



January 2012

REQUEST FOR EXPRESSIONS OF INTEREST

The Marketplace Swartz Bay Terminal

BC Ferries is interested in receiving Expressions of Interest from parties interested in providing product offerings through The Marketplace at Swartz Bay Terminal in North Saanich, BC (Vancouver Island) between May 9 and October 9, 2012.

A covered booth is provided; the size will be either 10 x 15 feet or 15 x 15 feet, depending on the location. The Licensor will provide a storage table for each booth if required, which can be locked and may form the selling counter. Additional tables may be available on a first come, first served basis and the requirement must be indicated on the RFEOI application form. Licensees must supply their own locks for the storage area. The location and disposition of booths varies. Licensees must make known their preferences for booth location and table requirements within the RFEOI application process.

Vendors will be required to secure their booth at the end of the day, and leave the area in a neat and tidy condition, cleaning up all refuse in their space. Music will be provided and determined by BC Ferries.

Market research indicates that the Swartz Bay Marketplace customers are a cross-section of two main groups: locals (Victoria and Southern Gulf Islands) and tourists; the latter travelling to the mainland mainly in July and August. It is BC Ferries intention to offer a wide variety of products that will properly serve and appeal to both.

Upon reviewing submitted Expressions of Interest, the Corporation will enter into negotiations with respondents selected as suitable in order to build a product mix that maximizes BC Ferries' revenues; net income and customer service, and provides a viable business opportunity for operators.

Interested parties should submit their Expressions of Interest with the following information along with the Marketplace application, to be considered. Note that the Request for Expressions of Interest is an annual process; past vendor participation does not guarantee a contract renewal.

Product Mix and Photographs:

Detail out all products proposed to be sold including description and approximate retail selling price (excluding appropriate taxes). Negotiations and decisions will be based on the proposed products; additions may be considered mid-season. Please note that the Corporation's desire is to have each vendor booth as a distinct concept or product category. All products must adhere to any applicable federal and provincial regulations. Preference will be given to hand made and local products; however, imported products may also be considered.

Vendors should provide links to websites that showcase their products where possible. In the alternative, vendors may submit photographs of their products, and merchandising ability together with their application. A self-addressed, stamped envelope must be included if photographs are to be returned. **Do not** enclose samples of products with application forms.

Dates and Hours of Operation:

The Marketplace operates from May 9 to October 9, 2012, seven (7) days a week. Sunday through Friday, all booths must be set up and open for sales during peak sailing periods, usually 9 am to 5 pm, a minimum of 8 hours. Minimum hours on Saturday are 9 a.m. to 2 p.m. Vendors may remain on site longer if they choose. Vendors may apply for the whole season or for specific time periods throughout the season. Vendors must notify the Corporation if they will be opening late, closing early or absent on any given day.

Agreement with Contract Terms:

A qualified respondent for these purposes is one that can demonstrate the ability to provide the service outlined in the attached information. Respondents will be evaluated on, but not limited to, the following criteria:

- The overall product appeal to the general public and proposed marketing plan;
- The price, quality and appearance of the product(s) and vendor supplied facilities;
- The ability to supply sufficient product;
- The ability to merchandise and display product in a professional manner;
- Professional references, testimonials, awards, shows attended;
- Whether the proponent will be selling on-site or utilizing either employees on another vendor as a sales agent.
- The respondent's past history with BC Ferries.

Included with this RFEOI is an electronic file with a sample license.

Interested parties must submit a response before 2:00 p.m. on Wednesday, January 4, 2012. Applications received after this date will be reviewed and accommodated based on booth availability and product suitability. Expressions of interest are to be delivered by mail or e-mail to:

Mireille Tahiani
Marketplace Coordinator
British Columbia Ferry Services Inc.
Swartz Bay Terminal
11300 Patricia Bay Highway
Sidney, BC V8L 3S8
Tel: (250) 655-6101

Questions regarding this Request for Expressions of Interest should be addressed in writing and sent by e-mail to:

mireille.tahiani@bcferries.com

BC Ferries reserves the right to enter into negotiations with any or all of the interested parties or cancel this process at any time.

BC Ferries also notes that such information and representations as may be provided by it, its employees or agents during the term of this RFEOI, including to the above delivery date, shall not be binding upon BC Ferries at any later time, including in any subsequent Request for Bids or Request for Quote/Proposal(s) processes.

ACCEPTANCE AND REJECTIONS

BC Ferries may, in its absolute discretion, reject a submission submitted by a Vendor if the Vendor, or any officer, director, or agent of the Vendor is or has been engaged either directly or indirectly through another corporation in a legal action against BC Ferries, its officers or employees in relation to:

- a) any other contract or service; or
- b) any matter arising from BC Ferries' exercise of its powers, duties, or functions within five years of this Request for Expression of Interest.

In determining whether or not to reject a submission under this clause, BC Ferries may consider whether the legal action is likely to affect the Vendor's ability to work with BC Ferries, its consultants or representatives or whether BC Ferries' experience with the Vendor indicates that BC Ferries is likely to incur increased staff and legal costs in the administration of this contract if it is awarded to the Vendor.

"legal action" as used in this clause includes, but is not limited to:

- a) a verbal or written threat of litigation; and
- b) the commencement of a legal proceeding.

Non-Compliance: Failure to adhere to Booth Details, Vendor Rules, Tenancy, Accounting Standards and Hours of Operation can be reason for immediate termination of the Contract

**SWARTZ BAY TERMINAL
MARKET PLACE APPLICATION – 2012**

Contact Information:

Vendor Name: _____

Mailing Address: _____

_____ Postal Code: _____

Telephone #: _____ Cell #: _____

E-mail: _____

Can this contact information be given to customers? Yes No

If no, please provide alternate telephone number or email:

Telephone #: _____ E-mail: _____

Weeks Applied (Wednesday May 9 – Tuesday October 9):

1 M9-15	2 M16-22	3 M23-29	4 M30-J5	5 J6-12	6 J13-19	7 J20-26	8 J27-J3	9 J4-10	10 J11-17
11 J18-24	12 J25-31	13 A1-7	14 A8-14	15 A15-21	16 A22-28	17 A29-S4	18 S5-11	19 S12-18	20 S19-25
21 S26-O2	22 O3-9								

Please indicate below the date of your preference, with “1” as your first choice, “2” as your second choice, and so on. This is ***very important*** to our scheduling, and your careful attention to the choice of dates will help to speed up the processing of this application. Please note that we cannot guarantee your choices.

“1” choice dates: _____

“2” choice dates: _____

“3” choice dates: _____

Description of Product: _____

Price range of products: High: _____ Low: _____

Product/Craft demonstrated on site? Yes No

Power required? Yes No

Photographs attached? Yes No

First choice for location: Booth # _____

Second choice for location: Booth # _____

Number of tables requested: Solid _____ Drop leaf _____

Additional considerations requested: _____

Professional References:

1. _____ Tel. _____
2. _____ Tel. _____
3. _____ Tel. _____

I confirm that I have read and understood the Market Place License Agreement which accompanied this Application. If this application is accepted by British Columbia Ferry Services Inc. I agree to all of the Terms and Conditions described therein. I understand that I will be required to enter into a formal contract with the company before the start of any tenancy which may be agreed upon.

Date Name (Please Print) Signature

If the applicant is a partnership, is incorporated, or is carrying on business under a name which is not the same as the applicant, please indicate below:

Name of Business Name of Authorized Signing Officer

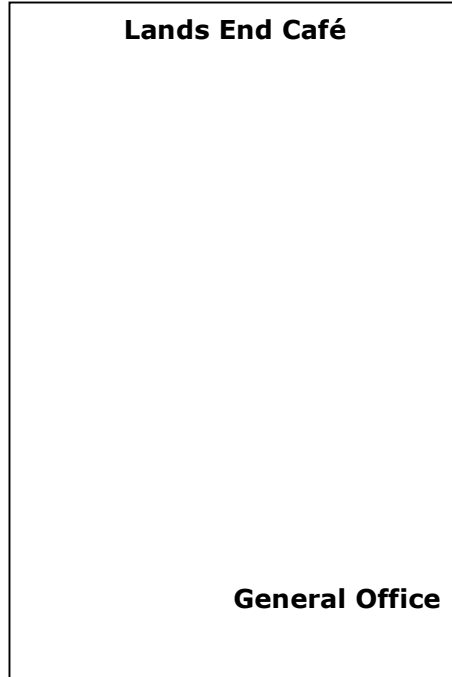
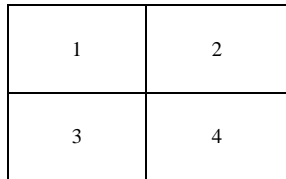
Date Signature of Authorized Signing Officer Position/Title

**SWARTZ BAY TERMINAL
MARKETPLACE LAYOUT**

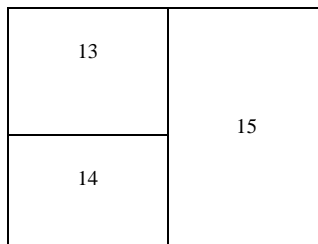
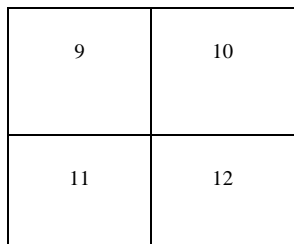
NORTH TENTS
Outside Lands End Café
Booths are 10 feet x 15 feet (not to scale)



Traffic to Tsawwassen



Traffic to Southern Islands



SOUTH TENTS
Outside General Office, adjacent to food vendors
Booths are 15 feet x 15 feet (not to scale)