



# Paddle Board & Kayak RFP PRO003476 APPEAL

## Phin-SUP

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**Paddle board and kayak rentals (Mississauga)**

**Owner: Amanda Hansford**

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# Background

- 2015 Became an avid paddle board enthusiast and advocate. I live on the water on a boat
- 2019 Started renting paddle boards to friends and family
- 2021
  - Registered Phin-SUP as an official business name
  - Was informed by the City of Mississauga (the city) that I could not drop off or provide paddle board instructions on city property
  - Was informed by the city that I would not be able to obtain a special license like Steve had
  - Tried to work under Steve King's special license at Lakefront Promenade Park
  - Continued to rent to regular customers – drop-off only
- 2022
  - The city informed me that a special license would not be available for access to city property, but an RFP was in the works
  - Continued to rent to regular customers - not on city property
  - Steve told me he lost his location due to construction and that he would be pursuing Lakefront Promenade
  - RFP issued by the city

# RFP Process

- RFP issued for Lakefront Promenade, not Steve King's location on the Credit River
- It would not be a transparent process. Subjective scores would be assigned by an unknown "Evaluation Team". These scores for each company would NOT be released and the winning proposal would NOT be revealed.
- Requiring a previous government contract completely locks out new entrants
- Opaque and non-transparent process with obvious favouritism for Steve King's company
- Being provided the only "trial license" in 2021 should not give him exclusive access to future contracts
- RFP was not necessary. How does a single vendor benefit the citizens and visitors of Mississauga? There is not a single charter boat service or single taxi-service in the city. These are licensed businesses with a specific a set of criteria to operate.

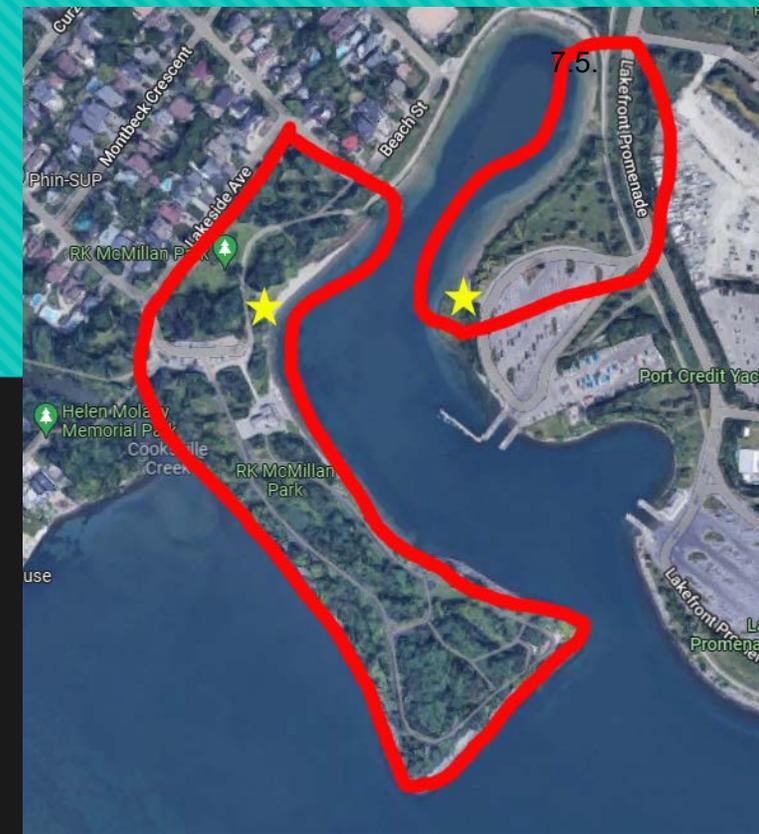
# Benefits of Phin-SUP



- EXPERTISE:
  - Certified paddle board instructor by Paddle Canada with extensive knowledge in this field. I have 35 years experience with kayaks, originally taught to me by my grandfather. I have a marine radio license and equipment.
- SERVICES: Lessons, on water monitoring, guided sun-rise paddling events
- TEAM: Employees with CPR / First Aid certificates or Life Saving Society of Canada
- OPPORTUNITY: Support a large range of ages with more watercraft and appropriate safety equipment
- PRICING: Affordable fun for citizens in all financial demographics (no deposits required)

# Best Steps Forward

- Provide a second license for the area at RK McMillan Park.
  - More choices for citizens and visitors
    - On-water instruction, presence, services
    - More equipment variety
  - Drive advancement faster than a monopoly
- Form a safety group of registered on-water rental companies that meet twice a year.
  - Safety should not be an A vs B consideration. It should be an amalgamation of all the best practices. Proper life-jackets, safety instruction, emergency response plan, on-water presence, etc.



# Thank you for your consideration.



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