



PORT ALBERNI PORT AUTHORITY
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ADMINISTRATION PORTUAIRE DE PORT ALBERNI
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REQUEST FOR PROPOSALS: CHINA CREEK CAMPGROUND COMMERCIAL OPPORTUNITY

I. Reference Date

This Request for Proposals (RFP) is dated January 12, 2021

II. Background

The Port Alberni Port Authority (PAPA) operates China Creek Campground & Marina located approximately 10 kms south of the City of Port Alberni. The area is surrounded by the spectacular natural west coast setting of the Alberni Inlet and includes a marina with over 2300 lineal feet of side tie moorage and 200+ campsites ranging from large, fully-serviced to accommodate large RVs to cozier, quieter sites for those who prefer being more in touch with nature. And, just last year, 2 new “glamping” cabins, branded as Coho Cabanas were constructed with a joint operator. Area amenities include a marine fuel dock; heated washrooms and showers; coin-operated laundry; playground & children’s bike park; picnic area and stunning natural tidal beach area with some of the best, most easily accessible diving area on the west coast with direct access to the famous Alberni Inlet Trail.

PAPA has been, and will continue to invest, in a number of improvements to China Creek Campground & Marina’s facilities and marketing efforts to expand its customer base, including ever-expanding online and social media visibility as well as joint-marketing activities with other tourism sector businesses, such as BC Ferries Vacations. We are working hard to attract those seeking an easily accessible, but “a world away,” spectacular setting that represents the best of what the west coast has to offer without the hustle and hassle of other more well-known destinations in the region. This has become increasingly important, and a large part of our success in 2020 and advance reservations for 2021, as the public adapts to COVID-safe leisure behaviors and requirements.

III. Purpose

In order to continue to enhance the amenities and attractions offered to guests PAPA is issuing a Request for Proposals (RFP) for the rental of 970 sq. ft. of indoor space in the China Creek Campground and Marina main office building. This space has been known as the “Concession” as it has been used for food services preparation and sales area. The space specifically dedicated to food services includes preparation, service & storage areas and fixtures. The area also includes space for tables, chairs, etc for customer seating and service. Additionally and/or alternatively, the space is large enough to offer assorted sundries and “General Store” items that are desired by facility camping guests and recreational day use visitors.

This RFP encourages all interested parties to consider all potentially compatible business opportunities for the area, such as taking advantage of the natural surroundings to offer water sports and hiking equipment rentals, guiding services, water transportation, etc., instead of, or in addition to, food services and or sundries sales.

IV. Development Timeline Goal

PAPA’s goal is to see a successful proponent develop and start operating their business in time for China Creek Campground & Marina’s opening of this year’s season of April 1, 2021. However, we understand this may be an aggressive timeline and, as such, we may offer certain flexibility for the ideal proponent.

V. Potential Operator Fees and Incentives

In further effort to support the development of this opportunity PAPA is open to working with a committed, creative and dedicated entrepreneur towards flexible solutions to meet mutual goals of financial viability and sustainable operation of a guest amenity business. Such flexibility includes potential to negotiate a long term lease with a graduated annual fee schedule that recognizes start-up costs and capital expenses.

Additionally, PAPA recognizes the seasonal nature and location for this business. Therefore, the organization is open to considering additional revenue opportunities that the successful proponent may wish to pursue under this RFP as well as any additional areas that may be required.

Furthermore, PAPA may offer a serviced campsite to the successful proponent who may wish to live on location in their own Recreational Vehicle, if required to provide the necessary operational support for a selected proposal.

PAPA will negotiate a lease with the successful proponent. While all best efforts will be made to complete a lease with the successful proponent to this RFP no guarantee of agreement is implied or explicitly stated.

VI. Evaluation Criteria

Proposals will be evaluated on the following criteria:

- Creativity and compatibility of respondent's vision
- Business proposition to PAPA
- Experience of proponent
- Proponent references

VII. Submissions

All interested parties are encouraged to submit proposals **in confidence by email** outlining their vision for the retail shop in consideration of the description of facility and priorities described above.

Any parties interested in viewing the available space and facility in support of developing a proposal may contact:

Cecilia Addy, Manager of Marina Services at 250-731-4862

VIII. Contacts & Deadline

All Proposals must be emailed to:

Dave McCormick, MBA: Director, Public Relations & Business Development
Port Alberni Port Authority
2750 Harbour Road
Port Alberni, BC, V9Y 7X2
Email: dmccormick@alberniport.ca

Deadline: 4:00 pm, February 12, 2021