



March 23, 2023

City of Burlington
426 Brant Street
Burlington, ON. L7R 3Z6

RE: Burlington Food Truck Festival

Dear City Council Members,

It has been brought to our attention that the concerns raised by the Burlington Downtown Business Association and Burlington Restaurant Association in 2022 regarding the Burlington Food Truck Festival have once again surfaced and will be discussed at the March 28, 2023 Community Planning Meeting.

It is our goal to continue to produce the Burlington Food Truck Festival at Spencer Smith Park and create a new promotional partnership with the Burlington Downtown Business Association and Burlington Restaurant Association this year and beyond.

Important updates since our last Council meeting:

- 1) Burlington Food Truck Festival has developed a new partnership with the Joseph Brant Hospital Foundation. All donations collected at the 2023 festival will directly support the local hospital.
- 2) In May 2022, Festival Organizers, City Staff & representatives from the BDBA & BRA had a meeting to discuss how our organizations could work together. The Food Truck Festival offered the following suggestions:
 - a. The Food Truck Festival would promote a “Support Local/ Eat Local” social media campaign through our various marketing & advertising platforms. We suggested that the BDBA & BRA create some social media assets that feature local restaurants & their fun/ festive promotions, which we would share with our thousands of followers.
 - b. Our organization also offered the BDBA & BRA a physical activation footprint at the festival, so that they could promote their member businesses and promote their internal marketing programs directly to our attendees.

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Calories don't count on the Weekend!



- c. After receiving no response from these groups and following up on a few occasions, the festival received notification that these organizations were not interested in accepting our offer to work together.
- 3) The 2022 edition of the Burlington Food Truck Festival drew tens of thousands of attendees to the Downtown Burlington area. This influx of people resulted in full patios & restaurants, as well as line-ups out the door to many shops.
 - a. Members of the festival team walked up and down Brant Street & Lakeshore Road (taking pictures on different days and at various times: afternoon & evening) to document first-hand the direct benefit the festival had on the local business economy.
 - b. **See attached photos below
- 4) The Festival organizing team, once again produced an Economic Impact Study through the Ministry of Heritage, Sport, Tourism and Culture Industries TREIM model.
 - a. 38,158 attendees participated in the 2022 Burlington Food Truck Festival
 - b. Economic Impact: \$10,605,400
 - c. **See attached report, dated July 26, 2022
- 5) After the completion of the 2022 Burlington Food Truck Festival, the organizers provided the pictures and the report referenced above to the Burlington Events Staff Team as part of the event's wrap up. The Festival was informed that no complaints, comments or concerns were received by City Staff from any City or Regional Department about the event.
- 6) On January 11, 2023, the festival received written approval to host the 2023 edition of the Burlington Food Truck Festival at Spencer Smith Park. Subsequently, our team sold all Food Truck spaces, booked a number of suppliers, performing artists, hired staff, secured sponsors, secured permits and developed marketing assets. All of these partnerships and contracts were executed with the understanding that the event would take place in Spencer Smith Park. Changing the event's location opens the organization up to potential financial and legal repercussions.



CFTF fully understands and appreciates the challenges that have rained down on the hospitality/ service industry due to Covid and the recovery that all business sectors are currently undergoing. However, stopping tens of thousands of people from flooding the downtown core over a 3-day weekend is not the answer.

We would like to again suggest the creation of a mutually agreeable promotional partnership that will provide additional benefits to the local business community.

A promotional partnership during the festival weekend could include:

1. CFTF promotes a BDBA/ BRA “Support Local/ Eat Local” marketing campaign
2. BDBA/ BRA businesses place tents (both retail & food) and other activities out front of their businesses
3. BDBA/ BRA Associations/ member businesses activate inside the festival site

****All of these options would be promoted through the festivals extensive marketing campaign.**

It’s been made clear time and again that the BDBA and BRA want to cancel the Burlington Food Truck Festival because of the perceived adverse effects the event is having on local restaurants. However, it can be seen through the pictures submitted that local restaurants and businesses are benefiting from the influx of people during the event. The Burlington Food Truck Festival brings tens of thousands of visitors/ tourists to Burlington’s beautiful downtown core, where they get to explore the waterfront and vibrant business area. Simply put, the festival promotes tourism and creates a positive economic impact on the local business community.

It is our goal to continue to produce the Burlington Food Truck Festival at Spencer Smith Park and create a new promotional partnership with the Burlington Downtown Business Association and Burlington Restaurant Association this year and beyond.

If you have any questions, please contact me at the coordinates below.

Best Wishes,

Ben Freeman
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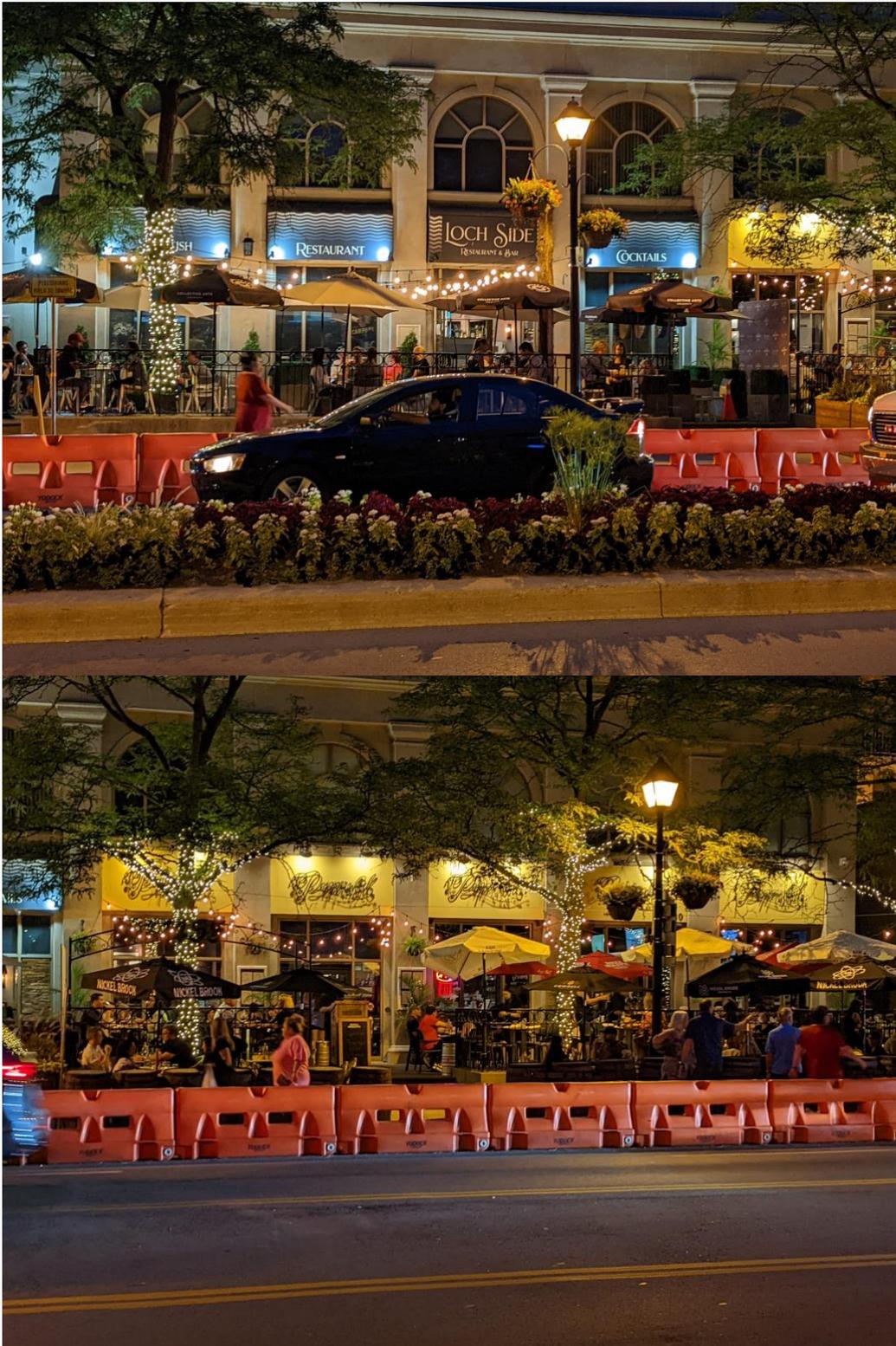
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The Economic Impact of Burlington Food Truck Festival 2022 in Halton (3524) in 2022

**This report was generated by
the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries TREIM model**

July 26,2022

Note: The Ministry of Heritage, Sport, Tourism and Culture Industries does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.

1. Introduction

This report provides an estimate of the economic impact that Burlington Food Truck Festival 2022 is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MHSTCI Tourism Regional Economic Impact Model:

Number of Visitors for Activity (or Event) of Type Festivals/Fairs

| | Total Number of Visitors | Same Day (% of visitors' origin) | Overnight (% of visitors' origin) | Average Length of Stay (nights) |
|----------------|--------------------------|----------------------------------|-----------------------------------|---------------------------------|
| Ontario | 38,158 | 0.00% | 0.00% | 0 |
| Rest of Canada | 0 | 0.00% | 0.00% | 0 |
| USA | 0 | 0.00% | 0.00% | 0 |
| Overseas | 0 | 0.00% | 0.00% | 0 |
| Total | 38,158 | | | |

The user also has selected the following parameters:

- The visits take place in Halton (3524) in 2022
- The impact is to be shown for Halton (3524)
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are included

2. Summary of Findings

Table 1. Economic Impacts of Burlington Food Truck Festival 2022 in Halton (3524) in 2022 (in dollars)

| | Halton (3524) | Rest of Province |
|-------------------------------------|---------------|------------------|
| Total Visitors' Spending | \$10,605,400 | |
| Gross Domestic Product (GDP) | | |
| Direct | \$5,120,077 | \$0 |
| Indirect | \$994,085 | \$385,213 |
| Induced | \$1,439,650 | \$580,156 |
| Total | \$7,553,812 | \$965,369 |
| Labour Income | | |
| Direct | \$2,745,059 | \$0 |
| Indirect | \$659,602 | \$242,293 |
| Induced | \$875,732 | \$379,797 |
| Total | \$4,280,393 | \$622,090 |
| Employment (Jobs) | | |
| Direct | 71 | 0 |
| Indirect | 9 | 3 |
| Induced | 10 | 5 |
| Total | 90 | 8 |
| Direct Taxes | | |
| Federal | \$908,594 | \$0 |
| Provincial | \$1,244,189 | \$0 |
| Municipal | \$158,632 | \$0 |
| Total | \$2,311,415 | \$0 |
| Total Taxes | | |
| Federal | \$1,346,570 | \$135,461 |
| Provincial | \$1,555,736 | \$95,154 |
| Municipal | \$361,187 | \$39,891 |
| Total | \$3,263,493 | \$270,505 |

Table 2. Economic Impacts of Burlington Food Truck Festival 2022 in Halton (3524) on GDP by industry (in dollars)

| Industry | Impact on Halton (3524) | | Impact on Rest of Province | |
|---|-------------------------|--------------------|----------------------------|------------------|
| | Direct GDP | Total GDP | Direct GDP | Total GDP |
| Crop and Animal Production | \$0 | \$8,016 | \$0 | \$36,637 |
| Forestry, Fishing and Hunting | \$0 | \$1,676 | \$0 | \$4,561 |
| Mining and Oil and Gas Extraction | \$0 | \$11,543 | \$0 | \$14,906 |
| Utilities | \$0 | \$28,442 | \$0 | \$33,383 |
| Construction | \$0 | \$145,512 | \$0 | \$70,194 |
| Manufacturing | \$142,682 | \$313,214 | \$0 | \$103,863 |
| Wholesale Trade | \$98,718 | \$219,655 | \$0 | \$133,538 |
| Retail Trade | \$748,574 | \$959,966 | \$0 | \$53,168 |
| Other Transportation and Warehousing | \$55,055 | \$108,196 | \$0 | \$68,457 |
| Ground Passenger Transportation (excl. Rail) | \$40,806 | \$50,313 | \$0 | \$11,257 |
| Information and Cultural Industries | \$14,030 | \$115,692 | \$0 | \$33,106 |
| Other Finance, Insurance, Real Estate and Renting and Leasing | \$8 | \$439,942 | \$0 | \$198,610 |
| Car Renting and Leasing | \$22,244 | \$31,236 | \$0 | \$3,550 |
| Owner Occupied Housing | \$0 | \$285,982 | \$0 | \$19,340 |
| Professional, Scientific and Technical Services | \$0 | \$194,436 | \$0 | \$47,582 |
| Other Administrative and Other Support Services | \$0 | \$99,531 | \$0 | \$24,657 |
| Travel Agencies | \$0 | \$8,776 | \$0 | \$1,822 |
| Education Services | \$35,036 | \$89,617 | \$0 | \$7,325 |
| Health Care and Social Assistance | \$5,990 | \$74,188 | \$0 | \$10,706 |
| Arts, Entertainment and Recreation | \$382,829 | \$393,599 | \$0 | \$16,243 |
| Accommodation Services | \$923,096 | \$929,114 | \$0 | \$1,232 |
| Food & Beverage Services | \$958,381 | \$1,010,176 | \$0 | \$15,520 |
| Other Services (Except Public Administration) | \$124,212 | \$174,416 | \$0 | \$17,744 |
| Operating, Office, Cafeteria, and Laboratory Supplies | \$0 | \$0 | \$0 | \$0 |
| Travel & Entertainment, Advertising & Promotion | \$0 | \$0 | \$0 | \$0 |
| Transportation Margins | \$0 | \$0 | \$0 | \$0 |
| Non-Profit Institutions Serving Households | \$51,695 | \$71,725 | \$0 | \$11,564 |
| Government Sector | \$40,796 | \$96,347 | \$0 | \$11,620 |
| Net Indirect Taxes on Production | \$1,475,925 | \$1,692,503 | \$0 | \$14,785 |
| Total | \$5,120,077 | \$7,553,812 | \$0 | \$965,369 |

Appendix:

The Economic Impact of Visits in Halton (3524) and, if applicable, the rest of Ontario: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in Halton (3524) will spill over to the rest of the province and to regions outside Ontario. Impacts outside Ontario are not estimated by the TREIM.

Gross Domestic Product (GDP): value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. GDP is measured at market prices which include net indirect taxes on products. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

Direct impact: refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

Indirect impact: refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

Induced impact: refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travelers directly and indirectly.

Employment: refers to number of jobs, it include full-time, part-time, seasonal and temporary employment (based on the share of the year worked), for both employed and self-employed workers.

Federal tax revenues: include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that is collected by the federal government.

Provincial tax revenues: include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that is collected by the Ontario provincial government.

Municipal tax revenues: include business and personal property and education taxes that are collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

Industry: The industry follows Statistics Canada's North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.