would not be advanced ticket sales. Due to the infrequent timing and facility limitations, the food and beverage selections would be limited. The successful caterer would be required to provide all product and equipment. As well the successful caterer would provide 7.5% of gross revenue for each event to the marina in accordance with the Catering in Municipal Banquet Facilities Policy. No entertainment is recommended for these Friday boater dinners. If there is no response to the request for quotations for this event, it would not run. If boater support and overall attendance was low, then the Friday night events would be cancelled.

Boater Crab-fest
June 25th, 2011

This event has been run in past years at the marina. Subject to Council approval to proceed, Staff would organize the food service for this event with the help of boater volunteers. Staff would seek quotations from caterers to provide beverage service only with 7.5% of gross revenues to be contributed back to the marina, as per the Town policy. Tickets for this event would be available to boaters and immediate family only. Entertainment would be provided by a live band. As in past years, tickets for this event would be priced to cover all of the event costs including entertainment.

Whitby Harbour Days
July 23rd, 2011

Subject to Council approval, staff would seek quotations to provide beverage service only with 7.5% of gross revenues to be contributed back to the marina, as per the Town policy. Food service for Whitby Harbour Days, as in previous years, would be provided by approved food vendors and community groups with a negotiated percentage of gross revenues to be contributed back to the event.

Boater Appreciation/Family Day
August 27th, 2011

Subject to Council approval, this family focused event would take place in the afternoon with games and activities for all ages. A barbecue menu would be provided by the Port Whitby Sport Fishing Association. Food and entertainment would be provided free of charge to seasonal boaters and immediate family only, in appreciation for their patronage. Staff would seek quotations from caterers to provide a cash beverage service for this event with 7.5% of gross bar revenue contributed back to the marina, as per the Town policy. The cost for this event is expected to be less than \$1,000 for a maximum of 120 attendees. If approved, these costs can be covered by general marina revenues via the marina operating budget.

Pancake Breakfasts (June 5th, July 3rd, August 7th, and September 4th)

Mount Zion Lodge No. 39 has requested to rent the Avalon Lounge for the purpose of providing pancake breakfasts primarily for boaters, but guests and the general public would also be welcome. The Lodge would rent the facility under the terms and conditions established in the facilities rental policy previously approved by Council. The Lodge has indicated that any net proceeds from these pancake breakfasts would be passed on to a charity. The Lodge would need to comply with the Durham Region Health Department Safe Food Handling requirements and the requirements of the Town's facility rental policy. Advance tickets for these events would not be required.

Finally, the boaters have expressed an interest to run Caribbean breakfasts intermittently through the summer. These would be organized by boater volunteers and would not involve staff time or resources to organize. Members of the public would be welcome to socialize with the boaters on these occasions. All costs would be assumed by the boater volunteers. The boaters would have to comply with the Region of Durham's Health Department Safe Food Handling requirements.

6.0 PUBLIC COMMUNICATIONS/PLAN:

Other than the Whitby Harbour Days event which would be advertised to the public via local media and Town of Whitby sources, other Port Whitby Marina boater events would be advertised to boaters only. However, with the exception of the proposed Boater Crab-fest and the Family Day, all events would be open to Whitby residents and visitors.

7.0 CONSIDERATIONS:

A. PUBLIC

It is recommended that while boater events would not be advertised outside of marina members, the public would be welcome to non-ticketed boater events. As the marina is located on the waterfront trail and open to the public when staff are on duty, there may be some walk in patronage from the public.

B. FINANCIAL

Port Whitby Marina contributes funds to marina reserves each year. These funds have in past contributed to the capital requirements of the marina operation, including funding the marina facility construction in 2004. The marina operation generated a net transfer of \$346,457 on gross revenues of \$1,407,133 in 2010. There were minimal boater events in 2010 and the revenues generated from these events fully offset the expenses associated with them. In 2010 the rental revenue from the Avalon Lounge (i.e. weddings, seminars, etc.) totalled \$33,068.

Although it is common for yacht clubs and some marinas to subsidize social events or food services for members through general revenues, this has not been the case at Port Whitby Marina. Other than one boater appreciation event per year at an approximate cost of \$1,000, all other marina events are planned based on covering all of the event costs via ticket or direct food and beverage sales. Events that do not reach minimum levels of ticket sales are cancelled with notice to boaters.

Boater events in which the food and beverage service are recommended to be coordinated by a third party would be subject to a charge of 7.5% of gross sales, as per Town policy. Based on previous experience with similar events, the catered events planned for 2011 are expected to gross no more than \$15,000 with a net contribution to the marina of approximately \$1,200. If this level of participation is achieved for the social events, the net contribution would cover all of proposed boater events including the boater appreciation event. It is recommended quotations be secured from caterers to provide menu and beverage services for these events.

Boater events in which food services would be offered by a service club would be subject to the standard permitting fees for the Avalon Lounge. Other than these fees, there would be no financial risk or revenues directly related to these events.

C. IMPACT ON & INPUT FROM OTHER DEPARTMENTS/SOURCES

If required, the Purchasing Division of the Corporate Services Department would assist staff in securing quotations from caterers to provide the food and beverage services for the proposed events.

D. CORPORATE AND/OR DEPARTMENT STRATEGIC PRIORITIES

The marina operation benefits directly and indirectly from the hosting of a variety of social events at Port Whitby Marina each year by enhancing customer satisfaction.

8.0 SUMMARY AND CONCLUSION

Port Whitby Marina boater events are an important component of the marina operation. These events help to create a sense of community among the boaters. Staff is recommending that the marina organize and/or host a variety of boater events in 2011 as listed in CMS Department Report 34-11. Staff is seeking approval to obtain quotations from caterers to offer food/beverage service for a limited number of boater events. Staff is also recommending that one boater appreciation event be offered at a cost of approximately \$1,000 this year to be funded from the marina's operating budget.

9.0 ATTACHMENTS

N/A

For further information contact:

Keenan Watters, Supervisor of Marina Services 905-668-1900
Steve Edwards, Manager of Parks, Marina and Long Range Planning, Ext. 2424

Peter G. LeBel, Director of Community and Marketing Services, Ext. 4319

Robert Petrie, Chief Administrative Officer, Ext. 2211