



VANCOUVER
BOARD OF
PARKS AND
RECREATION

July 16, 2026

MEMO TO : Park Board Commissioners

FROM : Director, Business Services

SUBJECT : **Trout Lake and New Brighton Concessions – New Operators – Board Briefing Memo**

Dear Commissioners,

The purpose of this memo is to provide an update on the appointment of new food and beverage operators at the John Hendry Park (Trout Lake) and New Brighton Park concession locations for the 2026 operating season.

Background

Earlier this year, the Vancouver Board of Parks and Recreation conducted a competitive procurement process for the operation of the Trout Lake and New Brighton concessions. Proposals were evaluated by a staff committee using established criteria including operational experience, financial capacity, quality of food and beverage offerings, sustainability practices, customer service approach, and overall value to the Park Board.

Following evaluation and due diligence, agreements were finalized with the highest-ranked proponents. Both agreements are multi-year agreements that include performance requirements, reporting obligations, and provisions intended to ensure high-quality service delivery throughout the term.

Key Information

- **Trout Lake Concession:** The Trout Lake concession will be operated by Batch, which currently operates the Kitsilano Beach concession and brings experience in delivering food and beverage service and enhanced community engagement in a high-profile park setting.

At Trout Lake, Batch intends to build on that approach by providing a refreshed food and beverage program while creating opportunities to engage with the surrounding community and park users. The operator is currently completing site preparation and mobilization activities, with service expected to commence in July 2026.

Batch entered into a term of nearly three years until March 31, 2029. The length of the term correlates with commitments from Batch to invest in capital improvements at the site to enhance guest experience.

- **New Brighton Concession:** The New Brighton concession will be operated by GSL Group, who operate food and beverage services at a variety of recreation, sport, entertainment, and event venues across British Columbia and Western Canada.



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Drawing on its extensive operational experience, GSL will introduce an enhanced food and beverage offering at New Brighton while focusing on high-quality customer service and operational excellence. The concession commenced operations in May 2026.

As a new partner with the Park Board, GSL entered into an agreement for one year, with renewal options available after that for a maximum of five years.

- **Public Benefit:** The selected operators are expected to improve service levels while generating concession revenue for the Park Board and supporting enhanced visitor experiences at both locations.

Anticipated Improvements

While each operator has developed a unique operating approach suited to its location, both concessions are expected to deliver improvements that support the Park Board's objectives for high-quality visitor services, including:

- Enhanced food and beverage offerings.
- Continued investment in customer service and guest experience.
- Increased activation of concession spaces and support for surrounding park amenities.
- Strong community partnerships and locally focused programming, where appropriate.
- At Trout Lake, the operator has made commitments to invest in facility upgrades to modernize the guest experience.

Staff will continue to work closely with both operators throughout the season to support successful operations and ensure service delivery aligns with Park Board expectations.

Please contact me should you have any questions or require additional information.

Regards,

John Brodie

Director, Business Services – Vancouver Board of Parks and Recreation

Copy to: PB Senior Leadership Team
PB Communications