



Motion Memorandum

SUBJECT: Relocating of 2023 Food Truck Festival
TO: Community Planning, Regulation & Mobility Cttee.
FROM: Councillor Lisa Kearns, Ward 2
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 work with the Food Truck Festival event organizer to find an alternative location to Spencer Smith Park for the 2023 Festival.

Reason:

The Food Truck Festival is currently scheduled in Spencer Smith Park on July 21 – 23, 2023. At this time, the event has received conditional approval under Delegated Authority to the Supervisor of Festivals & Events who can approve returning events that are in good standing and have no reported violations or safety issues.

Conditional approval is granted to event organizers as a first step to confirm their requested date(s) and location with the understanding that a final contract will be issued once all regulatory requirements have been fulfilled.

This event is a free festival featuring 40 food trucks, a main stage and children's activity village. and this year will raise funds for St. Joseph's Hospital Foundation (previously, this event raised funds for Sick Kids Hospital.) A fundraising opportunity has been extended to guests of the event in support of Joseph Brant Hospital Foundation, however a quantified and direct contribution would be preferred. The event has been held in downtown since 2017 with the exception of 2020 and 2021 during Covid when all events were cancelled.

Report RCC-06-22 **Future direction on events in Burlington** was brought to EICS on April 7th, 2022 with a conclusion to "emerge from the pandemic and the community starts to engage in events again, it is timely to clarify the vision for events in Burlington along with decision criteria required to guide the future types and quality of events being delivered across Burlington. Staff look forward to having a facilitated discussion with Committee on the future of events."

At this time, the Burlington Downtown Business Association and local Restaurant Association Chair delegated at the EICS meeting held on April 7, 2022 requesting that the event be moved out of downtown citing concerns about the direct competition this event poses to downtown area businesses after a fragile road to recovery post-pandemic. The co-delegators also noted that 55% of Community-Led Events occurred in Ward2, particularly the downtown/waterfront and sought improved geographic distribution. The event organizer was also present and delegated at this meeting.

Council did not provide a staff direction to move or cancel the event and it proceeded to be held in 2022 as scheduled.

On delivery of the events summary CIP in 2023, the BDBA/BRA expressed similar concerns regarding the location of this event and has requested it be re-located out of the downtown. The BDBA Board issued a Motion at its meeting of March 01, 2023 having the BDBA Board of Directors consider this issue once again. In partnership with the BRA it was agreed that “our joint position is that we **do not support the approval** of this event at Spencer Smith Park in summer 2023.” It should be noted that this is not a blanked statement on food trucks and that event equity is a guiding principle in consideration of the membership.

Outcome Sought:

The intent is to have Burlington event staff work with the Food Truck organizers to find a suitable location for their 2023 event that is not in the downtown core of Burlington.

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

City Manager: Approved