



Council Report

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Date: March 17, 2026
To: Anthony Haddad, City Manager
From: Sheri Raposo, Land Manager
Address: 185 Lakeshore Drive West, Penticton

File No: 4320-80

Subject: Request for Proposal – License to Use Area Located at 185 Lakeshore Drive West

Staff Recommendation

THAT Council refer the Request for Proposal to the Parks and Recreation Advisory Committee for their review and recommendation regarding the use of approximately 0.55 acres of Rotary Park foreshore and the associated building located at 185 Lakeshore Drive West, for the operation of water-based leisure activities under a License to Use Agreement of up to five years.

Strategic priority objective

Vision: Penticton is a connected, resilient and healthy waterfront city focused on safety, livability and vibrancy.

Property Description

The licensed area at 185 Lakeshore Drive West includes approximately 24,200 sq. ft. of upland beach and shallow lake frontage, along with a 400 sq. ft. office building. The site consists of approximately 7,300 sq. ft. of sandy beach and 16,900 sq. ft. of water area, currently used for water-based recreational activities such as small watercraft rentals. Its prominent location provides high visibility, strong pedestrian activity, and direct access to one of Penticton's waterfront areas.



Background

Bishop's Snow and Marine Ltd. is a family-owned business operated by George Bishop and his two sons. The company first served the Shuswap region, later moved to Summerland, and eventually established operations in Penticton, where they now serve as the most recent operator in the area.

The business employs between 17 and 24 staff each season, many of whom are local youth. Operating out of Rotary Park in Penticton since 1998, the 2026 season will mark their 28th year serving the community. They offer a wide range of water-based recreation services, including rentals of ski boats, surfboards, wakeboards, kayaks, pontoon boats, parasailing equipment, and a 42-foot Party Barge. They also provide instruction from the only Waterski Canada-certified instructor in Penticton.

Their current fleet includes 12 boats and 10 SeaDoo's, as well as a 34-foot, 10-passenger "Lake Monster" towable. Since opening, the operator has invested more than \$1 million into building upgrades, docks, fueling infrastructure, and rental inventory.

Since 1998, their financial investment in this business has exceeded \$1 million, as follows:

- Building rebuild and upgrades \$80,000
- Dock System \$104,000
- Fuel system upgrade \$20,700
- Rental equipment inventory \$853,000

History of Tenure

A summary of the tenure over the Rotary Park foreshore location to the current Licensee:

- 1998 Pier Water Sports retained tenure over this space until 2002.

- 2003 an RFP under the Beach & Park Vending program resulted in a 3-year LTU with an option to renew for two additional years for the purpose of offering water leisure activities on Okanagan Lake. Granted to proponents George Bishop, Robert Bateman, John Cain, and Robert Grey. The RFP submission included replacing an existing kiosk with a prefab structure with an attached covered patio and expand their existing floating docks at a cost of \$21,000. The option to renew was exercised.
- 2006 a 2-year LTU under the Beach & Park Vending program was provided to Pier Water Sports
- 2009 a 5-year LTU (with an option to renew on mutually agreed terms) was granted and a building permit was issued for renovations to the building.
- 2013 the renewal option was granted for 5 additional years.
- 2018 staff brought a report to Council, requesting an additional 5-year LTU for Pier Water Sports with the condition that prior to the start of the 2019 season, a compliant fueling system within the licensed area be installed, at the operator's expense. This condition was completed.
- 2024 a 3-year LTU extension was approved by Council. This current agreement expires on December 31, 2026.

On February 11, 2026, Bishop's Snow and Marine Ltd submitted a formal request letter (Attachment A) to Council requesting a 3- or 5-year extension to their License to Use Agreement (LTU).

Park Land Protection and Use Policy References

As the land, where the building is located, is parkland, the Park Land Protection and Use Policy require new agreements or renewal of agreements within our parkland follow the following procedure:

- Step 1: Application to renew submitted to City staff
- Step 2: Proposal brought forward to Open Council meeting
- Step 3: Circulation of application to City Departments and Parks and Recreation Advisory Committee
- Step 4: City staff conduct License Review to confirm conditions of license met and license in good standing
- Step 5: City staff review finding with Parks and Recreation Advisory Committee
- Step 6: Parks and Recreation Advisory Committee review application and feedback from Staff
- Step 7: Parks and Recreation Advisory Committee would then make a recommendation to Council to approve or deny the renewal

If directed by Council, staff will present a report to the Parks and Recreation Advisory Committee at the next available meeting and subsequently provide Council with the Committee's recommendation at the next available Council meeting.

Council does have the discretion to consider the criteria of the Park Land Protection and Use Policy and to provide staff with alternative directions.

Request for Proposal Process (RFP)

While the Canadian Free Trade Agreement and the New West Partnership Trade Agreement do not require public bid opportunities such as a Request for Proposal (RFP) be held for revenue-generating opportunities, a competitive process may be appropriate to ensure transparency and equitable consideration of potential operators. The last public bid opportunity for this foreshore tenure occurred in 2003. Due to this, staff are recommending an RFP process be undertaken.

License to Use Agreement Summary

In the proposed License to Use Agreement, with a term of up to five (5) years, the Licensee will be responsible for all utilities, property taxes, and all repairs and maintenance necessary to keep the Licensed Area in a safe, clean, and first-class condition. In addition, as a water-based recreational operator on City land and foreshore, the Licensee will be required to conduct all activities in an environmentally responsible manner, ensuring that operations protect the shoreline, water quality, and surrounding natural environment. The Licensee must comply with all applicable water, health, and safety regulations. Staff have obtained an updated lease rate appraisal for this location.

As a condition of the Agreement, the Licensee would be required to maintain Commercial General Liability insurance in the amount of \$10,000,000. The Licensee would also be required to comply with all applicable environmental covenants and risk management requirements, including maintaining a minimum of \$5,000,000 in Environmental Impact and Impairment Liability coverage, where motorized watercraft or fuel systems are utilized, and any other insurance necessary to the satisfaction of the City. All required insurance shall name the City of Penticton as an additional insured.

Financial Implication

At this time, there is no financial implication to the City. Staff anticipate that market rates in the proposals will not be significantly different from the current license to use agreement rates.

Analysis

Council may choose to direct award and renew the License to Use Agreement with Bishop's Snow and Marine Ltd. (operating as Pier Water Sports), in recognition of the operator's substantial financial investment that exceeds \$1 million in capital upgrades, equipment, docks, and fueling systems since 1998, as well as their longstanding contribution to waterfront activities. This option has been prepared as an Alternative for Council's consideration and Council may or may not want the licence extension to be reviewed by the committee and will ultimately waive the requirements of the Park Land Protection and Use Policy.

Alternative recommendation

1. Support renewal of existing licence with review from PRAC

THAT Council direct staff to refer the proposed five-year renewal of the License to Use Agreement with Bishop's Snow and Marine Ltd. (operating as Pier Water Sports) to the Parks and Recreation Advisory

Committee for their review and recommendation regarding the use of approximately 0.55 acres of Rotary Park foreshore and the associated building for the operation of water-based leisure activities at market rate, plus CPI.

2. *Support renewal of existing licence without review from PRAC*

THAT Council direct staff to direct award a five-year renewal of the License to Use Agreement with Bishop’s Snow and Marine Ltd. (operating as Pier Water Sports) for the use of approximately 0.55 acres of Rotary Park foreshore and the associated building for the operation of water-based leisure activities at market rate, plus CPI.

Attachments

Attachment A – Bishops Snow and Marine Ltd., Letter Request

Attachment B – Park Land Protection and Use Policy

Respectfully submitted,

Sheri Raposo
Land Manager

Concurrence

GM Corporate Services	GM Community Services	GM Infrastructure	City Manager
<i>AMC</i>	<i>KJ</i>	<i>KD</i>	<i>AC</i>

Attachment A – Bishops Snow and Marine Ltd., Letter Request

Bishop's Snow and Marine Ltd.
Doing business as Pier Water Sports
450 Tennis Street
Penticton, BC V2A 5R3
250-493-8864

February 11, 2026

The City of Penticton
171 Main Street
Penticton, BC V2A 5A9

Attention: Mayor Bloomfield and Councillors

Dear Mayor Bloomfield and Members of Council,

We respectfully request a 3 to 5 year extension of our existing contract, which is set to expire on December 31, 2026. We also ask that our license to use be renewed prior to the start of the 2026 season to ensure operational continuity.

Background and Contribution:

Pier Water Sports has proudly operated from Rotary Park in Penticton since 1998. The 2026 season will mark our 28th year of continuous service. From humble beginnings – a small beach setup with a wooden shanty and a couple of ski boats – we have grown substantially through hard work, dedication, and significant financial reinvestment.

To date, we have invested over \$1 million into facility and equipment improvements, including:

Investment Category	Amount
Rental Equipment Inventory	\$853,000
Building Rebuild and Upgrades	\$80,000
Dock System	\$104,000
Fuel System Upgrade	\$20,700
Total Investment	\$1,057,700

Community and Economic Impact:

As a family-run business, we are proud to employ 17 to 24 staff members each summer – many of whom are local high school and college students gaining valuable work experience.

Our operations attract residents and tourists alike; during the 2025 season, we served of 10,000 guests, including many loyal return customers who contribute directly to Penticton's tourism economy.

Commitment to Excellence:

Pier Water Sports offers a wide variety of recreational experiences, including rentals of Seadoos, ski boats, surf boats, pontoon boats (including our 42 foot Party Barge), paddleboards, and kayaks. Our additional activities - - such as banana boat rides, wakeboarding and parasailing add excitement and value to Penticton's waterfront.

We take great pride in being a responsible, community-oriented business and a continued driver of Penticton's tourism growth. We are fully prepared to pay fair market value for the extension and remain committed to maintaining the highest standards of service and safety.

Conclusion:

We kindly ask Council to give favourable consideration to our request for a contract extension. We look forward to continuing our strong partnership with the City and to providing exceptional water sport experiences for local residents and visitors alike.

Thank you for your continued support and consideration.

Yours truly,

A handwritten signature in black ink, appearing to read 'George Bishop', with a long, sweeping flourish extending to the right.

George Bishop
Bishop's Snow and Marine Ltd.