



Subject: Edie's Café and Bar – Pilot Project 2022

To: Council

From: Chief Administrative Office

Report Number: 2021-114

Meeting Date: April 12, 2021

Recommendation:

That Chief Administrative Office Department Report 2021-114 be received; and

That Council direct the Manager of Strategic Initiatives to enter into negotiations with Lively Media regarding a lease to operate Edie's Café and Bar on City property from June 2022 to September 2022.

Purpose:

The purpose of this report is to update Council on a proposal received from Leanna Crouch, owner of Lively Media, to operate Edie's Café and Bar as a pilot project over four months during the summer of 2022. Ms. Crouch and her partners from Niagara College will be appearing at the April 12th Council meeting as a delegation to discuss the proposal in more detail.

Background:

In the fall of 2020, City staff were approached by Leanna Crouch who had expressed interest in the availability of potential locations to operate a pop-up micro-restaurant somewhere along the City's waterfront. The Manager of Special Projects and Design, Director of Community and Economic Development, and Manager of Strategic Initiatives met with Ms. Crouch and showed her various locations, including Cedar Bay Beach, H.H. Knoll Lakeview Park, and potential areas along West Street.

Discussion:

Guided by the Parks and Recreation Master Plan, City staff are exploring opportunities for new partnerships and collaborations with the private sector and non-profit organizations to assist in delivering programs and services in City parks, beaches and along our waterfront.

The proposal from Lively Media, and the concept of Edie's Café and Bar, aligns with the City's renewed focus on attracting more visitors to our community, promoting a variety of exceptional culinary experiences and expanding our food offerings in City parks and along our waterfront. Edie's Café and Bar will offer locally sourced products through partnerships with Port Colborne businesses, the Farmers' Market, Niagara wineries, craft breweries and Dillon's Distillery. Niagara College has also been approached and is very interested in having students from their culinary programs become actively involved in the workings of this micro-restaurant.

In addition to a lease with the City, Lively Media has requested a liquor license. Based on staff's initial conversations with the Alcohol and Gaming Commission of Ontario (AGCO), obtaining a liquor license is possible. The liquor license application would need to be submitted by Lively Media/Edie's Café and Bar and then approved by Council. If approved by Council, Lively Media will need to adhere to the City's Municipal Alcohol Policy in addition to all requirements from the AGCO. For groups to host special events with alcohol on municipal property, the City requires liquor liability coverage at a minimum of \$5 million. Staff will consult the City's municipal insurance provider regarding the appropriate amount of coverage.

Internal Consultations:

This proposal has been reviewed by the CAO, Manager of Strategic Initiatives, Economic Development Officer, Tourism Coordinator, and Events and Volunteer Coordinator.

Financial Implications:

This is a new venture for the City. The City would collect rental and utility fees from the food vendor. In 2021, staff will be monitoring the impact on garbage collection, contract management, repairs and maintenance for food vendors to be located in H.H. Knoll Lakeview Park and staff are currently in the process of identifying capital improvements to improve the park experience. This information will be helpful for the 2022 season.

Public Engagement:

The proposal from Lively Media to operate Edie's Café and Bar includes outreach, engagement and partnerships with local businesses, the Farmers' Market, Niagara College, Niagara wineries, craft breweries and Dillon's Distillery.

Conclusion:

City staff are exploring innovative ideas and strategic partnerships to deliver new and diverse programs and services to our residents and visitors in our parks, beaches, and along our waterfront. Lively Media would like to partner with the City on a pilot project in the summer of 2022 to operate Edie's Café and Bar as a pop-up micro-restaurant that features locally sourced products, wine, craft beer and spirits. Edie's would also work in tandem with Port Colborne businesses, the Farmers' Market, and students from Niagara College's culinary programs to staff their restaurant. Staff are recommending that the City enter into negotiations with Lively Media regarding a lease arrangement to operate a pop-up micro-restaurant on City property (exact location to be determined) for the summer of 2022.

Appendices:

- a. Edie's Café and Bar – Proposal

Respectfully submitted,

Gary Long
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Report Approval:

All reports reviewed and approved by the Department Director and also the City Treasurer when relevant. Final approval is by the Chief Administrative Officer.