

**THE CORPORATION OF THE TOWN OF GEORGINA**

**REPORT NO. CSD-2023-0014**

**FOR THE CONSIDERATION OF  
COUNCIL**

November 22, 2023

**SUBJECT: ROC CAFETERIA PILOT PROGRAM**

---

**1. RECOMMENDATION:**

1. That Council receive Report No. CSD-2023-0014 prepared by the Community Services Department dated November 22, 2023, respecting the 2023-2024 ROC cafeteria winter operations.
2. That Council approve Community Services selection of Dina's Cuzina to operate the ROC cafeteria for the 2023-2024 ROC winter operation.
3. That Council authorizes the Director of Community Services to enter into the agreement for the pilot program in the 2023-2024 winter operation of the ROC cafeteria with Dina's Cuzina.

**2. PURPOSE:**

To obtain Council approval for the Director of Community Services to award the pilot program of operating the Town owned commercial cafeteria concession at the Recreational Outdoor Campus (The ROC) for the 2023-2024 winter season to Dina's Cuzina.

**3. BACKGROUND:**

Since the opening of the ROC in 2012, Community Services department has been providing the food service in the cafeteria for the winter season. Town catering service was removed in 2016. Through a financial and business unit analysis, staff determined that exploring the opportunity to partner with an established food service business would be a benefit to the overall operations at the ROC.

In September 2023, staff issued an expression of interest (EOI) which included offering third party lease space for the operation of food services out of the ROC cafeteria for the 2023-2024 winter season.

The expression of interest closed on November 5, 2023, and three proposals were received.

**4. ANALYSIS:**

Within the expression of interest, proponents were asked to submit an outline of relevant experience and business plan for consideration. The ideal proponent would have knowledge of culinary business best practices, strong interpersonal skills, and experience in the restaurant/tourism industry. The proponent would also include a proposal rate in the submission. It was clearly outlined in the EOI that the successful proponent is required to follow The ROC winter operation hours of operation.

On November 5, 2023, three proposals were received and evaluated by a staff review team. The review team evaluated each proponent's business plan, relevant experience, proposed menu and fit with the overall ROC business plan.

This new initiative would be a benefit for both the Town and the business. This is a beneficial opportunity for revenue generation for the Town and is also an opportunity for a business to grow and succeed within the Town. This partnership would provide a high level of service to our residents and visitors which will contribute to an overall positive experience at the ROC.

**5. RELATIONSHIP TO STRATEGIC PLAN:**

**Diversifying local economy** - Continue to support Georgina's tourism sector as an economic driver.

**Creating a vibrant, healthy, and safe community for all** - Continue to invest in community amenities and spaces.

**6. FINANCIAL AND BUDGETARY IMPACT:**

The Town would be collecting rental revenue for this pilot program initiative. The proposed rate for the rental space will be based on a percent of gross sales and/or fixed rental whichever is greater. The rental revenue will be a minimum of \$6,000.00 as a positive impact to contribute to the overall budget at the ROC.

**7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:**

Not applicable.

**8. CONCLUSION:**

This is a pilot program for the 2023-2024 winter season. Staff will evaluate the partnership at the end of the winter season and will return to Council to provide a summary and recommendation for the following season.

**APPROVALS**

Prepared By:	Patti White Manager of Recreation Services
Recommended By:	Steve Lee-Young Director of Community Services
Approved By:	Rob Wheeler Deputy CAO/Treasurer