

NOTES

TO: Honorable Mayor and City Council Members

FROM: Ann E. Wall, City Manager

DATE: October 21, 2020

SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Michael Cowin, Assistant City Manager, regarding the contract with Riverside Recreation for watersports services at the Town Common
2. A letter from the Greenville ENC Alliance

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Attachments

To: Ann Wall, City Manager
From: Michael Cowin, Assistant City Manager
Date: October 21, 2020
Re: Contract with Riverside Recreation for Watersports Services at Town Common

At the November 9, 2020 Council meeting, staff will present for approval a contract between Riverside Recreation and the City for the provision of watersports service at Town Common.

A component of the Town Common Master Plan was the provision of watersports services to the public at the Town Common by private business contracted with by the City. The plan called for the issuance of a Request for Proposal (RFP) to secure a contract from one or more vendors for the delivery of kayak/canoe/paddleboard rental services at the park. However, issuance of the RFP was delayed due to the use of Town Common as the laydown area for the Town Creek Culvert project by Trader Construction.

Knowing that completion of the Town Creek Culvert was imminent, staff began planning this summer for the issuance of an RFP for the provision of watersports activities. Staff submitted a Notes to Council on July 8, 2020 that outlined the steps related to the RFP process. The RFP was released to the public on July 20, 2020 and closed on August 11, 2020. During the time the RFP was open, the City released two addendums to address questions raised by prospective vendors.

The City received one proposal for the provision of watersports services at Town Common: Riverside Recreation, LLC. A team of City staff was assembled to evaluate Riverside's proposal. Upon the determination that the proposal was responsive, the team decided to recommend Riverside as a contracted provider of watersports services at Town Common and to move forward with contract negotiations.

The following are a few key highlights of the proposed agreement to be presented for approval:

- The term of the contract will be for three years beginning January 1, 2021 through December 31, 2023 with the City reserving the option to renew the contract for two additional one-year periods.
- Riverside will pay a monthly fee of \$200.00 per month between April and October for use of Town Common to provide watersports services.
- As a primary term of the contract, Riverside will be provided the ability to stage their services on-site at Town Common and provide rental services to prospective patrons. Riverside will also have the ability to store and secure their rental equipment on-site within the area designated to them.
- Upon approval of the contract, Riverside will be the only approved provider of watersports services allowed by the City to conduct and transact business on-site (i.e. provide services to prospective patrons on a walk up, non-reserved basis).
- Other watersports services providers will be able to use Town Common as a drop-off / pickup site for their customers (as is currently the case). However, such providers will not be able to transact business on-site for patrons on a walk up, non-reserved basis. This privilege, as stipulated in the contract, will only be

provided to Riverside in exchange for the payment of the monthly fee to the City for designated use of the park.

Riverside will be assigned a designated area at the east end of the Town Common from which to operate. This designated area will be for the sole use of Riverside and will be designated with striping. In addition, Riverside will only be allowed to operate and provide their services within the area designated for them. The following is a schematic rendering of the east end of the Town Common denoting the designated area (shown in light green) and the flow of traffic in the area.



The schematic rendering also shows an area adjacent to the river that will be designated as a no parking zone and a 15 minute loading and unloading zone (shown in purple). This will be the area that the general public and other watersport services providers will be allowed to load and unload their watersports equipment for use in the Tar River. This will be designated with signage as a no parking zone with a 15 minute parking time limit to allow for loading and unloading. The area will be monitored by the City's park ranger(s) to enforce that those utilizing the area for loading and unloading are staging within the appropriate time limits identified by the signage posted.

Please let me know if there are any questions. Thanks

Greenville
ENC ALLIANCE

P.O. Box 1714, Greenville, NC 27835-1714

October 15, 2020

RECEIVED

Mrs. Ann Wall
City Manager
City of Greenville
P.O. Box 7207
Greenville, NC 27835

OCT 20 2020

CITY MANAGER'S OFFICE

Dear Ann,

Since you arrived in Greenville and took the helm as City Manager, we know you had many dreams for this city. You've accomplished some big ones and we know the creation of the Greenville ENC Alliance ranks at the top of the list. It's something we know you're proud of and you should be.

You, the Mayor and City Council have intrusted us as your economic development team and we are humbled by the responsibility. Moreover, we realize the pivotal role we play for the City and its citizens and we approach this role with honor, pride and dedication. We forge a new path with the mission in which you and countless others have invested time, talent and significant financial resources.

The idea, the dream, the vision, it has now come to life. We may be the arms, legs and creative spirit that you've brought to life, but it's leaders and visionaries like you who are truly the heartbeat of such an endeavour. Thank you for your commitment and trust.

All the best,



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Pitt-County

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