

STAFF REPORT

THE CORPORATION OF THE TOWN OF COBOURG



Report to:	Mayor and Council Members	Priority:	<input type="checkbox"/> High <input type="checkbox"/> Low
Submitted by:	Kara Euale, Marketing and Events Manager Community Services keuale@cobourg.ca	Meeting Type:	Open Session <input checked="" type="checkbox"/> Closed Session <input type="checkbox"/>
Meeting Date:	May 10, 2021		
Report No.:	Community Services-036-21		
Submit comments to Council			

Subject/Title: Summer 2021 Pop-ups at the Harbour and Pop-ups at the Beach

RECOMMENDATION:

THAT Council endorse the proposal for the Summer 2021 Pop-ups at the Harbour and Pop-ups at the Beach project and direct staff to permit this space using the Town of Cobourg Municipal Event Application procedures and Municipal Outdoor Patio Permit, By-law #022-2002.

1. STRATEGIC PLAN

Pillar: Prosperity, The Town Plans for, markets and develops assets for economic growth and financial security.

Action #4 Explore innovative solutions to improve connectivity between beach/waterfront and downtown Cobourg

2. PUBLIC ENGAGEMENT

The Marketing and Events Department has reached out to a number of local business owners to assess their current needs and level of interest in the pop-up restaurant project. Based on feedback received to date, a number of local businesses would appreciate the opportunity to expand their patios during the summer months and would be interested in renting the space on a rotating basis. One of the primary concerns heard by a number of the local businesses is staffing. Therefore, having the ability to select the weekends they want to rent the space, rather than being responsible for staffing the location all summer, makes the opportunity much more feasible and attractive.

3. PURPOSE

To support local businesses and community organizations generate revenue, by providing new or additional outdoor event space that can be operated safely and within provincial and municipal government regulations in place during the COVID-19 pandemic.

4. ORIGIN AND LEGISLATION

The Marketing and Events Department will use the Province of Ontario's COVID-19 response framework: keeping Ontario safe and open as well as the Municipal Event Application and Municipal Outdoor Patio Permit, By-law #022-2002, as a basis for our recommended approval process for the Summer 2021 Pop-ups at the Harbour and Pop-ups at the Beach (Summer 2021 Pop-up Project). All liquor licences, Alcohol and Gaming permits as well as proof of insurance will be covered under the Municipal Event Application process.

5. BACKGROUND

When COVID-19 hit, the Marketing and Events Department quickly shifted our focus to hyper-local initiatives in effort to support local businesses. As the pandemic stretches into 2021, the Department continues to investigate additional ways to support local businesses during this challenging time.

Following the Province of Ontario's COVID-19 Response Framework, and regulations regarding capacity, many local restaurants had to close their doors over the winter season. During the summer months, while provincial guidelines deem it safe to operate outdoors, respecting physical distancing and other health and safety guidelines, the Marketing and Events Department hopes to assist our local restaurants and service clubs generate revenue by providing large, municipally owned, outdoor event spaces for rent during the summer of 2021.

The Summer 2021 Pop-up Project is in line with recommendations by local businesses and residents to provide additional food services at the waterfront, received in the recent Beach Use Survey commissioned by the Parks and Recreation Advisory Committee. The Town of Cobourg has decided not to rent out the Victoria Park Canteen for the summer of 2021. Therefore, the Summer 2021 Pop-up Project is a creative alternative that will provide welcomed food services at the waterfront as well as a unique revenue stream for our local businesses and service clubs that will have less encumbrance on staffing requirements for the entire summer season.

6. ANALYSIS

Rental Space:

The event spaces in question are the fenced in, paved area, adjacent to the Victoria Park Canteen and the grassy area to the south of the Cobourg Yacht Club building. The Town of Cobourg will provide seating for the space in the form of picnic tables. All other tables and supplies required will be the responsibility of each event applicant.

Application Process/Town by-laws and provincial legislation:

All renters for the Summer 2021 Pop-ups at the Harbour and Pop-ups at the Beach will

be required to submit a Municipal Event Application. All applications will be reviewed by the Community Events Coordinator and the Municipal Community Events Committee.

Applications will be reviewed based on applicable Town of Cobourg By-laws as well as capacity limits set out by the Province of Ontario's COVID-19 Response Framework and Cobourg's current zone of public health measure.

Occupancy Load: Based on the Province of Ontario's COVID-19 response framework, the Town of Cobourg will set the occupancy load for each event space at 100 people. Each applicant will be required to submit a site plan which will be reviewed by the Municipal Event Committee and the Chief Building Official. All applicants will be expected to complete a site visit with Town of Cobourg staff prior to the event.

Hours of Operation: In respect to the Town of Cobourg Noise By-Law #011-2011, set-up cannot occur prior to 7am and event spaces should be torn down and vacated by 11pm each night.

Eligible Applicants:

Staff recommend that the Summer 2021 Pop-up Project be made available to all local, Town of Cobourg restaurants and pubs as well as charitable organizations and service clubs that serve Northumberland County.

Fees and Charges:

Each applicant for the Summer 2021 Pop-up Project will be required to fill out a Town of Cobourg Community Event permit and pay the \$50 permit fee applicable to events under 100 people in attendance.

In accordance with the Town of Cobourg Municipal Event application, only events that provide fencing or barricades are able to provide the sale or service of alcohol. Therefore, any events taking place on the Cobourg Yacht Club lawn, who request the service of alcohol, will be required to rent fencing.

The Town of Cobourg will supply one load of picnic tables (8 tables) per space, if more are required, an additional fee of \$50/load will be applied, based on the Town of Cobourg Fee's and Schedules.

Timelines:

Staff propose that the Summer 2021 Pop-up Project run from June 17th to September 27th 2021. The space will be available to rent from Thursday to Sunday of each week with local applicants able to sign up for alternating weekends as requested. A maximum of three weekends per applicant will be permitted in order to ensure greater availability for all. If multiple businesses and or service clubs would like to rent the space on the same weekend they may do so by submitting a joint Municipal Event Application.

Communications/Public Engagement:

If approved, the Marketing and Events Department will work with the Town of Cobourg Communications Department, Economic Development Office, DBIA and Chamber of Commerce to communicate this opportunity to all local restaurants, pubs, charitable organizations and service clubs.

7. FINANCIAL IMPLICATIONS/BUDGET IMPACTS

The financial implications of the Summer 2021 Pop-up Project is staff time and an in-kind donation from the Town of Cobourg of two loads of picnic benches, a \$100.00 value per weekend use.

8. CONCLUSION

THAT Council endorse the proposal for the Summer 2021 Pop-ups at the Harbour and Pop-ups at the Beach project and direct staff to permit this space using the Town of Cobourg Municipal Event Application procedures and Municipal Outdoor Patio Permit, By-law #022-2002.

Report Approval Details

Document Title:	Summer 2021 Pop-ups at the Harbour and Pop-ups at the Beach - Community Services-036-21.docx
Attachments:	
Final Approval Date:	May 6, 2021

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

Teresa Behan, Deputy Director of Community Services - May 3, 2021 - 11:51 AM

Tracey Vaughan, Chief Administrative Officer - May 6, 2021 - 10:46 AM