



Date: March 12, 2012

**TO:** Board Members – Vancouver Park Board  
**FROM:** General Manager – Parks and Recreation  
**SUBJECT:** Park Board Food Cart Program

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## RECOMMENDATION

- A) That the Board approves a pilot program to test the feasibility of seasonal street food cart locations in selected parks.*
- B) That staff work with the Corporate Procurement office to select from the City of Vancouver approved applicants/operators of the Street Food Program for the Park Board pilot program.*
- C) THAT once the form of the agreement has been approved by the General Manager and the Director of Legal Services, that the General Manager be authorized to execute the document on behalf of the Board.*

## POLICY

The 2006 Concession Strategy Study recommended the introduction of a “cart program” that would augment permanent concession facilities. Excellence in Resource Management in the 2012-2017 Strategic Plan it is our objective is to “Explore opportunities for revenue and new business generation”

## BACKGROUND

The 2006 Concession Strategy Study approved the implementation plan contained in this report for changes to our food delivery processes. The Concession Strategy was to result in:

- The delivery of food and beverage products and services at a quality and standard that meets or exceeds the expectations of park or beach clientele;
- Optimizing the gross revenue, profit margins and financial certainty of the Board concession operations; and
- A business model that is adaptable to meet the circumstances of the various concession locations.

On March 13, 2008 City Council approved a motion to expand the food sold through street vendors. The expanded street food program pilot began in June 2010 with a focus on culturally diverse healthy food choices. Currently there are 91 street food vending locations with a further 12 to be added in 2012 and a plan to add 15 locations in both 2013 and 2014 for a total of 133. The selection process for any new operators consists of three stages:

1. Internal evaluation by Engineering Services and Vancouver Coastal Health to determine a shortlist of candidates
2. External evaluation with a selection panel scoring the candidates on their Food and Hospitality as well as their Business Plan and Financial position.
3. Taste event where 15 judges score the applicants on a sample dish based on taste, appearance and innovation

A final selection is made based on the combined score of Stage Two and Three.

The Park Board Manager of Revenue Services has been a part of the 2012 selection process for the 2012 street food vending operators and as a result has identified an opportunity for a street food vending application in Parks.

## **DISCUSSION**

The current concession food choices have received feedback they are not keeping pace with changing public expectations for quality, variety and more healthy food. The concessions are older operations with limited space and power availability to add new equipment that would allow for a significantly different menu offering.

The integration of food and beverage options that are complementary to our concessions, such as the recently added Cactus Club restaurant and the two leased concessions at the English Bay and Kitsilano Boat House location have proven to be very successful and have brought increased menu and service variety to park users.

Providing street food vending in Parks is an option that would further extend the variety, quality and range of healthy food options available to park users at no risk or capital cost to the Park Board.

Staff have identified three sites for a one season pilot for street food vending in Parks. The sites are adjacent to the Information Booth in Stanley Park, the top of Queen Elizabeth Park in the Bloedel Conservatory/Season's in the Park area and Vanier Park adjacent to Burrard Marina. These sites were selected for their visibility, proximity to high foot or vehicle traffic and to minimize impact on existing food operations. There would be a minimum rent value assigned to each site ranging from \$5,000 - \$15,000. An RFP would be issued to the pre-screened and pre-approved applicants from the City of

Vancouver selection process to seek successful operators for the three pilot sites. The selection would be based on suitability to the site, food quality/diversity, and financial return.

## **SUMMARY**

Street food vending will provide a much needed expansion of food options to park users with a particular focus on menu offerings that would be of high quality and add to the range of culturally diverse and healthy selections. Staff recommends the Board approve the pilot program for three sites as identified in this report.

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