

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: December 11, 2023
TO: Mayor and Council
FROM: John Woolgar, Director, Recreation and Culture
SUBJECT: 2024 Food Cart Program

RECOMMENDATION

THAT Council approve the new Food Cart Program Guidelines including applicant requirements, evaluation criteria and minimum vendor performance as outlined in this corporate report dated December 11, 2023 from the Director of Recreation and Culture, titled “2024 Food Cart Program.”

EXECUTIVE SUMMARY

The City’s Food Cart Program was launched in 2013 with the purpose of activating the waterfront and providing convenient food near the beach for families. The program started with three spots and has since expanded to five purpose-built spots running east of the Pier to west of the White Rock Museum & Archives.

A review of the program was undertaken in 2023 to determine if the original goals and objectives are still relevant and assess the operational model, with specific attention and adherence to guidelines, performance guarantees and evaluation criteria. Staff seek Council’s approval of the new Food Cart Program guidelines including applicant requirements, evaluation criteria and minimum vendor performance, as outlined in this corporate report.

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2019-343	THAT Council receives for information the corporate report dated September 9, 2019, from the Director of Recreation and Culture titled “Beach Front Food Cart Program and Food Trucks.”

INTRODUCTION/BACKGROUND

The Food Cart Program was established in 2013 with objectives to create a vibrant and active waterfront and provide diverse, affordable, and convenient food options for waterfront visitors. The program started with three dedicated spots and has since expanded to five purpose-built pads

with access to power. Food carts over the years have served a variety of offerings to the public including slushies, gelato, ice-cream, donuts, hot dogs, cotton candy and Mexican food.

There are currently four food cart vendors operating whose agreements expire April 2024.

Vendor	White Rock Business	Owner or Affiliated
Maya's Ice-Cream	Maya's Ice-Cream	Owned
Thai Affair Rolled Gelato	Cilantro's	Affiliated
Don's Smokies	David Michael of London	Affiliated
Little oOties Mini Donuts	The Ocean Beach	Affiliated

The license and electrical fees were reviewed in 2022 and compared to other municipal food truck and food cart programs. The fees were raised to \$1000 a year for the license and \$110 for the power to meet the rates charged across the lower mainland.

Staff met with the White Rock Business Improvement Association and representatives of existing food cart vendors to evaluate the program. Based on their feedback, as well as comments received from the general public, staff are proposing the following program guidelines for the Food Cart program:

Food Cart Program Applicant Requirements

The following are the minimum requirements staff propose for any applicants that wish to be considered for a food cart license.

- a) Affiliation with or owned by a White Rock business that has a valid business license with the City and is in good standing.
- b) Ability to obtain a White Rock business license for the food cart.
- c) Successfully pass a fire inspection from White Rock Fire, or an approved inspection from any municipality that is participating in the Greater Vancouver Fire Chief's Associations Multi-Jurisdictional Inspection program.
- d) Successfully pass a Fraser Health Authority inspection.
- e) Ability to meet all other relevant regulatory requirements including WorkSafe BC.

Food Cart Program Evaluation Criteria

The following criteria have been established to evaluate the applicants to determine the successful new food vendors for the 2024 season:

- a) Sustainable products used.
- b) Affordable food.
- c) Food offerings that compliment those offered by local restaurants.
- d) Experience operating a food cart or food truck.
- e) Ability to meet required minimum business operating dates and hours.
- f) Ability to be part of the City's A Category events including, but not limited to, Sea Festival, Canada Day, and Bright Walk in White Rock.

- g) History of adhering to the food cart program guidelines if they are a current or past vendor.

Minimum Vendor Performance

There is a need to strike a balance between ensuring the food carts are operating as much as possible during prime season and having an adequate presence during the shoulder season without requiring the carts to be operating at all times during the offseason or in inclement weather conditions. Staff propose the following time periods to ensure there is a minimum standard for the food cart vendors.

- a) Prime Time (June to September) – a minimum of six (6) days a week (two (2) of the days must be Saturday and Sunday), 10:00 a.m. to 5:00 p.m. Weather permitting.
- b) Shoulder Seasons (April to May and October to March) – a minimum of Saturdays and Sundays, 10:00 a.m. to 5:00 p.m. Weather permitting.

Evaluation and Performance Guarantees

Recreation and Culture staff will work closely with By-Law staff to ensure that vendors are following City Guidelines and tracking their operating hours. Staff will also be implementing a self-reporting system where the vendors report their attendance which will assist staff in evaluating performance for future selection as a food cart vendor.

2024 Selection Process

In February 2024, the City will release a call out to food cart vendors and local businesses who may wish to have or support a food cart, through online platforms, the website, and City newsletters.

Applications will be reviewed and assessed based on the proposed evaluation criteria. Successful applicants will be awarded a one-year permit to operate a food cart beginning April 22.

LEGAL IMPLICATIONS

All food cart vendors are required to sign an agreement that will be reviewed by the City staff, including the Insurance and Risk Manager, and if deemed necessary, a legal review. All food carts vendors are required to pass a fire inspection, food safe inspection and meet regulatory requirements.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

The food cart program will be promoted across city social media platforms and website.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Recreation and Culture staff work closely with the By-laws staff to monitor compliance with the guidelines, with the Fire Department to confirm that the carts have passed their inspection and with Business Licenses to ensure that a license has been acquired.

CLIMATE CHANGE IMPLICATIONS

Food cart vendors will be encouraged to use containers and other materials that can be recycled.

ALIGNMENT WITH STRATEGIC PRIORITIES

The Food Cart Programs aligns with Council strategic priorities:

Community

Encourage positive community gathering by designing and implementing inviting public spaces and beautification projects.

Waterfront

Revitalize waterfront public spaces to be more inviting.

OPTIONS / RISKS / ALTERNATIVES

The following options are available for Council's consideration:

1. Not approve the Food Cart Program applicant requirements, evaluation criteria and program dates/hours of operation.
2. Approve the Food Cart Program applicant requirements, evaluation criteria and program dates/hours of operation with modifications.

CONCLUSION

The Food Cart Program adds vibrancy and activity to the promenade while offering affordable and convenient food and beverage options to beach goers. Staff will monitor performance of existing food cart vendors which will be used as a tool to determine if they are a successful applicant in the future. Staff seek Council's approval of the new Food Cart Program guidelines including applicant requirements, evaluation criteria and minimum vendor performance, as outlined in this corporate report.

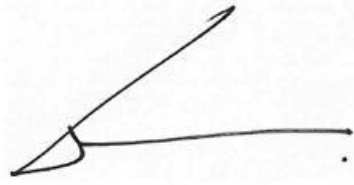
Respectfully submitted,



Rebecca Forrest
Manager, Cultural Development

Comments from the Chief Administrative Officer

I concur with the recommendation of this corporate report.

A handwritten signature in black ink, consisting of a series of connected strokes that form a stylized, somewhat abstract shape.

Guillermo Ferrero
Chief Administrative Officer