

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT RC-2015-0024

**FOR CONSIDERATION OF
COUNCIL**

SEPTEMBER 9, 2015

**SUBJECT: GEORGINA MULTI-USE RECREATION CENTRE (MURC)
PARTNERSHIP/MARKET ANALYSIS - UPDATE**

1. RECOMMENDATIONS:

- 1. That Council receive Report No. RC-2015-0024 prepared by the Recreation and Culture Department dated September 9, 2015 respecting the Georgina Multi-Use Recreation Centre Partnership/Market Analysis - Update.**
- 2. That Council authorize staff to continue to prepare a joint Request for Proposal (RFP) with the Town of East Gwillimbury for a Multi-Use Recreation Centre (MURC) Partnership/Market Analysis using the capital funds proposed in the 2015 budget (\$15,000) to put towards the shared cost of the analysis.**

2. PURPOSE:

The purpose of this report is to update Council on the MURC Partnership/Market Analysis and to obtain direction from Council on continuing to prepare a joint Request for Proposal.

3. BACKGROUND:

In the 2015 budget, Council approved a capital expenditure from the MURC Reserve fund to embark on a partnership/market analysis for the proposed MURC facility (Attachment 1) with the understanding that the funds approved could be used with another partner to maximize results.

During the development phase of the RFP, staff from Georgina and the Town of East Gwillimbury drafted the terms of reference for an RFP and discussed the timing of issuance for the document.

Unfortunately, the Town of East Gwillimbury will not be ready to proceed with the issuance of the RFP until late fall or early 2016. Therefore, staff require Council direction of either waiting to work with the Town of East Gwillimbury or issuing the RFP on our own.

4. ANALYSIS:

Through the discussions with the staff of the Town of East Gwillimbury, staff observe the synergies between the desired outcomes of the analysis. The reality is that both facilities (Georgina's MURC and East Gwillimbury's MURC) are going to be needed based on the population growth projections through to 2031. However, with both facilities projected to open within the next few years, it is important to fully understand the impact to the operation of the facility.

This partnership/market analysis will have a closer look at the population growth projections for both municipalities and the timing of those patterns, which will demonstrate where the potential facility users will come from. Georgina could develop and issue this RFP on our own, however, it would cost Georgina an additional \$15,000 (total project \$30,000). Ultimately, partnering on the issuance of the RFP will enable the Town of Georgina to contribute towards the study while benefiting from the collective results. Staff recommend waiting until the Town of East Gwillimbury is ready to proceed and continue working with them on a joint RFP.

5. FINANCIAL AND BUDGETARY IMPACT:

If Council agrees to wait to work with the Town of East Gwillimbury on the development and issuance of the joint RFP, no additional funds would be needed. It is important to note that, depending on the timing for the start of the project, the funds set aside in the 2015 capital budget (REC-12) may need to be rolled-over to the 2016 budget.

If Council selects to develop and issue the RFP on our own, additional funds of \$15,000 would need to be drawn from the MURC Reserve to support the total projected budget of \$30,000.

6. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

Not applicable at this time.

7. CONCLUSION:

Staff are seeking Council direction to either wait to work with the Town of East Gwillimbury in the preparation and distribution of the MURC Partnership/Market Analysis or distributing our own RFP at an additional cost.

Recommended by:

Approved by:

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