

## Economic Development Opportunities

The Town of Georgina is interested in understanding economic development opportunities of the waterfront that can link to the settlement areas of Jackson's Point/ Sutton, Keswick or Pefferlaw. This can help support existing business areas and provide service to residents and visitors using the parks.

The seven Destination Waterfront Parks were reviewed for opportunities to provide economic development opportunities. **The following is a snapshot of the context of each waterfront park with respect to proximity to commercial or retail uses that might provide recreation rentals, food, or beverage:**

Destination Waterfront Park	Context of Commercial/Retail Uses
<b>North Gwillimbury Park</b>	<ul style="list-style-type: none"> <li>Located on Metro Road North, largely undeveloped on the south side, residential on the north side</li> <li>Not close to existing commercial/retail uses</li> <li>Drive to Keswick to Sutton</li> <li>Add the west end of the scenic Lake Drive route</li> </ul>
<b>Willow Beach</b>	<ul style="list-style-type: none"> <li>Located on Metro Road North in a largely residential area</li> <li>Short drive east to Lakeview Grocery and Convenience Store located on Lake Drive opposite Willow Wharf Park</li> </ul>
<b>Willow Wharf Park/ ClearWater Farm</b>	<ul style="list-style-type: none"> <li>Located on Metro Road North in a largely residential area</li> <li>Lakeview Grocery and Convenience Store located on Lake Drive opposite Willow Wharf Park</li> </ul>
<b>De La Salle Park</b>	<ul style="list-style-type: none"> <li>Located on Metro Road North in a largely residential area</li> <li>20 minute walk to shops in Jackson's Point</li> </ul>
<b>Jackson's Point Harbour, Marina, Malone Wharf and Bonnie Park</b>	<ul style="list-style-type: none"> <li>Located in Jackson's Point commercial area</li> <li>Short walk to shops on Lake Drive</li> <li>Adjacent to Ramada Inn</li> </ul>
<b>Holmes Point Park</b>	<ul style="list-style-type: none"> <li>Located at the terminus of Holmes Point Road off Highway 48</li> <li>Located a short walk to Peninsula Resort (no equipment rental, food or beverage)</li> </ul>
<b>Pefferlaw Park</b>	<ul style="list-style-type: none"> <li>Located on Pefferlaw Road</li> <li>A short walk to food and beverage west on Pefferlaw Road</li> </ul>

## Pop-Up Commercial/Food Trucks

During the course of sharing ideas for the waterfront parks in public engagement sessions, there was interest in commercial, retail, food outlets and equipment rental being located in some of the parks. This ranged from food trucks and pop-up retail at one end of the spectrum, to permanent seasonal and year round commercial uses at the other. There are several examples of waterfront parks with pop-up retail and/or food trucks that can provide some insight and direction for Georgina. No services are required for food trucks and together with pop-up commercial, can provide a pilot to test the market for more permanent food services or rentals. Their location and number in a park can be nimble to respond to special events with high numbers of visitors.

Some of Georgina's Destination Waterfront Parks are ideal candidates to pilot a program of food trucks and pop up commercial for rentals of recreation equipment such as canoes, kayaks, paddleboards, umbrellas, chairs, and for 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. The management of pop up commercial and food trucks should be the responsibility of the Town's Community Services group.**

## Examples of Pop Up Retail and Food Trucks on Waterfront

### Example #1: Belleville Waterfront

The Belleville Waterfront is in its 5th year of offering seasonal and other short-term, pop-up vendors, and both seasonal and short-term food trucks for equipment rentals and sales, tour providers, activity/event related services, clothing and goods retailers, fitness instructors and local food and craft producers. The pop ups and food trucks are both seasonal and rotating (booked on a one-week rotation) and operate from 11:00 am to 7:00 pm 3 days a week in the month before and after the summer peak and 5 days a week from Canada Day to Labour Day.

The following is a summary of fees charged.

Business	Type	Rate	Term	Dates
Vendor	Seasonal	\$1,800 + HST	Seasonal	May 19 – Sept 17
	Rotating, Pop-Up (hydro only)	\$150 + HST	Weekly	May 19 – June 25, Sept. 9-17
Food Truck		\$200 + HST		June 28 – Sept 4
	Seasonal	\$1,800 + HST	Seasonal	May 19 – Sept 17
	Rotating, Pop-Up	\$300 + HST	Weekly	May 19 – June 25, Sept. 9-17
		\$375 + HST		June 28 – Sept.

The City offers nine 100 sq. ft. seasonal units with water and hydro services, two rotating, weekly units and four sites for food trucks with water and hydro services.

The City sets out the following conditions:

**Alterations:** The Vendor is responsible for completing the interior fit-up of the shop, as approved by the City. No physical additions, alterations or renovations shall be started without first having obtained proper consent in writing from the City of Belleville's representative and any building permits required. Should approval be granted, all approved renovations will be at the vendor's expense and become the property of the City of Belleville unless otherwise negotiated.

**Electrical:** Each shop is equipped with a 15 amp receptacle. Food trucks will need a 30 amp twist-lock plug. The City will pay all electrical (hydro) charges applicable to the shop, unless the electrical use of the vendor is unusually high, in which case the City will require the Vendor to pay a premium to the City for such utilities.

**Garbage:** The Vendor will be responsible for his/her own garbage collection and cleaning within the shop area. The vendor is responsible for disposing of all waste material in the garbage receptacle identified for the exclusive use of Pop-ups on the Bay vendors. Waste receptacles located within the park will be maintained by City staff for the use of customers only.

**IT Services:** Wi-Fi is provided for the public in the park and portable wireless modems will be used to provide private signals to the vendors to support point of sale (POS) systems.

**Liability Insurance:** After receiving notification of a successful Pop-Ups Proposal, vendors will be required to show proof of \$5 million liability insurance. In addition, all vendors including food vendors/food trucks will be required to have all necessary permits and inspections, including a City of Belleville Permit, 2023 Health, Fire Suppression and Propane Inspections, and TSSA and ESA stickers.

**Parking:** The site is adjacent to a paved parking area with free parking. Vendors are required to park all vehicles, including employee vehicles in the designated area provided for pop-up vendors (adjacent to soccer field at entrance of park). With the exception of dropping off supplies during off peak times (before 11 a.m. or after 7 p.m.), vehicles cannot be parked or driven outside of the designated parking areas. With the exception of approved food trucks, no vehicles should be driven on grassed areas in the park or on the paved multi-use paths.

**Regulations:** The Vendor shall comply with the Public Health Act, R.S.O. 1970, Chapter 377, as amended, respecting foodstuffs, and all regulations and conditions within the food premises regulations under the Public Health Act R.S.O., 1990, Chapter 409, Regulation #840. The Vendor will be required to comply with all other municipal, provincial and federal regulations that may be applicable to their business activity.

**Storage:** The City has provided a limited amount of storage for vendors in a storage container(s) located within Zwick's Park. This space is to be shared by vendors and shall be used for the storage of supplies or merchandise. No fuel containers or hazardous materials of any kind shall be stored in the storage container(s). If a conflict arises or a vendor breaches these storage requirements, the City retains the right to prohibit storage use.

**Wastewater Collection:** There are no waste water connections on the property for pop-up vendor use. Vendors are responsible for collecting all waste water produced by the business and disposing of it at the former canteen building located on site as and when directed by City staff. Only minimal amounts of waste water can be disposed of in this manner. All other waste water must be disposed of offsite by the vendor. At no time should waste water be disposed of in the Bay of Quinte or in the park.

**Water Services:** Limited amounts of potable water are available on site. Vendors may be required to provide their own source of potable water should the City system not be able to provide the required water supply.



A committee of staff from the City of Belleville and representatives from partnering tourism organizations review and select the vendors based on the following framework:

Criteria	Value
<b>Submission Completeness &amp; Quality</b>	10
<b>Alignment/Value Proposition</b>	40
Alignment of vendor's business to the objective of the Pop-Ups on the Bay:	
<ul style="list-style-type: none"> <li>To enhance economic and recreational activity on Belleville's waterfront,</li> <li>To help create a hub of interest and activity, and</li> <li>To offer residents and visitors an opportunity to experience all the City's waterfront, trails and parks have to offer</li> </ul>	
<b>Demonstrated Ability of Vendor to Deliver on Proposed Products or Services</b>	30
<b>Marketing and Promotion Plans</b>	20
<b>Total Points:</b>	100

Pop-Ups on the Bay, Belleville (images: City of Belleville)



### Example #2 Innisfil Waterfront

The Town of Innisfil provides opportunities for pop up shops on their waterfront provided the operator has:

- An approved Town of Innisfil Facility Permit (fee applies)
- Valid insurance, naming the Town as co-insured
- Business licence (if required)
- Food trucks have special requirements and guidelines set out in the Town's Food Truck License.
- Valid health certificate from Simcoe Muskoka District Health Unit

The permits allow pop ups to operate from 9 a.m. to 9 p.m. In Innisfil Beach Park, there are 10X10' sites without a shelter with the following fee structure:

- 2 days (Saturday and Sunday) - \$150 (no electricity) \$175 (with electricity)
- 5 days (Monday to Friday) - \$100 (no electricity) \$125 (with electricity)
- 7 days (Monday to Sunday) - \$250 (no electricity) \$300 (with electricity)
- Monthly - \$500 (no electricity) \$750 with electricity

At the Leonard's (10th Line) Beach a 10x10 ft site with no shelter has the following fees:

- 2 days (Saturday and Sunday) - \$125
- 5 days (Monday to Friday) - \$100
- 7 days (Monday to Sunday) - \$200
- Monthly - \$375

The guidelines for the operation of pop ups are:

- Only operate at Innisfil Beach Park or Leonard's Beach during the time noted on permit
- Permits are valid from 9 a.m. to 9 p.m. on the day of your booking
- Location is a maximum of 10x10 feet of space.
- Pre-approved location depending on availability.
- Not permitted to move locations without approval from the Town's Park Staff
- May provide promotional materials related to service to customers at the vendor location

The Town has the following guidelines for setting up:

- Arrive early to give yourself time to park, make it to your approved spot, and set-up. For non-resident permit holders, the Town of Innisfil will provide one temporary parking pass. It cannot be used outside permitted date and time
- Responsible for providing your own equipment and resources. The Town does not supply pop-up shop vendors with tents, tables, chairs, etc.
- Tents, tables, electronic cashiers and payment devices are allowed. Screened tents are allowed. The interior of the tent must be visible from the outside. Tents must be weighted down, but not staked
- Not allowed to move or occupy park picnic table
- Responsible for the set-up and clean-up of your vendor location. No overnight storage. Take any excess garbage from your site

### Example #3 Prescott

Prescott Pop-Ups are designed to support a vibrant waterfront experience that attracts visitors and supports entrepreneurs in the development and growth of their businesses. Their retail opportunity offers pop-up retail shops available for lease from May to October, during the peak tourism season. Three pop-up site options are available:

#### Shed Pop-Up Sites

Approx. size = 100 sq. ft (10ft. X 10 ft.)  
Available for weekend, weekly, monthly, or full season rental. Priority will be given to full season vendors.

#### Rotary Lighthouse Pop-Up Site

Approx. size = 250 sq. ft (ground floor area)  
Available for full season rental only.

#### Mobile Food Truck Pop-Up Sites

Approx. size = 250 sq. ft (15ft. X 20 ft.)  
Available for weekend, weekly, monthly, or full season rental.



Prescott Pop-Ups site, with sheds and food truck  
(image: Town of Prescott)

## Revenues & Expenses

### Revenues Accruing to Waterfront Parks

The seven Destination Waterfront Parks generated \$504,411 in 2022, from parking; rental of picnic areas, shelters, buildings, slips, ice huts and beach volleyball. De La Salle Park generated the largest portion of this revenue at \$204,369, followed by Willow Beach Park at \$129,490.

Among the nine Community Waterfront Parks, the only revenues are an unknown amount from parking at Young's Harbour and \$1,000 for ice hut rentals at Virginia Wharf.

No revenue is generated by the 26 road end/parcels.

If pop ups for food trucks, kayaks, canoes or paddleboard rentals, bicycle rentals, beach umbrellas and chairs are considered, it is estimated that an additional minimum of \$2,830 and maximum of \$7,650 could be generated annually. In addition, the expansion of the Jackson's Point Harbour Marina to 61 or 75 slips would increase the marina revenue from \$61,010 to \$131,840 or \$147,790 respectively.

### Cost of Maintaining Waterfront Parks

The cost of maintaining the parks on Georgina's waterfront varies depending on the level of activity involved and the effort required to maintain the grounds and facilities. The seven Destination Waterfront Parks required a budget of \$451,422 in 2022, the largest amount \$100,000 required to maintain De La Salle Park. These costs include the provision of portable toilet facilities and staff costs for grass cutting, garbage removal, tree trimming, maintenance, supplies, and snow removal.

The cost of maintaining the nine Community Waterfront Parks in 2022 required a budget of \$230,000, of which the largest amount of \$30,000 was required to maintain Claredon Beach Park. Mossington Wharf and Maskinonge River area required budgets of \$25,000 each to maintain in 2022. The total budget for the annual maintenance of these 18 park areas totalled approximately \$700,000.

Based on the above costs, we estimate that the 26 road end/parcels would require an annual budget of at least \$2,500<sup>1</sup> each for a minimum total of \$65,000, bringing the total annual budget for maintenance of the Georgina waterfront greenspace to approximately \$765,000.

<sup>1</sup> There was no annual budget available for the 27 road end/parcels

### ClearWater Farm

ClearWater Farm which is considered part of the Willow Wharf Park/ClearWater Farm Destination Waterfront Park is a unique operation to both Ontario and Georgina and the waterfront parks system. Since its inception in 2015, the operators have raised \$17,401,000 from private donors and grants for infrastructure investment and the operation of the demonstration projects and youth-oriented programs. To the end of 2022 over \$9,800,000 has been spent in infrastructure improvements to the site. The Farm employs 11 people full time, 12 people part time and has four volunteers for the delivery of three demonstration projects and three youth-oriented programs.

In 2022 ClearWater Farm attracted 2,080 visitors, 1,650 from within Georgina and 430 from other destinations. The operators have projected that these visitation numbers will increase to 2,800 and 965 respectively in 2023.

All of the youth-oriented programs are provided free of charge and the operators have made a conscious decision to set their rental rates for meetings and weddings above those known for facilities within Georgina.

**The following table summarizes the revenues and costs for the waterfront parks and waterfront road ends.**

	Possible location of Business Opportunities	Current Revenue (2022)		Rates (2022)	Staff Costs for Park <sup>1</sup>	Suggested Rates for Pop-Ups	Potential Revenue from Changes
		Parking	Other				
<b>Destination Waterfront Parks</b>							
<b>North Gwillimbury Park</b>	<ul style="list-style-type: none"> <li>• Pop-up/Food Truck in parking lot and/or,</li> <li>• Picnic structure has been refurbished and may have greater rental potential</li> </ul>	\$23,450	\$232 (Picnic Shelter)	<b>Picnic Shelter:</b> \$102.83/day  <b>Parking</b> Weekday: \$4.00/hour \$20.00/day  Weekends/Holidays: \$5.00/hour \$25.00/day	\$50,000 \$2,610 <sup>2</sup>	<b>Pop-Up/Food Truck</b> 2 days Saturday & Sunday: \$150.00 - no electricity \$175.00 - electricity  5 days Monday to Friday: \$100.00 - no electricity \$125.00 - electricity  7 days Monday to Sunday: \$250.00 - no electricity \$300.00 - electricity  Monthly: \$500.00 - no electricity \$750.00 - electricity	<b>Pop-Up/Food Truck:</b> \$500 minimum \$1,800 maximum
<b>Willow Beach</b>	<ul style="list-style-type: none"> <li>• Pop-up/Food Truck near the washrooms/parking lot, or on south side of Lake Drive</li> <li>• Pop-up Kayak/Canoe/Paddleboard rental from parking lot</li> <li>• Pop-up/Beach Umbrella/Beach Chair rental from parking lot</li> </ul>	\$129,490		<b>Parking</b> Weekday: \$4.00/hour \$20.00/day  Weekends/Holidays: \$7.00/hour \$35.00/day	\$60,000	<b>Pop up/Food Truck</b> (as above)  <b>Pop-Up/Vendor</b> 2 days Saturday & Sunday: \$115.00 - no electricity  5 days Monday to Friday: \$75.00 - no electricity  7 days Monday to Sunday: \$190.00 - no electricity  Monthly: \$375.00 - no electricity	<b>Pop-Up/Food Truck:</b> \$500 minimum \$1,800 maximum  <b>Pop-Up/Vendor:</b> \$190 minimum \$375 maximum
<b>Willow Wharf Park</b>		\$16,850		<b>Parking</b> Weekday: \$2.00/hour \$10.00/day  Weekends/Holidays: \$4.00/hour \$20.00/day	\$25,000 \$2,610		
<b>ClearWater Farm</b>			\$5,300,000 for investment in farm activities		\$911,000 (operating costs) \$3,980,000 (infrastructure costs)		

<sup>1</sup> Grass cutting, garbage removal, tree trimming, maintenance, supplies, snow removal, etc.

<sup>2</sup> Cost of providing portable toilet facilities @\$830.00 for standard unit and \$950.00 for an accessible unit per season

	Possible location of Business Opportunities	Current Revenue (2022)		Rates (2022)	Staff Costs for Park1 <sup>1</sup>	Suggested Rates for Pop-Ups	Potential Revenue from Changes
		Parking	Other				
<b>De La Salle Park</b>	<ul style="list-style-type: none"> <li>Convert the lower level of the washrooms on the north side of Lake Drive to pop-up retail</li> </ul> and/or, <ul style="list-style-type: none"> <li>Locate near the existing rental hall and parking lot on the south side of Lake Drive</li> </ul> and/or, <ul style="list-style-type: none"> <li>Add a small concession to the rental hall</li> <li>Pop-up Kayak/Canoe/Paddleboard rental from parking lot</li> <li>Pop-up/Beach Umbrella/Beach Chair rental from parking lot</li> </ul>	\$179,810	\$580  \$2,196  \$11,380  \$3,046 \$6,660 \$697	<b>Picnic Area:</b> \$97.35 per event  <b>Picnic Shelter:</b> \$150.84 per event  <b>Hall Rental :</b> \$389.42/2pm-2am - licensed event \$239.95/per day - non-licensed event \$28.80/per hour - non-licensed event 972.18/day - commercial event  <b>Beach Volleyball:</b> \$13.84/per court/2 hr slot - youth \$26.64/per court/2 hr slot - adult \$68.57/per court/day - tournament  <b>Parking</b> <b>Weekday:</b> \$4.00/hour \$20.00/day  <b>Weekends/Holidays:</b> \$7.00/hour \$35.00/day	\$100,000	<b>Pop up/Food Truck</b> (as above)  <b>Pop-Up/Vendor</b> (as above)	<b>Pop-Up/Food Truck:</b> \$500 minimum \$1,800 maximum  <b>Pop-Up/Vendor:</b> \$190 minimum \$375 maximum
<b>Jackson's Point Harbour, Marina, Malone Wharf and Bonnie Park</b>	<ul style="list-style-type: none"> <li>Expand number of seasonal and transient slips in existing basin</li> <li>Pop-up/Bicycle rental from parking lot</li> <li>Pop-up/Beach Umbrella/Beach Chair rental from parking lot</li> </ul>	\$17,070	\$61,010  \$1,000	<b>Parkette/Gazebo:</b> \$99.24/day  <b>Ice Hut Rental:</b> \$1000.00/season  <b>Parking</b> <b>Weekday:</b> \$4.00/hour \$20.00/day  <b>Weekends/Holidays:</b> \$5.00/hour \$20.00/day	\$60,000 \$1,780	<b>Pop-Up/Vendor</b> (as above)	<b>Seasonal/Transient Slips:</b> 61 slips - \$131,840 75 slips - \$147,790+  <b>Pop-Up/Vendor:</b> \$190 minimum \$375 maximum
<b>Holmes Point Park</b>		\$49,940	\$1,000	<b>Ice Hut Rental:</b> \$1000.00/season  <b>Parking</b> <b>Weekday:</b> \$4.00/hour \$20.00/day  <b>Weekends/Holidays:</b> \$5.00/hour \$25.00/day	\$60,000 \$4,270		
<b>Pefferlaw Park</b>	<ul style="list-style-type: none"> <li>Pop-up Kayak/Canoe/Paddleboard rental from parking lot</li> </ul>				\$60,000 \$1,660	<b>Pop-Up/Vendor</b> (as above)	<b>Pop-Up/Vendor:</b> \$190 minimum \$375 maximum

	Possible location of Business Opportunities	Current Revenue (2022)		Rates (2022)	Staff Costs for Park1 <sup>1</sup>	Suggested Rates for Pop-Ups	Potential Revenue from Changes
		Parking	Other				
<b>Community Waterfront Parks</b>							
Adeline Park					\$25,000		
Young's Harbour				<b>Parking</b> Weekday: \$4.00/hour \$20.00/day  Weekends/Holidays: \$4.00/hour \$20.00/day	\$25,000		
Rayners Park					\$25,000		
Franklin Beach Conservation Area					\$25,000		
Glenwoods Park					\$25,000		
Claredon Beach Park					\$25,000		
Virginia Wharf			\$1,000		\$25,000		
Riverview Park					\$25,000		
Corner Park					\$25,000		
<b>Other</b>							
Mossington Wharf					\$10,000		
Maskinonge River					\$10,000		
<b>Road Ends/Other Parcels</b>							
All Road Ends/Other Parcels					\$2,500/road end		
					\$67,500		

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