



EXPRESSION OF INTEREST – MANAGEMENT OF MARINA OPERATIONS

**Town of Pictou Waterfront Marina
87 Caladh Avenue, Pictou, Nova Scotia**

Introduction

The Town of Pictou invites Expressions of Interest (EOI) from qualified individuals, organizations, or companies interested in managing the operation of the Town's newly redeveloped waterfront marina for the 2027 boating season and beyond.

Following a transformative \$12.5 million redevelopment of Market Wharf and the marina facilities, the Town is seeking an experienced operator who can deliver exceptional marina services while enhancing the visitor experience and supporting waterfront tourism.

Located just steps from Pictou's historic downtown, the marina provides convenient access to restaurants, shops, cultural attractions, festivals, and community events, making it an attractive destination for both seasonal and visiting boaters.

The Marina

The redeveloped marina is expected to include 57 seasonal and transient berths, a modern floating dock system, fueling station, pump-out facility, upgraded water and electrical services, and a Marina Hospitality Centre featuring registration, showers, laundry facilities, ice sales, and a comfortable gathering space for boaters. Public washrooms and dedicated boater washrooms are also located on-site.

The Town coordinates a variety of seasonal programming along the waterfront, including live music and community events, creating a vibrant atmosphere throughout the boating season.

The marina is currently undergoing a branding and re-naming initiative, with a new identity expected to be unveiled by fall 2026.

Opportunity

The Town is seeking management company or operator who will provide professional day-to-day management of the marina operation while delivering a welcoming, safe, and enjoyable experience for boaters and visitors alike.

The successful proponent will be expected to oversee marina administration, customer service, berth assignments, facility operations, routine maintenance, safety procedures, communications with boaters, and coordination with Town staff. Responsibility for regulatory compliance, insurance, staffing, accessibility, and operational planning should also be addressed within the proposal.

The Town welcomes innovative ideas that complement marina operations, including tourism experiences, partnerships, recreational services, or other initiatives that enhance the waterfront and strengthen Pictou's position as a premier boating destination.



Submission Requirements

Expressions of Interest should demonstrate the proponent's qualifications and vision for operating the marina. Submissions should include information on the organization's experience managing marinas or similar facilities, the proposed operating model, staffing plan, customer service approach, hours of operation, maintenance and safety procedures, communications strategy, and insurance coverage. Submission must include proposed management fee with the Town. Proponents are encouraged to include any additional ideas or services they believe would enhance the marina experience.

Evaluation

Submissions will be reviewed based on the proponent's experience, the quality and feasibility of the operating plan, financial sustainability, customer service philosophy, maintenance and safety approach, innovation, and the overall value the proposal provides to the Town of Pictou and marina users.

The Town reserves the right to invite one or more proponents to participate in further discussions before entering into any agreement.

Submission Information

Expressions of Interest must be submitted in a sealed envelope no later than **4:00 p.m. (local time) on September 4, 2026** and addressed to:

Town of Pictou

Attention: Michelle Young
Community Development Officer
P.O. Box 640
40 Water Street
Pictou, NS B0K 1H0

Electronic and facsimile submissions will not be accepted.

Disclaimer

This Expression of Interest is intended solely to identify qualified operators and gather information. It does not constitute a Request for Proposal or a commitment by the Town of Pictou to enter into an agreement with any respondent. The Town reserves the right to reject any or all submissions, negotiate with one or more proponents, or cancel this process at any time if it is deemed to be in the Town's best interest.