



TOWN OF NEWMARKET

Parks, Recreation and Culture Department

January 8, 2008

COMMUNITY SERVICES - PARKS, RECREATION AND CULTURE AND CORPORATE AND FINANCIAL SERVICES – CLERK'S DEPARTMENT JOINT REPORT 2008-02

TO: Committee of the Whole

SUBJECT: Outdoor Food/Beverage Vendors Operating Within Town Parks/Property

ORIGIN: Director, Parks, Recreation & Culture

RECOMMENDATIONS

THAT Community Services - Parks, Recreation & Culture and Corporate and Financial Services – Clerk's Department Joint Report 2008 – 02 dated January 8, 2008 regarding Outdoor Food/Beverage Vendors operating within Town Parks/Property be received and that the fees outlined in this report be approved and by-law 2007-136 be amended to add Schedule G 15 (food/beverage vendors in Town Parks) accordingly.

COMMENTS

This report outlines the ongoing improvements being made to the park vending process by Parks, Recreation and Culture and Clerk's Department staff. As Council may be aware, the Parks, Recreation and Culture department permits a limited number of outdoor food/beverage vendors to operate in Town parks provided they meet certain criteria and pay the required fee. Any vendor must however, comply with all licensing by-laws and be the holder of a current Refreshment Vehicle license obtained through the Clerk's Department.

In reviewing the current practice and after meeting with the stakeholders, staff will be changing the process for permitting Outdoor Food/Beverage vendors to operate in Town Parks/property. An RFP will be conducted for the one permitted location in Fairy Lake Park – the current vendor location will be relocated as a result of feedback from Municipal Staff and Vendors to address safety and access issues at the Fairy Lake driveway. The RFP will be for a three year period overall but renewable annually based upon the agreement of both parties – ie. Town and the successful bidder.

The proposed RFP will outline excluded dates, customer service expectations, operating expectations (such as restrictions related to playing music) and notification for special events requiring an additional permit.

Special events days in 2008 that will be excluded from annual permits are*:

- Winterfest - Feb 1 and 2 – Fairy Lake Park
- Ecology Festival – June 7 and 8 – Fairy Lake Park
- Artisans Festival – June 14 and 15 – Fairy Lake Park
- Kingfest – June 28 and 29 – TBC – Fairy Lake Park or George Richardson Park or ?
- Kanata – July 1st – Fairy Lake Park (see note* below)
- Ribfest – August 15, 16 and 17 – Fairy Lake Park

*The July 1st Kanata Festival will be included in the RFP as an option day. RFP will call for proposals with and without July 1st access.

*Dates in 2009 and onwards will be provided to Vendors annually

*Special event permits may be issued for these dates only if authorized by the Parks, Recreation and Culture department after consultation with event committee members.

Locations available on single special event days for food/beverage operators to consider will be subject to a policy that will be developed by staff over the next few months.

PROPOSED FOOD/BEVERAGE VENDOR LEASE FEE PRICE STRUCTURE

Annual Lease Fee for One Fairy Lake location (excluding Special Event Days) Request for Proposals

Annual Lease Fee for Mobile Vendors (excluding Special Event Days)	\$300.00 per annum *
July 1 st Special Event	\$300.00 per location
Special Event Day	\$100.00 per location

* Per annum represents a twelve month period that corresponds with their business license obtained through Clerk's Department.

Proposed fees have been posted on the Town Page in the Era Banner for two weeks.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Well Balanced

- Events that help shape identity and contribute to community spirit
- Green and open spaces, parks and playing fields

Well Equipped and Managed

- Efficient management of capital assets and municipal services to meet existing and future operational demands

CONSULTATION


A joint listening session was held on December 3rd, 2007, by the Parks, Recreation and Culture and Clerks Departments to gather feedback from Town vendors. This was a publicly advertised feedback opportunity, with personal invitations extended to current vendors. Following that meeting a phone call was received by an absent party to add further input.

BUDGET IMPACT

It is anticipated that this program will generate modest revenue to be reflected in the 2008 operating budgets.


CONTACT

For more information on this report, please contact Brenda Farrell at 905 895 5193 x 2601; bfarrell@newmarket.ca



Brenda Farrell
Director of Parks, Recreation and Culture

Anita Moore
Town Clerk

Rob Prentice
Commissioner of Community Services

Robert Dixon
Commissioner of Corporate and Financial Services

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IM/AM/RW

**TOWN OF NEWMARKET
SCHEDULE G (15)
USER FEES - 2008**

Department: Parks, Recreation & Culture

Key Business: Food/Beverage Vendors in Town Parks
Effective February 12, 2008

SERVICE PROVIDED	UNIT OF MEASURE	SUBJECT TO GST YES/NO	2007 FEE WITHOUT GST	2008 FEE WITHOUT GST	GST AMOUNT	TOTAL FEE
Annual Lease Fee for One Fairy Lake Location (excluding Special Event Days)		Y	New	Request for Proposals		
Annual Lease Fee for Mobile Vendors(excluding Special Event Days)	per annum*	Y	New	\$ 300.00	\$ -	\$ 300.00
July 1st Special Event	per location	Y	New	\$ 300.00	\$ -	\$ 300.00
Special Event Day	per location	Y	New	\$ 100.00	\$ -	\$ 100.00

Note: Per annum represents a twelve month period that corresponds with their business license obtained through Clerk's Department.