



Serving up a Fresh Concession Strategy

Excerpted from Minutes 2015-11-02

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MOVED by Commissioner Kirby-Yung

SECONDED by Commissioner Wiebe

FINAL MOTION AS AMENDED

WHEREAS:

1. Currently the Vancouver Park Board operates 14 concessions that operate seasonally between May and September, of which 13 are contracted to third parties;
2. Of the 13 concessions that are contracted, third party operators are responsible for managing daily operations and staffing, whereas Park Board is responsible for purchasing, maintenance, and administration;
3. The current model provides for benefits such as the ability to drive local and sustainable food objectives, and consistent financial return to the Park Board;
4. Current concession facilities are aging and future infrastructure upgrades will be required;
5. There is inconsistency in standards across the concession network;
6. Purchasing leverage could be further maximized;
7. Administrative requirements for the Park Board are significant;
8. Concessions provide a valuable service to park users in the city;
9. There is a demonstrated growing interest in food choices and a growing foodie culture in Vancouver;
10. This motion was unanimously endorsed by the Marketing & Business Development Committee.

THEREFORE BE IT RESOLVED:

- A. THAT the Vancouver Board of Parks and Recreation direct staff to explore other affordable concession operating models and report back to the Board by the end of May 2016; and
- B. FURTHER THAT such initiative be broad in scope, giving consideration to: diverse business models; the repurposing of existing locations, possibly with modular facilities that could include new benefits such as movability, inclusion of eco-friendly water dispensaries, washrooms; and the introduction of new locations/concepts.

CARRIED UNANIMOUSLY