

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. CSD-2024-0017

**FOR THE CONSIDERATION OF
COUNCIL**

November 6, 2024

SUBJECT: ROC CAFETERIA PROGRAM

1. RECOMMENDATION:

1. That Council receive Report No. CSD-2024-0017, prepared by the Community Services Department dated November 6, 2024, respecting the ROC cafeteria winter operations.
2. That Council approve Community Services selection of Dina's Cuzina to operate the ROC cafeteria for the 2024-2025 ROC winter operation.
3. That Council authorizes the Director of Community Services to enter into an agreement between Dina's Cuzina and the Town of Georgina to operate the ROC Cafeteria during the winter operation with option to renew annually up to a maximum of five years.

2. PURPOSE:

To obtain Council approval for the Director of Community Services to award operating the Town owned commercial cafeteria concession at the Recreational Outdoor Campus (The ROC) for the 2024-2025 winter season to Dina's Cuzina with option to renew annually up to a maximum of five years.

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 November 2023, Council approved Dina's Cuzina to operate the 2023-2024 ROC cafeteria during the winter operations. This was a pilot program which allowed a third party to lease the space to deliver food services out of the ROC Cafeteria.

The pilot program was a success. Moving this from a pilot to a full program, staff reissued an Expression of Interest (EOI) to the community with the support of

Economic Development division. The expression of interest closed on October 18, 2024, and one proposal was received.

4. ANALYSIS:

The successful pilot program was a benefit to the Town and the participating local business. This program allowed for a beneficial opportunity for revenue generation for the Town and an opportunity for a business to grow and succeed within the Town. At the conclusion of the winter season, a post meeting was held with the third-party business to discuss improvements should any type of partnership continue in the future.

On October 18, 2024, one proposal submitted by Dina's Cuzina was received and evaluated by a staff review team. The review team evaluated the proponent's business plan, relevant experience, proposed menu and fit with the overall ROC business plan as well as the past performance from the 2023-2024 season.

Dina's Cuzina meets all the requirements and staff recommend proceeding for the 2024-2025 winter operations with the option to extend.

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 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:

With the success of the pilot program in the 2023-2024 season, the new operating model has had a positive impact to the ROC business plan as a whole. This program allows for Town revenue generation opportunity and for a local business to succeed through a partnership with the Town.

APPROVALS

Prepared By: Patti White
Manager of Recreation Services

Recommended By: Steve Lee-Young
Director of Community Services

Recommended By: Rob Wheeler
Deputy CAO/Treasurer

Approved By: Ryan Cronsberry
Chief Administrative Officer

Attachments:

Attachment 1: Dina's Cuzina, Lease Agreement