

# Request for Expression of Interest

## Camp Hide A Way

Purchase of the Camp Hide a Way land lease and infrastructure to take over operations of the facility

**All Expressions of Interest (EOI) must be received by:**

4.00pm Monday 15 November 2010

Town of Grande Cache  
P.O. Box 300  
Grande Cache, AB. T0E 0Y0



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## **Purpose of the project**

The purpose of this project is to determine whether there is interest from private investors to purchase the lease of Camp Hide A Way to continue to run and operate the facility as a recreation-oriented facility.

## **Information Contained in This Document**

This document is a request for Expressions of Interest (EOI) and provides information for investors wishing to submit an EOI for purchase of the Camp Hide A Way Lease.

## **Background**

The Town of Grande Cache, Alberta is nestled midway between Grande Prairie and Hinton on Highway 40, the scenic route to Alaska. Sitting high in the front ranges and foothills of the Canadian Rockies, the town is just under a two hour drive from Jasper National Park. Built on a mountain plateau, the town faces south towards the Continental Divide and the pristine Willmore Wilderness Park. An elevation of 4200 feet gives a panoramic view of 21 mountain peaks and 2 river valleys.

Hide A Way is located 32 km south of Grande Cache on Highway 40, and is adjacent to the Pierre Grey's Lakes Recreation Area. The facility is currently located on a 20 acres Recreation Lease held with Alberta Parks and Recreation, by the Town of Grande Cache. The facility is open year round and features 6 heated sleeping cabins (each accommodating up to 8 people), and a large main lodge with full kitchen, dining area, washrooms, and showers (accommodating up to 60 people).

Hide A Way received renovations in 2008 & 2009. The cabins received controlled thermostat heating, mattresses, and aesthetic touches. The main lodge received a full kitchen make-over with new industrial appliances, new washroom vanities, new paint, and leather furniture. The outside of the buildings were painted, and decks refurbished.

Hide A Way was originally developed as an outdoor education facility for Grande Cache and area, and has since developed a tourism focus as well. Today, the facility accommodates retreats, weddings, reunions, school groups, meetings and more. The Camp is the busiest during the summer months with almost 100% occupancy during summer weekends. Currently, the majority of users are local Grande Cache residents. There has been an increase in out of town users in the past few years, but there is definite room for growth in this market.

## **Requirements for Participation**

The Town of Grande Cache is seeking interested investors that have the capacity to operate and further develop Camp Hide A Way.

Research shows that there is an emerging future trend in cabin-style recreation. However, a comparison of other, similar facilities in western Canada indicates that Hide A Way falls short when it comes to services and amenities offered.

In 2008 a business case was completed recommending changes to the facility in order to take advantage of the opportunities the facility holds. Although the Town proceeded to implement some of the recommendations, the Camp is still considerably under-utilized as a means of economic and social benefit for the town due to the lack of available funding required to grow and enhance the Camp. With further investment, Camp Hide A Way offers great opportunities to be a successful recreational and group use facility.

From an economic development perspective, the Town of Grande Cache needs to consider alternative approaches to tourism development and promotion, creating the environment for tourism development to succeed rather than trying to operate a cabin-style facility ourselves.

## **Lease & Infrastructure Background**

In order to proceed with a sale, the current Recreation Lease held by the Town of Grande Cache would need to be cancelled at time of transfer. This lease has transferred from Sustainable Resources Development and is now within an Alberta Park (Pierre Grey's Lakes Provincial Park). Due to this change, a new lease will become a Parks Act Disposition, and therefore the successful applicant would have to apply for a new Parks Recreation Lease (PRL) through the Government of Alberta Tourism, Parks & Recreation department. This would occur simultaneous with the cancellation of the current Recreation Lease.

At this time, the investor would be responsible for a legal land survey and provide a security deposit to AB Tourism, Parks, & Recreation. The Recreation Lease annual fee payment would have to be negotiated with Alberta Tourism, Parks, & Recreation and will be subject to the land area (acreage) required for the new lease (does not necessarily have to be the full 20 acres of the current lease). Alberta Tourism, Parks, & Recreation may grant a long term lease (approx. 20 year) for the right type of recreation-oriented business.

Leaseholder would be responsible for all utilities (gas and power). No municipal taxes.

An appraisal on all included infrastructure will be completed by the Town of Grande Cache to set a reserve bid for the facility.

## Scope

Expressions of Interest are due to the Town of Grande Cache by Monday November 15, 2010, at 4:00 p.m. If successful expressions of interest are received and Town Council wishes to proceed, a call for Request for Proposals will follow in late November 2010 to successful EOI's only. Favourable applicants would be notified in March 2011 with an anticipated transfer of sale date for April 2011.

## Project Time Line

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
Request for EOI										
Call for RFPs (if required)										
RFP Review Process										
Winning RFP Announced										
Transfer of Sale										

## Selection Criteria

Interested parties should apply using the template in Appendix A. The following criteria will be used when choosing a successful applicant.

The Expression of Interest should:

- Criterion 1:** Demonstrate your desire to contribute to the growth of tourism development in Grande Cache and play a part in our thriving economy.
- Criterion 2:** Demonstrate an understanding and passion for community development and community partnerships.
- Criterion 3:** Demonstrate your willingness to develop partnerships and to work collaboratively with other tourism operators.
- Criterion 4:** Provide evidence of business knowledge and experience.
- Criterion 5:** Provide evidence of your readiness and availability to take over the cabin facility, including financial commitment.

## Selection Process

EOI will be evaluated against the indicated criteria listed above. All applicants will be advised in writing of the outcome of the selection process. A call for Request for Proposals will be sent to successful EOI's in late November 2010.

## Submission of Expressions of Interest

Proponents wishing to submit an EOI should use the template provided in Appendix A.

### All EOIs should be addressed to:

Town of Grande Cache  
Department of Economic Development & Tourism  
Box 300, 10001 Hoppe Ave.  
Grande Cache, AB. T0E 0Y0  
Att: Darren Ottaway, Chief Administrative Officer

Please note:

- The EOI should be received at the above address by **4:00 pm, 15 November 2010**.
- The Town of Grande Cache will not accept late or incomplete EOIs.

## Requests for Further Information

For information regarding the expression of interest process please contact Darren Ottaway, Chief Administrative Officer at [Darren.ottaway@grandecache.ca](mailto:Darren.ottaway@grandecache.ca) or 780-827-3362 ext. 26.

## Checklist for Submission

1. Submission has been completed using the EOI Template (See Appendix A) or in the format indicated in the EOI Template.
2. Supporting information, if any is attached.

# Appendix A: Expression of Interest (IOE) Template

## Purchase Lease of Camp Hide A Way

### Investor Details

<b>Name:</b>	
<b>Contact Person:</b> <i>(if different than above)</i>	
<b>Address:</b>	
<b>Phone Number:</b>	
<b>E-Mail Address:</b>	

## Expression of Interest (IOE) – Part 2

### Criteria Response

**Criterion 1:** Demonstrate your desire to contribute to the growth of tourism development in Grande Cache and play a part in our thriving economy.

**Issues to consider or include:**

- Demonstrated understanding of the *Town of Grande Cache 20/20 Vision of the Future* regarding tourism development
- Evidence of interest to support the Grande Cache 20/20 Vision and maintain Camp Hide-A-Way as a strong tourism product for our community
- Evidence of knowledge of the Grande Cache tourism industry and future goals of the community
- Acknowledgement that the Town values its tourism industry and its importance to the local economy

*(Insert response here)*

## Expression of Interest (IOE) – Part 2

### Criteria Response

**Criterion 2:** Demonstrate an understanding and passion for community development and community partnerships.

**Issues to consider or include:**

- Identify your willingness and plans to contribute to the community of Grande Cache
- Demonstrate local economic and employment benefit
- Provide examples of potential community partnerships you would pursue and/or maintain
- Identify your commitment to environmental stewardship to maintain and protect our pristine wilderness environment

*(insert response here)*

## Expression of Interest (IOE) – Part 2

### Criteria Response

**Criterion 3:** Demonstrate your willingness to develop partnerships and to work collaboratively with other tourism operators.

**Issues to consider or include:**

- Provide examples of potential partnerships you would pursue and/or maintain with local tourism operators
- Identify how you would work together with other operators to promote Grande Cache
- Provide evidence to support your knowledge of local Grande Cache tourism operators and their business

*(insert response here)*

## Expression of Interest (IOE) – Part 2

### Criteria Response

**Criterion 4:** Provide evidence of business knowledge and experience.

**Issues to consider or include:**

- Explain your knowledge and experience with group-use facility operations and/or provide evidence of your understanding of Camp facilities
- Provide evidence of a good understanding of the environment and context in which Camp Hide A Way operates
- Identify goals and plans to expand and/or enhance Camp Hide A Way

*(insert response here)*

## Expression of Interest (IOE) – Part 2

### Criteria Response

**Criterion 5:** Provide evidence of your readiness and availability to take over Camp Hide A Way, including financial commitment.

**Issues to consider or include:**

- Identify your commitment and availability to take over Camp Hide A Way for the 2011 camping season
- Identify your commitment to pay for legal survey of Camp Hide A Way, security deposit on lease, yearly lease rent, and investment towards current infrastructure within time provided in IOE.

*(insert response here)*