

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 21, 2017

Item 7, Report No. 10, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on March 21, 2017.

7 INTRODUCTION OF REFRESHMENT VEHICLE EVENT LICENCES

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Deputy City Manager, Community Services, and the Director of By-law & Compliance, Licensing & Permit Services, dated March 7, 2017:

Recommendation

The Deputy City Manager, Community Services, and the Director of By-law & Compliance, Licensing & Permit Services, in consultation with the Director of Recreation Services, recommends:

1. That City Council approve the introduction of Refreshment Vehicle Event Licences for refreshment vehicles otherwise not licensed in the City of Vaughan, as follows:
 - (a) Each licence be deemed valid only for one specific event at specified venues;
 - (b) Applicants already licensed by municipalities with the same or similar requirements and/or clearances as the City of Vaughan have such requirements and/or clearances recognized as being met, at the discretion of the Chief Licensing Officer;
 - (c) The current prohibition on Refreshment Vehicle Owners and Operators from operating on City property without written permission from the City Clerk be amended to require such permission from the City in connection with a City approved event;
 - (d) Fees for each licence be set at \$50 for 2017; \$52 for 2018; and \$53 for 2019;
2. That City Council amend the Parks By-law to permit the use of vendors in parks, subject to the terms and conditions of a Special Events Permit; and
3. That City Council authorize staff to amend, in a form satisfactory to the City Solicitor, Consolidated Licensing By-law No. 315-2005 and Parks By-law 134-95, as amended, and to take any other necessary actions to give effect to the recommendations herein.

Contribution to Sustainability

As the city grows and diversifies, so do the tastes and expectations of the community. The proposed licence is intended to support the economic and cultural vibrancy of Vaughan by attracting a wider variety of refreshment vendors to its private and public events.

In the long-run, the introduction of these licences will serve as a pilot to determine whether there are other opportunities within the business licensing regulatory regime to encourage businesses to continue to invest and grow in Vaughan.

Economic Impact

There is no net budgetary impact expected as a result of the recommendations in this report. As with all other business licensing, event licensing fees have been set to cover corresponding administrative and enforcement costs. Most event licences are expected to be issued to vendors already licensed in neighbouring municipalities, meaning that most required clearances will already have been carried out on applicants and that administrative effort will be considerably less than for full licences.

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Although there is no empirical data upon which to base licence volume projections, staff do not anticipate issuing more than 100 licences annually, for total licensing revenue of \$5,000 in 2017. Staff will review the fee as part of an overall review of licensing fees and in accordance with the City's By-law Strategy.

Communications Plan

For City organized or sponsored events, eligible vendors will be advised of the new requirements as part of the organizational process. The application process will be seamlessly conducted between Recreation Services, as the client-facing service, and By-law & Compliance, Licensing & Permit Services ("BCLPS"), providing the administrative and enforcement support.

For private events, notice of the requirements will be provided either at the time a Special Events permit is sought or at the time there is an application to rent a City facility. In the case of private events, organizers may co-ordinate the licensing application process for all participating vendors as long as each such vendor provides a letter authorizing such representation.

Notice of the proposed amendments to the Licensing By-law recommended in this report was conducted in accordance with Section 4(3) of the City's Notice By-law No. 394-2002.

Purpose

The purpose of this report is to seek Council authorization for a number of amendments to Consolidated Licensing By-law No. 315-2005 and Parks By-law No. 134-95, as amended, to introduce Refreshment Vehicle Event Licences for refreshment vehicles otherwise not licensed in the City of Vaughan and to permit such Refreshment Vehicles, as well as fully licensed Refreshment Vehicles, to vend in parks subject to permission by the City.

Background – Analysis & Findings

In accordance with the City's By-law Strategy, staff continue to identify opportunities to address specific community and Corporate needs and to modernize and make by-laws as relevant and effective as possible. The ongoing comprehensive reviews of a number of by-laws are at various stages of completion; however, as emerging pressing issues arise, staff are also undertaking some targeted reviews to address specific issues, where immediate benefits can be achieved.

With the advent of Canada 150 celebratory events, BCLPS staff identified a number of emerging needs with respect to business licensing to ensure that the City of Vaughan can create a competitive and business-friendly environment crucial to attracting sponsors and businesses to its Canada 150 events. With only about 300 refreshment vehicles in the entire GTA, the City needs to ensure that such businesses have an incentive to participate in Vaughan events.

In addition, although many of these events will be organized or sponsored by the City, there may also be other events that will benefit from the participation of local and outside vendors and that that some of these events may take place in City parks. As a result, staff are recommending that, subject to the clearance and approval process provided through the Special Events By-law, vendors be permitted to participate in events taking place on City parks.

However, subject to further review and consultation, and as part of the process established through the By-law Strategy, Refreshment Vehicle Event Licences will not be available for use in venues such as parks or community centres if the vending is not tied to a specific approved event. Refreshment Vehicle Event Licences, for the time being, are intended to only accommodate the surge in demand for variety and volume associated with City-permitted events and festivals.

The current annual licensing fees for refreshment vehicles are as follows:

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Owners of motorized/trailer refreshment vehicles (Type 1 & 2)	\$381
Owners of muscle-powered refreshment vehicles (Type 3)	\$374
Operators	\$104

For example, a refreshment vehicle operated by the Owner and employing one other Operator would incur a fee of \$381 and a fee of \$104, respectively. These licences allow such Owners and Operators to vend throughout the city in accordance with the By-law. In order to vend on City property, Owners must obtain written permission from the City at a cost of \$42.

Staff are recommending that the latter fee be eliminated so that there are no additional licensing-related fees required to operate at events in the city. In the event of a City-run event, permission would be obtained through the organizing Department and supported by BCLPS. In the event of a private event, letters from the organizer recognizing the participation of the refreshment vehicle would be directly validated by BCLPS.

For Owners not licensed in Vaughan, the proposed Refreshment Vehicle Event Licence, and associated fee of \$50, would cover the Owner and any number of Operators for the specified event and venues only; however each Operator would still have to meet all existing licensing requirements (i.e., either through the full scrutiny of the existing application process or by presenting a licence from another municipality that is recognized by the Director as meeting the requirements established by the City of Vaughan's Licensing By-law).

In accordance with the City's By-law Strategy, and as part of the Licensing By-law's review, staff will be assessing the effectiveness of this licensing scheme and further exploring its applicability within this and other licence categories.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

The recommendations in this report are in line with the following priorities and initiatives for this term of Council:

- Continue to ensure the safety and well-being of citizens
- Attract investment and create jobs
- Support and promote arts, culture, heritage and sports in the community
- Effective service delivery

The recommendations of this report are also in line with the objectives and deliverables of the By-law Strategy, mainly to ensure that the City has by-laws and related processes in place that are relevant, effective and sustainable.

Regional Implications

There are no regional implications from the recommendations of this report.

Conclusion

The proposed amendments to introduce Refreshment Vehicle Event Licences are intended to create a competitive and business-friendly environment crucial to attracting sponsors and businesses to both City and private events. This is particularly important for the City now, with the advent of the Canada 150 celebratory events scheduled for the upcoming summer season.

The Refreshment Vehicle Event Licence will further serve as an opportunity to assess the effectiveness of this type of licence and to explore the use of this and other temporary licensing (e.g., seasonal licences) in the future.

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Attachments

None.

Report prepared by:

Rudi Czekalla Martínez
Manager of Policy & Business Planning

INTRODUCTION OF REFRESHMENT VEHICLE EVENT LICENCES**Recommendation**

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Attachments

None.

Report prepared by:

Rudi Czekalla Martínez
Manager of Policy & Business Planning

Respectfully submitted,

Gus Michaels
Director of By-law & Compliance,
Licensing & Permit Services

Mary Reali
Deputy City Manager
Community Services