

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG
STAFF REPORT	
TO:	Mayor and Council
FROM: TITLE:	Jackie Chapman Davis Community Events Coordinator
DATE OF MEETING:	June 11, 2018
TITLE / SUBJECT:	Courtyard Summer Series
REPORT DATE:	File #:

1.0 **STRATEGIC PLAN**

N/A

2.0 **PUBLIC ENGAGEMENT**

N/A

3.0 **RECOMMENDATION**

That Council approve the Courtyard Summer Series to be held in the fenced in Courtyard at the Cobourg Beach Canteen on the following weekends:

July 13-15

July 28-30

August 3-5

August 24-26

4.0 **ORIGIN**

Municipal Event Application

5.0 **BACKGROUND**

The Courtyard Summer Series is a four-weekend event of food and beverages on the Cobourg Beach, produced to raise funds for local community food projects and the Town of Cobourg to help support the maintenance and improvement of the waterfront. For twelve days in July and August The Courtyard at the Cobourg Beach Canteen will be transformed into a licensed

cantina bringing people together to enjoy local brews, cocktails and food prepared by the operators of Freakin Reakin's and Cobourg Beach Food.

Local Food for Local Good (LFFLG), the event organizer, is a registered charity dedicated to increasing awareness of local, sustainable food and advocating for the accessibility and affordability of healthy food for everyone (see attached letter of support). LFFLG will produce the Courtyard Summer Series in partnership with Lutana Inc., operators of the Cobourg Beach Canteen, and the Town of Cobourg.

6.0 ANALYSIS

Each two-night, one day Courtyard Summer Series will have its own theme:

Weekend 1: Craft Brewery Nights: Friday, July 13, Saturday, July 14 and Sunday, July 15

Weekend 2: Jazz Nights: Friday, July 28, Saturday, July 29 and Sunday, July 30

Weekend 3: Distillery Nights: Friday, August 3, Saturday, August 4, and Sunday, August 5

Weekend 4: Wine Nights: Friday, August 24, Saturday, August 25 and Sunday, August 26

Event Times:

Friday and Saturday 3pm - 10pm

Sunday 12pm to 5pm

This event is free for the public to attend; people ages 19 years and older will be identified with a wristband. ID will be checked at the entrance to the Courtyard by a security guard and after 7pm only people of age with a wristband will be permitted in the area. Beverages will be sourced from local breweries, cideries and wineries and served by Smart Serve staff. Drink tickets will be sold at a separate booth. Drink tickets will then be redeemed at the bar. The operators, chefs and staff of The Market & Smor will prepare all food. All food will be prepared onsite using the Cobourg Beach Canteen facilities. The location for each events will be at the fenced-in Courtyard where the Freakin Reakin is located (see attached site plan). Patrons will have access to the washrooms at the Canteen. No drinks will be permitted outside the fenced area. Patrons will have in and out privileges with security monitoring site capacity at all times. The desired attendance for each Courtyard Summer Series weekend is 1,025 for a total of 4,100 attendees. The Market & Smor will be responsible for all food sales. Net proceeds from the festival series will be shared between Local Food For Local Good and the Town of Cobourg to help support the maintenance and improvement of the waterfront. This partnership is consistent with the recommendations of the Waterfront User Needs Assessment and Detailed Design Plan that is being presented to Council on June 4. The Plan recommends improved food and beverage services and

encourages new revenue generating opportunities for the Town. The budget will be finalized between the two partners Local Food For Local Good and the Town of Cobourg with full event budget disclosure required from the event organizer pre and post-event.

In summary:

- Lutana Inc. will be responsible for all food costs and sales
- Local Food for Local Good will be responsible for all beverage sales and donations - Beverage sales will be used to cover all events costs (excluding food costs)
- Local Food for Local Good will be responsible for all event logistics, operations, permits and marketing
- Town of Cobourg will receive profit share as per contract with Lutana Inc.
- Local Food for Local Good and Town of Cobourg will share the net proceeds from the events 50/50 with funds going to help support the maintenance and improvement of the waterfront and Community Food Fund, which will support food literacy workshops, community gardens and meal programs

A planning meeting will be scheduled between the Town of Cobourg and event organizers.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

An event tracking system will be in place for each event and a post-event evaluation will be submitted by the event organizer as per the event contract.

8.0 CONCLUSION

That Council approve the Courtyard Summer Series to be held in the fenced in Courtyard at the Cobourg Beach Canteen on the following weekends:

July 13-15

July 28-30

August 3-5

August 24-26

Approved By:

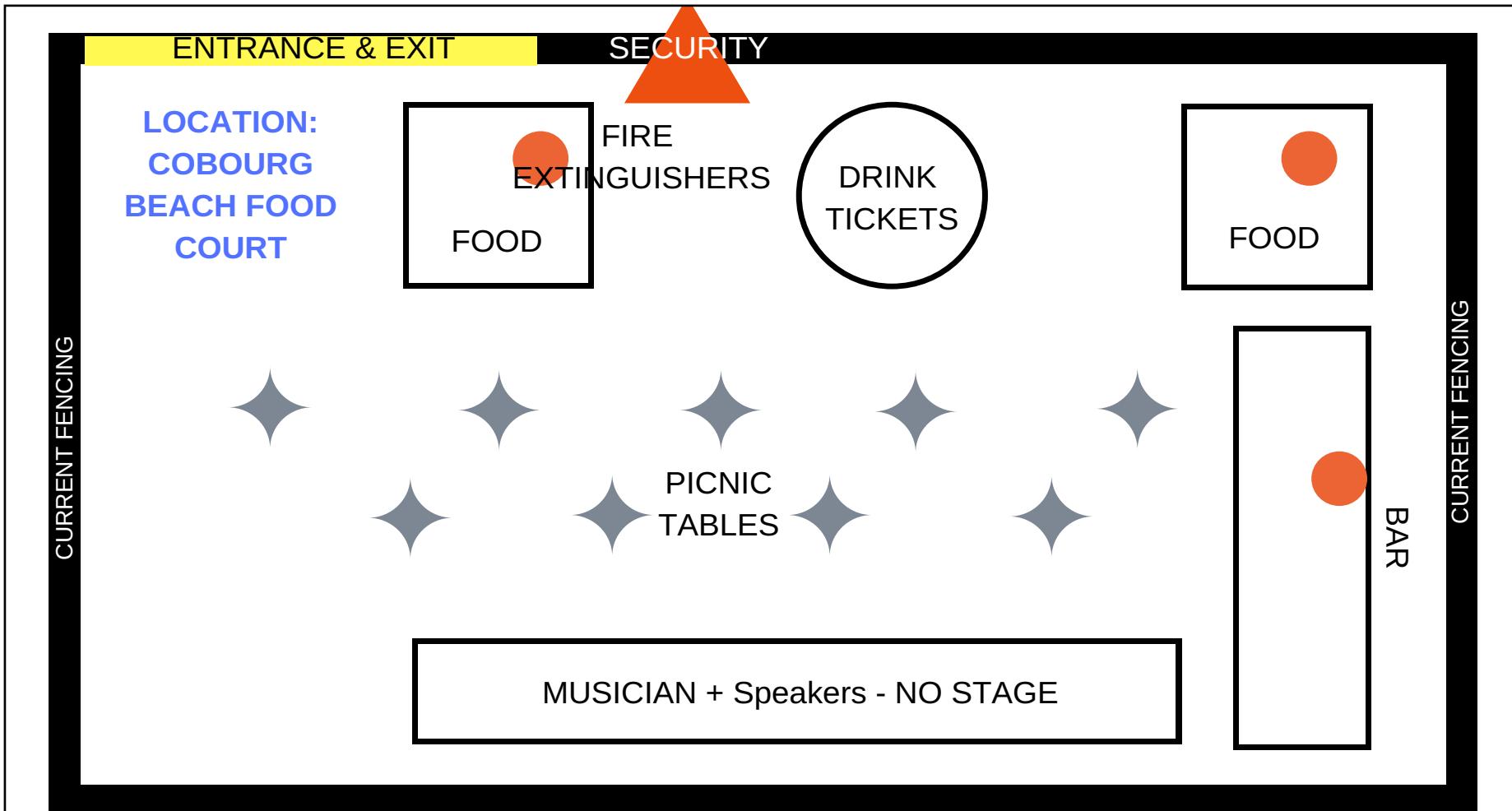
Dean Hustwick, Director of Recreation and
Culture

Stephen Peacock, Chief Administrative Officer

Department:

Parks

CAO



NOTES: Area of Courtyard is 34m x 30m; guest will access washroom in the canteen, which is located a couple hundred metres East of the Courtyard (in and out privileges - no alcohol outside)

BOARDWALK

May 24, 2018

Attn. Jackie Chapman Davis
Community Events Coordinator
Parks Department, Town of Cobourg
55 King Street West
Cobourg, ON K9A 2M2
jchapmandavis@cobourg.ca



RE: Municipal Event Application for "Courtyard Summer Series"

Dear Jackie:

Thank you for your assistance in completing the Municipal Event Application. I'm pleased to submit the application package for Local Food for Local Good's "Courtyard Summer Series".

The Courtyard Summer Series is a four-weekend event of food and bevies on the Cobourg Beach, produced to raise funds for local community food projects and the Town of Cobourg to help support the maintenance and improvement of the waterfront. For 12 days in July and August, The Courtyard @ The Cobourg Beach Canteen will be transformed into a licensed cantina bringing people together to enjoy local brews, cocktails and food prepared by the operators of Freakin Reakin's and Cobourg Beach Food.

Local Food for Local Good will produce the Courtyard Summer Series in partnership with Lutana Inc., operators of the Cobourg Beach Canteen, and the Town of Cobourg.

Key components of the proposed event are:

Dates:

- Weekend 1 Craft Brewery Nights: Friday, July 13, Saturday, July 14 and Sunday, July 15
- Weekend 2 Jazz Nights: Friday, July 28, Saturday, July 29, and Sunday, July 30
- Weekend 3 Distillery Nights: Friday, August 3, Saturday, August 4, and Sunday August 5
- Weekend 4 Wine Nights: Friday, August 24, Saturday, August 25, and Sunday August 26

Time: Friday and Saturdays 3pm to 10pm; Sundays 12pm to 5pm

Location: The Courtyard @ Cobourg Beach Canteen

Target Attendance: Fridays 350 people, Saturdays 525 people, Sundays 150 people (1,025 per weekend, 4,100 total)

Age: 19 years and older after 7pm; people of age will be given a wristband

Admission Fee: Free

Insurance Provider: McDougall Insurance, Cobourg

Local Food for Local Good

t: 289.251.3171
e: info@localfoodforlocalgood.ca
w: www.localfoodforlocalgood.ca

CRN 814770152RR0001

Food Partner: Lutana Inc. (Freakin Reakin's, Cobourg Beach Canteen, Cobourg Hot Dogs)



Local Food for Local Good, the event organizer, is a registered charity dedicated to increasing awareness of local, sustainable food and advocating for the accessibility and affordability of healthy food for everyone. We are also committed to promoting and celebrating local food and regional culinary tourism, which we achieve by producing community festivals and events. For instance, we have been producing Cultivate: A Festival of Food & Drink in Memorial Park in Downtown Port Hope since 2015. In 2017, Cultivate was recognized with Ontario Tourism's Best Culinary Event of the Year Award. The proceeds from our festivals and events are reinvested back into community food projects. Our productions also generate economic benefits for our host municipalities through food sales, overnight accommodation promotions and tourism to the area. (Note: I include this detail to demonstrate our expertise and capacity in organizing events of municipal significance.)

I appreciate that our proposed event series will serve as a pilot project for the Town of Cobourg to monitor and evaluate the feasibility of offering future food and drink experiences in and around the beach district and waterfront community. As such, the following revenue sharing platform is proposed:

- Lutana Inc. will be responsible for all food costs and sales
- Local Food for Local Good will be responsible for all beverage sales and donations
 - Beverage sales will be used to cover all event costs (excluding food costs)
- Local Food for Local Good will be responsible for all event logistics, operations, permits and marketing
- Town of Cobourg will receive profit share as per contract with Lutana Inc.
- Local Food for Local Good and Town of Cobourg will share the net proceeds from the events 50/50 with funds going towards the Town of Cobourg to help support the maintenance and improvement of the waterfront and the Community Food Fund, which will support food literacy workshops, community gardens and meal programs

I also understand that a meeting with the Parks, Tourism, Recreation and Culture Department may be required to review the details of this application. I also understand that a delegation to Cobourg Council will be necessary in order to have the proposal and permit approved.

Please do not hesitate to let me know if you require additional information upon reviewing the attached documentation. I look forward to working with Lutana Inc. and the Town of Cobourg in producing a calibre summer festival series that positively impacts culinary tourism for the downtown and waterfront communities while generating economic benefits for all three stakeholders.

Sincerely,

A handwritten signature in blue ink, appearing to read "Nicole Beatty".

Nicole Beatty, Event Manager

Local Food for Local Good

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