



Motion Memorandum

SUBJECT: Approval of Lakeside a la Carte expansion in 2023

TO: Community Planning, Regulation & Mobility Cttee.

FROM: Mayor Marianne Meed Ward, Councillor Lisa Kearns Ward 2, Councillor Angelo Bentivegna Ward 6

Date to Committee: March 28, 2023

Date to Council: April 18, 2023

Motion for Council to Consider:

Direct the Director of Recreation, Community and Culture to amend the Events Listing for 2023 and approve the expansion to the annual Lakeside a la Carte Festival event.

Reason:

Requests for major changes to existing events or new events over 1,000 people require a community consultation and local Ward Councillor's approval. The 2023 event application for Lakeside a la Carte did not include a request for an additional date but organizers notified events staff in February of their desire to expand their event program. Staff advised that any new event requests or those seeking expansion to their events in Spencer Smith Park this year would be paused pending a further discussion with Council in April of 2023 to discuss the Vision of Festivals and Events in Burlington. However, organizers of the Lakeside a la Carte event have requested a reconsideration to allow for an additional day of programming.

Lakeside a la Carte is an annual fundraiser presented by the Rotary Club of Burlington Central and is scheduled on August 13, 2023 in Spencer Smith Park and this year, organizers have requested to run an additional ticketed event on the Friday night (Aug. 11, 2023) to feature live music in a dinner & dance format with catering provided by Denninger's and beverages by Nickelbrook Brewing with all proceeds being directed back into the community. This is a ticketed event that features local food and drink sampling with all proceeds directed back to community programs. The event begins setting up on Friday for a Sunday offering. As such, the space is already occupied on Friday. Permitting another event would make best use of this area, while showcasing local businesses and raising money for charity.

Consultation on this expansion occurred with the Burlington Restaurant Association (BRA) and the Burlington Downtown Business Association (BDBA) regarding the impact of the expansion. Two restauranteurs sit on the BDBA board and were part of the consultation. They have given permission to share this information with committee. Their input was to be very supportive of the expansion, for the following reasons:

- Rotary Club of Central Burlington (the host of the event) has always been very supportive of the BRA membership and included BRA Members and showcased them at Lakeside event.
- Over 40% of the restaurants participating this year are downtown operators. Several have commented that the exposure at Lakeside a la Carte has translated into sales at their restaurants.
- Organizers have reached out to BDBA retailers like Scrivener's Men's Apparel to arrange a gift certificate for their silent auction.
- Rotary has a strong reputation for investing proceeds locally (Carpenter Hospice/Burlington Food Bank)

The BDBA said they are pleased to learn that this effort may result in an additional evening of programming and will lend its support to the request for an additional evening of programming.

Council will discuss the vision of festivals and events in Burlington at a workshop on Monday, April 17. This item will go to council for final approval the next day, Tuesday, April 18. As such, council will have the benefit of that conversation before making a final decision on this request.

Outcome Sought:

To support the event expansion in 2023.

Vision to Focus Alignment:

(check those that apply)

- ☒ Increase economic prosperity and community responsive city growth
- ☐ Improve integrated city mobility
- ☐ Support sustainable infrastructure and a resilient environment
- ☐ Building more citizen engagement, community health and culture
- ☒ Deliver customer centric services with a focus on efficiency and technology transformation

Motion Seconded by:
Share with Senior Staff ☒

Approved as per form by the City Clerk,

Reviewed by the City Manager - In accordance with the Code of Good Governance, Council-Staff Relations Policy and an assessment of the internal capacity within the City to complete the work based on a specific target date (quarter/year).

Comments:

City Clerk: Approved per form

City Manager: Approved