

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. SI-2024-0010

**FOR THE CONSIDERATION OF
COUNCIL**

May 8, 2024

SUBJECT: 2024 Food Vendor Pilot Program at De La Salle Park

1. RECOMMENDATION:

1. That Council receive Report No. SI-2024-0010 prepared by the Economic Development and Tourism Division, Strategic Initiatives Department dated May 8, 2024, respecting a 2024 Food Vendor Pilot Program at De La Salle Park.
2. That Council approve the implementation of a Food Vendor Pilot Program for the 2024 Summer based on the program and selection criteria as outlined in Section 4 of Report No. SI-2024-0010.
3. That Council direct Staff to issue an Expression of Interest and offer four food vendors the opportunity to participate in the 2024 Food Vendor Pilot Program at De La Salle Park.

2. PURPOSE:

The purpose of this report is to provide Council with the information gathered, and a suggested approach for the implementation of a Food Vendor Pilot Program during the 2024 Summer Season.

3. BACKGROUND:

Over the past few years, the public has expressed an interest in having food vendors operate at the Town's beachfront parks. During the development of the Town's Waterfront Master Plan, the opportunity to further animate the Town's waterfront parks with food and retail vendors, music, performance areas etc. was given consideration.

Staff note that the opportunity for food vendors (ie. Refreshment vehicles/hot dog carts) to operate in waterfront parks on a transient nature occurred over 10 years ago but was discontinued. In order to permit Refreshment Carts/Vehicles to locate in the Town's Parks, a formal program and Council's approval is required. Staff are aware that other retail vendors may be interested in locating at the Waterfront Parks however, the focus of this report is on food vendors.

4. ANALYSIS:

As Council is aware, several waterfront municipalities have recently introduced vendors in their waterfront parks and information from these municipalities has been gathered through the development of the Waterfront Parks Master Plan. The Phase 3 Waterfront Parks Master Plan Report scheduled to be presented to Council in late May will include a summary of these various vendor programs. Below is an excerpt from the Phase 3 Report.

Some of Georgina's Destination Waterfront Parks are candidates to pilot a program of food trucks and pop up commercial vendors for rentals of recreation equipment kayaks, paddleboards, umbrellas, chairs, and for the provision of food and beverages.

Considerations in developing a program include:

- Provision of hydro and water
- Identification of specific locations to be staked or otherwise marked
- Surcharge in fees for non-Georgina businesses
- Identification of a selection committee and preparation of an evaluation framework to review applications
- Development of procedures for set up and operations of the pop-up retail and food trucks

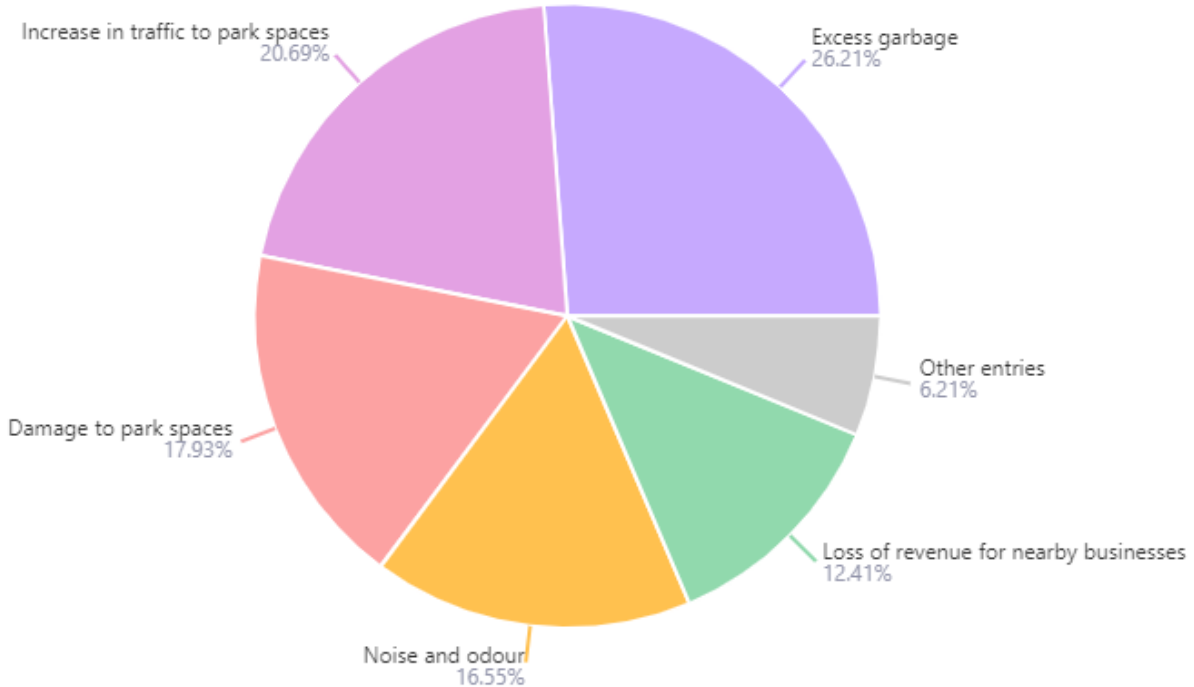
It is recommended that the development of the pop-up/food truck program be developed by the Town's Economic Development and Tourism team and that the logistics and permitting/management of the vendors should be the responsibility of the Town's Community Services group.

Additional recommendations from the Planning Partnership can be found in Attachment 2.

In addition to research conducted by the consultants (The Planning Partnership) that were retained to develop the Waterfront Parks Master Plan, Staff conducted a survey late last summer to gather input from residents, visitors and the business community on the introduction of vendors in the Town's waterfront parks. This survey was distributed via social media, posted on the Town's website and included in e-newsletters. Additional outreach was also undertaken by the Chamber to reach as many local businesses as possible.

A total of 400 surveys were received wherein 87% of respondents indicated a desire to introduce vendors at the waterfront parks. Of the businesses who completed the survey 89% indicated that they were in favour of a vendor program at the beachfronts.

While there is an overwhelming desire to provide vendor space at the waterfront, the following comments/concerns were also expressed as noted below:



In consideration of the 87% who have responded “Yes” to the introduction of vendors at the parks and subject to addressing the major concerns raised concerning garbage and maintenance, staff are recommending that Council consider a pilot waterfront park vendor program for the 2024 summer season.

Given that the summer season is fast approaching, staff are presenting the information specific to the implementation of a food vendor program to Council for consideration, in advance of the Phase 3 staff report scheduled for the May 29, 2024 Council meeting.

Recognizing the approaching summer season and that this is a new initiative that has no assigned staff resources, together with the fact that vendors may already be booked for 2024 vendor markets, staff are recommending that a 2024 pilot program be operated at De La Salle Park. This park has the highest volume of visitors and was the preferred choice for a vendor program by the survey respondents. Given the limited scope of the pilot program (ie. four vendors and dedicated vendor spaces) the Manager of Parks has indicated that these potential concerns can be mitigated with additional garbage cans, limiting the hours of operation for vendors and working with the vendor to address any concerns as they arise.

Staff are recommending that an Expression of Interest (EOI) be issued by the Town indicating that the following criteria will be used to select vendors for the 2024 pilot program:

- Must be licensed to operate in the Town of Georgina.
- Must provide proof of insurance and York Region Public Health Approval.
- Will not require water or electrical hook-up.
- Availability (preference will be given to those vendors that can attend regularly).
- Provide compensation in the form of a permit fee to operate at De La Salle, compensation will be suggested by the vendor and subject to negotiation.
- A total of four food/drink vendors will be selected to participate in the 2024 Program. Two additional vendors will be selected as backup vendors should one or more of the selected food vendors be unable to fulfill their commitment on certain days or have their permit to operate at the Park revoked.
- No exclusivity to food/drink products will be provided or monitored however, the evaluation Team will attempt to have a variety of food/drink vendors participate in the program.
- Staff have selected the location of the sites that will be available to the vendors as indicated in Attachment 1. Load in and Load out will be restricted to ensure safety.
- Preference will be given to local vendors.
- Vendors must agree to follow the Town's code of conduct
- If a vendor fails to address concerns raised or does not operate professionally and respectfully their permit will be revoked.

Subject to Council's approval, the intent is to release the Expression of Interest to the public that outlines the criteria as noted above on May 9, 2024, with a submission deadline of May 31, 2024. The EOI has been drafted for immediate release. A team of Town Staff including but not limited to the Manger of Procurement Services, Manager of Parks, Director of Community Services and a representative from the Economic Development and Tourism Division will evaluate and select the successful applicants. This same EOI process was recently used to secure a tenant for the ROC kitchen for the 2023-24 Winter season.

5. RELATIONSHIP TO STRATEGIC PLAN:

This report is aligned with the Corporate Strategic Plan's goal to diversify our local economy through:

- continuing to support Georgina's tourism sector as an economic driver.

6. FINANCIAL AND BUDGETARY IMPACT:

There is no budget assigned to the implementation of the proposed 2024 Vendor Program. Those vendors selected to participate in the 2024 Food Vendor Pilot Program at De La Salle Park will be required to obtain a permit and provide compensation to the Town in the form of a permit fee for the dedicated vendor space. Based on the research gathered a minimum of \$500 for the 2024 summer season pilot program is expected.

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

There are no statutory requirements to provide notice of this report. Upon Council's consideration, Town staff will circulate the EOI through various online channels, to the Chamber of Commerce and to all refreshment vehicles/carts licensed in the Town of Georgina.

8. CONCLUSION:

Based on the discussions with Council, together with the recent survey results from members of the public and business community, there is a desire to commence with a vendor program at the waterfront parks.

In consideration of the research conducted to date and the information gathered through the Waterfront Parks Masterplan, staff are presenting this report for Council's consideration. Given that the program has not been assigned a budget or staff resources, staff are recommending a pilot program for the 2024 Summer season. After the summer season, staff will report back to Council on the operation of the pilot program and suggested next steps.

APPROVALS

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Recommended By: Shawn Nastke
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 Steve Lee-Young
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Approved By: Ryan Cronsberry
 Chief Administrative Officer

Attachment 1 – Vendor locations at De La Salle Park

Attachment 2 – Vendor information – Phase 3 Waterfront Parks Master Plan