

## **Request for Proposals for Business Analysis of Parksville Community and Conference Centre (PCCC)**

The City of Parksville is seeking a qualified consultant to complete a business analysis report assessing the operational efficiencies of the PCCC, a municipally-owned facility which has been operated by the Parksville Community Centre Society through an operating agreement since 2003. The selected consultant will be required to examine the current operating conditions and financial position of the PCCC and provide recommendations with respect to the appropriateness and clarity of the operating agreement clauses and future management of the facility. The consultant will be expected to assess whether taxpayers are receiving good value for money from the PCCC.

The scope of the business analysis will include:

- Exploring the current financial revenues sources for the PCCC.
- Assessing whether the current mix of user groups provides opportunities to maximize revenues and serve community interests.
- Completing a feasibility study and cost benefit analysis for various options to enhance service levels and expand clients/user groups, including opportunities for partnerships with local and regional convention facility operators.
- Preparing a marketing and branding assessment and recommendations for enhancing future growth and development of the PCCC. This may include recommendations for a new name.
- Investigating grant opportunities which may provide funding to assist with the implementation of a new marketing/branding strategy.
- Conducting operational assessment to provide recommendations on an appropriate staffing model, policies and procedures, purchasing.

The full request for proposals is available on the City of Parksville website at <http://parksville.ca/cms.asp?wpID=161>

Suppliers obtaining the request for proposals documents from the City's website assume sole responsibility for checking back to determine if any addenda have been posted which may affect this request for proposals and any response they wish to submit for consideration.

**All queries relating to this request for proposals should be directed to:**

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