



STAFF REPORT

THE CORPORATION OF THE TOWN OF COBOURG

Community Services, Protection, and Economic Development Standing Committee

Report to: Mayor, Deputy Mayor, and Councillors
From: Jackie Chapman Davis, Manager, Culture & Events & Tourism
Standing Committee Date: June 5, 2024
Report Number: COMM-2024-013
Council Meeting Date: June 26, 2024
Subject: **Community Event Multicultural Food Festival**

If you require this information in an alternate format, please contact the Accessibility Coordinator at accessibility@cobourg.ca or at 905-372-4301

1. Recommendation:

THAT Council approve the community event Multicultural Food Festival as a stand-alone new event or as an important addition to an existing event.

2. Executive Summary:

Special Events are a festival, procession, march, drill, parade, or other organized event as defined in the Special Events Policy (CSERV-OPS1, 2023). They have a purpose to celebrate or display a specific theme, have predetermined opening and closing times, and may consist of several separate activities which add to eight hours or more in length. First-time events must be approved by Council and then follow the Municipal Events Application process; repeating events follow the Municipal Events Application process.

3. Background

On May 8, 2024, a resident of Cobourg, Carla Bailey submitted a Municipal Event Application with the intent to host a multicultural food festival in Victoria Park. Ms. Bailey would like to add more diversity to the summer event offerings by working with residents from different ethnic backgrounds to get involved.

4. Discussion:

Event Details

Date:

- Saturday, August 10 and Sunday, August 11, 2024

Time:

- Saturday, August 10 12:00 p.m. to 9:00 p.m.
- Saturday, August 11 12:00 p.m. to 6:00 p.m.

Event Location:

- Victoria Park north of the bandshell

Admission Fee

- Free to attend.

Vendor Information

- 10 to 12 different food trucks from different ethnic backgrounds.
- 20 vendors selling products from different ethnic backgrounds.
- Musical entertainment.

OPPORTUNITIES:

1. Northumberland County currently plans a Multicultural and Diversity Festival that rotates year to year between Cobourg and Port Hope. The event planner, Ms. Bailey, may benefit from the connection with Northumberland County staff to apply to sit on the planning committee to enhance the offerings of the festival that is currently running in Northumberland County.
2. If it is determined that an individual event will be more effective, the Town of Cobourg approves the Multicultural Food Festival planned by the applicant based on approval of the Municipal Event Application by the Community Events Committee at the Town of Cobourg.

5. Financial Impact and Budget

All event costs will be covered by the event organizer including waste management, portable toilets, picnic table rental, and event permit fees.

6. Relationship to Council's Strategic Plan Priorities 2023 to 2027 and beyond:

☒ Thriving Community

Foster community well-being.

☒ Service Excellence

Increase inclusion, equity, and accessibility.

☒ Sustainability

Take care of what we have in ways that are adaptive.

7. Public Engagement:

This report was posted publicly as part of the Council report and agenda process.

8. Attachments:

N/A

Report Approval Details

Document Title:	Community Event Multicultural Food Festival.docx
Attachments:	
Final Approval Date:	May 27, 2024

This report and all of its attachments were approved and signed as outlined below:

Tracey Vaughan, Chief Administrative Officer - May 27, 2024 - 12:46 PM