



Subject: Awarding Food Vendor Contracts for H.H. Knoll Lakeview Park – 2021 Season

To: Council

From: Chief Administrative Office

Report Number: 2021-112

Meeting Date: April 12, 2021

Recommendation:

That Chief Administrative Office Department Report 2021-112 be received; and

That the City of Port Colborne enter into agreements with Big Momma's Fresh Cut Fries and Heavenly Dreams Ice Cream at H.H. Knoll Lakeview Park for the 2021 season for the provision of food and beverage services.

Purpose:

The purpose of this report is to seek Council support to enter an agreement with Big Momma's Fresh Cut Fries and Heavenly Dreams Ice Cream to be food vendors at H.H. Knoll Lakeview Park for the 2021 season.

Background:

At the June 8, 2020 meeting, Council authorized the Director of Community and Economic Development to proceed with the removal of the Icebox facility at H.H. Knoll Lakeview Park. Staff used dollars allocated towards the project to demolish and remove the former Icebox Food Concession building, install electrical, water, wastewater service for three food truck stalls, and create a functional landscaped site with aesthetically pleasing features with minimal maintenance elements for the 2021 operating season, with future redevelopment considerations planned for 2022.

On July 3, 2020, a Request for Proposals ("RFP") for commercial activities for food vending closed. Two proposals were received. Big Momma's Fresh Cut Fries and Heavenly Dreams Ice Cream were identified by staff as the two operations that could align with strategic initiatives of the Parks and Recreation Master Plan.

Discussion:

Big Momma's Fresh Cut Fries has proposed the operation of a semi-permanent food and beverage service at H.H. Knoll Lakeview Park throughout the City's annual operating season. Under the agreement, the food vendor would assume full responsibility of all aspects of the operation including utilities, staffing, advertising, customer service, administration, waste collection/disposal, and finances. The daily operation of Big Momma's Fresh Cut Fries will be from a semi-permanent structure to be erected for the duration of the agreement. The food vendor will be expected to ensure that the food truck is operated in accordance with Niagara Region's food and health regulations, as well as any required certifications. Staff are recommending signing a one-year lease term with Big Momma's Fresh Cut Fries with an option for additional years thereafter. The vendor is also aware that during City sanctioned events their operations will not be the sole proprietor at H.H. Knoll Lakeview Park and has been notified that other vendors may periodically use open food truck spaces on site.

Big Momma's Fresh Cut Fries has 30 years of experience in the food and beverage industry and was previously located at 27 Main Street East in Port Colborne. The vendor also has three years of experience in the food truck market.

Heavenly Dreams Ice Cream has proposed the operation of a mobile ice cream service at H.H. Knoll Lakeview Park. Under the agreement, the food vendor would visit H.H. Knoll Lakeview Park on agreed upon dates to provide food services to the community. Heavenly Dreams Ice Cream will be expected to ensure that their food truck is operated in accordance with Niagara Region's food and health regulations, as well as any required certifications. Staff are recommending signing a daily vending agreement with Heavenly Dreams Ice Cream for proposed days of operation.

Internal Consultations:

This proposal has been reviewed by Corporate Services, Economic Development and Tourism Services.

Financial Implications:

This is a new venture for the City. The City will collect rental and utility fees from both food vendors. In 2021, staff will be monitoring the impact on garbage collection, contract management, repairs and maintenance and are currently in the process of identifying capital improvements to improve the park experience.

Conclusion:

Food vendors provide a service that will support the increase in residents and visitors staff anticipate in the future given the attraction of the City's waterfront and continued redevelopment of H.H. Knoll Lakeview Park. These vendors are also in an ideal location to support activity at Sugarloaf Marina, support events in H.H. Knoll Lakeview Park, and are within close proximity to the City's downtown business district, West Street promenade, and a new welcoming area for cruise ships and passengers. Staff recommend that the City enter into agreements with Big Momma's Fresh Cut Fries and Heavenly Dreams Ice Cream for the provision of food services for the 2021 season.

Respectfully submitted,

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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.