

May 4, 2011

**COMMUNITY SERVICES - RECREATION AND CULTURE
INFORMATION REPORT # 2011 - 31**

TO: Members of Council

COPY: Bob Shelton, CAO
Rob Prentice, Commissioner of Development and Infrastructure Services
Bob Dixon, Commissioner of Corporate and Financial Services
Members of OLT

SUBJECT: CUSP Food/Beverage Vendors

ORIGIN: Ian McDougall, Director of Recreation and Culture

COMMENTS

The purpose of this report is to present the current staff position with respect to mobile food/beverage vendors wanting to access a permit for ongoing and/or special event food/beverage vending.

Council adopted Recreation and Culture and Clerks Joint Report # 2008-02, which outlined specific locations where outdoor food/beverage vendors would be permitted, under which events/conditions and at which rate schedule. For reference purposes that report and extract are attached.

A consistent principle throughout the CUSP design, construction, and eventual programming has been to create a close link to Main Street and area businesses and it would seem that allowing mobile food/beverage vendors would be counterproductive to this end. With any inquiry for outdoor vending at CUSP, staff is operating under Report # 2008 – 02 and is not considering any annual and/or special event permit locations at this time.

However, there are two exceptions when outdoor food and beverage vendors are being permitted within CUSP:

- Those vendors approved by the Farmers Market to operate as part of the Farmers Market (Saturday mornings), and,
- Case by case approval for community events hosted by the Town and/or local service clubs (e.g. outdoor pancake breakfast, Ribfest, etc).

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Living Well

- Emphasis on active lifestyles and recreation opportunities

Well Balanced

- Recreation facilities and services
- Youth and Seniors' facilities and programs

Well – Equipped and Managed

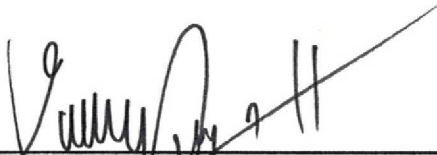
- Fiscal responsibility

BUDGET IMPACT

Annual rates and fees for food/beverage vendors are recommended based on the Council adopted Service Price Policy and five year implementation plan. By not permitting food/beverage vendors in the CUSP area, there is a nominal loss of revenue. However, not permitting food/beverage vendors on the CUSP site will have a positive impact on downtown businesses.

CONTACT

For more information on this report, please contact Ian McDougall, Director of Recreation and Culture at imcdougall@newmarket.ca or at extension 2601.



Ian McDougall, Director of Recreation & Culture



Rob Prentice, Commissioner of Community Services

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