

MOBILE VENDING

Issue

The existing policy framework for mobile vending limits opportunities for mobile vending businesses, such as food trucks, to special Town events.

Motion Proposed by Administration

That no changes be made to the current policy and bylaw surrounding mobile vending.

Report, Analysis and Financial Implications

The Town of Okotoks has historically received an average of three requests per year for mobile food vending businesses. In 2017 the Town experienced an increase in interest, receiving five food related mobile vending inquiries. It is anticipated that interest will continue to grow, as mobile vending becomes more popular in mid-sized communities across Canada.

Based on a review of case studies of southern Alberta (and other) communities, Economic Development Services found evidence that mobile vending can have a positive impact on street life while contributing to the place making of space when managed correctly.

Additionally, findings from the review indicate that municipalities are slowly responding to the growing demand for mobile vending by developing policy frameworks that help to regulate and control mobile vending activities in their municipalities.

The exploration of allowing mobile vending on either a pilot or permanent basis is in alignment with the objectives of the Economic Development Strategic Plan and Community Sustainability Plan that supports animating the downtown and drawing people to congregate.

Consequently, on February 13, 2018, Economic Development presented a report to the Governance and Priorities Committee seeking direction on the questions of:

1. Whether Okotoks was ready to allow mobile vending outside of special events; and if so,
2. What factors should be considered in developing a policy framework to allow mobile vending in Okotoks

After considering the information, the Committee concluded that Council's current provisions for mobile vending in conjunction with Special Events are sufficient and moreover, this project would not align with the Council Strategic Priorities for 2018 - 2021.

Strategic Plan Goals

<input type="checkbox"/>	Manage Community Growth	<input type="checkbox"/>	Provide Strong Governance
<input type="checkbox"/>	Provide Quality Community Infrastructure	<input type="checkbox"/>	Healthy and Safe Community
<input type="checkbox"/>	Maintain Organizational Excellence	<input checked="" type="checkbox"/>	Foster Economic Vitality
		<input type="checkbox"/>	Promote Environmental Stewardship

Governing Policies/Bylaws/Legislation or Agreements

The existing policy framework for mobile vending is located in the Business Licensing Bylaw 20-13 which notes:

Section 2.19: Mobile Vending Unit means a portable unit or vehicle used to sell food items, fruits, vegetables or artisan products.

Section 14:

14.1 - Mobile Vending units shall only carry on business at special events locations approved by a Licensing Officer of Licensing Inspector. Written approvals from the event organizer must accompany all business license applications of this nature.

14.2 - Mobile vending units booking venues within community halls, recreation centres, arenas and similar venues will be considered on a case by case basis relative to other municipal bylaws

Public Engagement/Communication Strategy

None proposed

Alternatives for Consideration

n/a

CAO Comments

Mobile vending has been successfully implemented during special events, indicating that the current practice has been well received by the community.

Attachment(s)

n/a

Prepared by:

Alexandra Ross Economic Development Specialist; Quincy Brown MCIP, RPP Economic Development Manager
February 22, 2018