



STAFF REPORT

Title: Request for Delegated Commercial Boat Vessel Slip at Marina - January 14, 2020 Delegation

Jan. 28
Meeting Date: ~~February 18~~, 2020

Executive Summary:

Owner/Operator of Wicked Watersport Rentals Inc. Mr. Raymond Cowell appeared as a delegation at Council's January 14, 2020 Council meeting.

Mr. Cowell made a proposal to Council to establish a dedicated commercial boat vessel slip to be assigned to, and paid for by, Wicked Watersport Rentals Inc. at Slip #2 at the Cold Lake Marina that would be transferrable upon sale of the business. Wicked Watersport Rentals Inc. is going into its' 7th season of business in Cold Lake and provide safe, fun, and exciting watersports on Kinosoo Beach and at the Cold Lake Marina. Their pontoon boat is currently the only boat for rent from the Marina and last year, they began providing \$15.00 boat tours of the lake that last forty-five (45) minutes. Currently, all the marina slips are private slips with an extensive wait list.

Mr. Cowell presented the notion that the establishment of a commercial slip at the marina, that is transferrable upon the sale of the business, would support and enhance the growth of local commercial tourism in Cold Lake.

Questions from Council ensued at this time.

Deputy Mayor Vining thanked Mr. Cowell for his presentation advising that Council would consider his request at the next meeting of Council being January 28, 2020.

Background:

At Council's January 28, 2020 regular meeting of Council, Council resolved to accept the Wicked Watersport Rentals Inc. delegation presentation made at the January 14, 2020 delegation as information and refer the issue to the February 18, 2020 Corporate Priorities Committee meeting.

Attached is Policy Number: 141-RC-12 referred to as the Cold Lake Marina Operations and Allocations Policy.



Historically, the City has not provided priority slips to “service providers”; however the City may always dedicate slips for its own purposes (as the owner), as it sees fit. That being said, anytime something changes, the City does receive significant feedback from the public, existing users, and/or the waiting list.

In future, we anticipate queries of a 2-Tiered waiting list, private use versus use associated with “tourism” activities. That being said, this could have some unique spin offs. Administration feels that it is important to maintain a principle that users fees apply.

Administration would like to explore the question that a commercial slip would enhance the growth of local commercial tourism to Cold Lake. Specially, would persons and/or tourists coming to the City stay a half day or full day longer if a fishing charter or sightseeing charter opportunity existed on the lake? Secondly, would this commercial service activity lend to repeat visits to the City?

Administration would like to explore the idea of 3 to 5 slips being dedicated to tourism activities and rentals. Administration could develop a separate agreement as such.

Alternatives:

Recommended Action:

That Council ...

Budget Implications (Yes or No):

No

Submitted by:

Kevin Nagoya, Chief Administrative Officer



City of
Cold Lake

Delegation Application

To: The Office of the Chief Administrative Officer

I/We, Wicked Watersport Rentals Inc. 780-545-0938 I/We, _____

(Name)

(Telephone Number)

(Name)

(Telephone Number)

Mailing Address 609 Beach Avenue, Cold Lake, Alberta, T9M 1G5

E-mail Address cowell@telus.net

request to appear as a delegation before Cold Lake City Council at a meeting to be held on JANUARY 14, 2020.

*Please Note: In the event of several delegations, please indicate an alternate date or you will be assigned to the next available meeting.

The purpose of the delegation is to present the following: (see reverse for requirements)

- A copy of all information regarding the topic must accompany the application.

See Attached

* Where the subject matter of a delegation pertains to legal matters, personnel, and/or private property issues, the City of Cold Lake reserves the right not to hear such delegations.

I/We acknowledge that only the above matter will be discussed during the delegation.

Signed R. Cowell [Signature] Date 2 Jan 2020

Signed _____ Date _____

Return completed application to the City of Cold Lake

5513-48 Avenue, Cold Lake, AB T9M 1A1

Phone: (780) 594-4494 Ext. 7967

Fax: (780) 594-3480

Email: creimer@coldlake.com

Form 11-00-06

FOR INTERNAL USE ONLY

Request Approved by [Signature]

Date Approved for Jan. 14, 2020

cc: _____

☐ Other

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City of Cold Lake Delegation Application for Wicked Watersport Rentals Inc.

I am proposing to Cold Lake City Council to establish a delegated commercial boat vessel slip to be assigned to Wicked Watersport Rentals at Slip #2 at the Cold Lake Marina.

Currently, Wicked Watersport Rentals Inc. is going into its 7th season of business here in Cold Lake. A leader in tourism, we have provided safe, fun and exciting watersports on Kinosoo Beach and at the Cold Lake Marina. Our Wicked Party Pontoon Boat is currently the only boat for rent from the Cold Lake Marina and has provided many families fun and relaxation on Cold Lake. Our vision has always been that all people, from all walks of life, be able to experience the beauty of Cold Lake, so last year we began providing \$15 boat tours of the lake that last 45 minutes. As I captain the vessel, I mention all the development Cold Lake and Kinosoo Beach has undergone, promote various small businesses and community events and have become an unofficial ambassador for tourists visiting the area. In the past 7 years we have partnered with Travel Alberta and Seeker Media Group developing a creative marketing campaign that highlights both the beach and our community. Marketing tools such as Go East of Edmonton allow us the opportunity to use our company as a vessel to drive tourists here to the Lakeland and experience activities on the water while also seeing all our community has to offer.

These opportunities are only available with a boat slip at the Cold Lake Marina. Currently, all the marina slips are private slips and there is an extensive wait list; the establishment of a much needed commercial slip that is transferrable upon the sale of the business would allow the business to continue to grow and not only satisfy our loyal local customers, but continue to attract people to our community as well. For these reasons, I hope that Council will vote on making Slip #2 a seasonal commercial boat slip for Wicked Watersport Rentals and be transferrable upon sale of the business. This slip would become non-transferrable upon the liquidation of the business but could be used to attract new water tourism in the future. As a 19 year member of the community and 22 year member of the RCAF, I am starting to plan my retirement and that means the ultimate sale of Wicked Watersport Rentals Inc. I love my business and I love this community and I want to see both grow and I believe that Wicked Watersport Rentals is part of the Cold Lake story. Having an assigned slip would make sure this business remain in the community and possibly grow further.

Lastly, the City of Cold Lake has been a supporter of Wicked Watersport Rentals Inc. since Council members and the Mayor helped me cut the ribbon on the business on Kinosoo Beach in 2013. We ask they continue to support us in this request and would like to thank everyone for their support for all these years.

For your approval.

Sincerely,

Raymond J. Cowell
Owner/Operator
Wicked Watersport Rentals Inc.
www.wickedwatersportrentals.ca
780-545-0938



Kinosoo Beach
Cold Lake, AB
780-545-OWET