

# COUNCIL REPORT

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**Meeting Date:** July 21, 2025  
**Department:** Community Services  
**Report No.:** CS-2025-34  
**Submitted by:** Robert Lilbourne, Director of Community Services  
**Approved by:** Rob Browning, Chief Administrative Officer

**SUBJECT:** Management and Operation of Concession Services RFP Award

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**RECOMMENDATION: THAT:** Council receive report CS-2025-34 titled Management and Operations of Concession Services RFP Award for information, and further;

**THAT:** Council approve the awarding of the Management and Operations of Concession Services at the Gemini Sportsplex and West Middlesex Memorial Centre (WMMC) to Competitive Edge Sports/The Arena Poutinerie, 527 Len Self Boulevard, Midland ON, L4R 5N6.

## BACKGROUND:

The current concession operations agreement has concluded, prompting the need to issue a Request for Proposals (RFP) for the management and operation of the concessions at both the Gemini Sportsplex and WMMC.

The RFP was posted on the Municipality's Bids and Tenders page, with proposals accepted until the advertised deadline of June 30, 2025.

## COMMENTS:

At the close of the Request for Proposal (RFP) process for the management and operation of concessions at the Gemini Sportsplex and WMMC, two submissions were received:

- **Competitive Edge Sports / The Arena Poutinerie:** \$1,000.00 per month fixed fee, for a three-year term
- **Ricco Food Distributors:** 15% of net sales, for a three-year term

As part of the evaluation process, staff reviewed both the financial terms of the proposals and considered historical revenue data from past concession operations. Based on this analysis, it was determined that the proposal from **Competitive Edge Sports / The Arena Poutinerie** represents the most financially stable and beneficial option for the Municipality. The guaranteed monthly rental of \$1,000.00 provides predictable and consistent revenue over the three-year term, whereas a

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percentage of net sales model presents more variability and risk, especially given fluctuations in usage and concession performance year to year.

In addition to offering a strong financial proposal, Competitive Edge Sports / The Arena Poutinerie brings with them experience operating concessions in similar municipal and recreational environments. They currently provide concession services in facilities across Ontario, including:

- North Simcoe Sports and Recreation Centre, Midland
- West Ridge Sports Complex, Orillia
- Ingersoll District Memorial Centre, Ingersoll
- Barrie Centennial Beach Marina, Barrie

With their experience in managing high-traffic recreational concessions, combined with their familiarity with municipal expectations and service standards, further supports the recommendation to proceed with this vendor.

Based on the combination of guaranteed revenue, operational experience, and performance in comparable settings, staff recommend awarding the concession operations contract to Competitive Edge Sports / The Arena Poutinerie for a three-year term.

**CONSULTATION:**

Supervisor of Parks and Recreational Facilities

**FINANCIAL IMPLICATIONS:**

**NONE**

**ALTERNATIVE(S) TO THE RECOMMENDATION:**

1. (Alternative, if any)
2. Council to provide alternate direction.

**STRATEGIC PLAN ALIGNMENT:**

This matter is in accord with the following strategic priorities:

**Economic Development, Industry, and Jobs:** Strathroy-Caradoc will have a diverse tax base and be a place that offers a variety of economic opportunities to current and prospective residents and businesses.

**Community Well-being and Quality of Life:** Residents of all ages in Strathroy-Caradoc will have access to community amenities and activities that are accessible and support active lifestyles and wellbeing.

**Municipal Customer Service:** The Municipality offers seamless, responsive service and an exceptional experience for every customer.

**ATTACHMENTS:**

**NONE**