



**CORPORATE REPORT**  
**The Corporation of the Town of Wasaga Beach**  
**Meeting Date: 8/22/2024**

**DATE:** 8/15/2024

**SUBJECT:** New User Fees – Vendors and Food Trucks for Town Organized Events

**CONTACT:** Josh Pallas, Director, Sport and Entertainment

**REPORT NUMBER:** 2024/08/22-25

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**RECOMMENDATION:**

1. **THAT** the report titled: New User Fees – Vendors and Food Trucks for Town Organized Events, to the Council meeting of August 22, 2024, be received;
2. **THAT** the new User Fees for Vendors and Food Trucks at Town organized events recommended in this report be approved; and
3. **THAT** a By-law to amend User Fee By-law 2023-111 to reflect the new fees be considered.

**EXECUTIVE SUMMARY:**

- Community events have grown to incorporate vendors and food trucks requiring standardized fees allowing open and transparent transactions.
- Food truck and vendor fees have been based on feedback provided by local food truck operators and surrounding municipalities.
- 14 potential events to incorporate food trucks in 2025
- 5 potential events identified for vendors in 2025

**BACKGROUND:**

The Town of Wasaga Beach Events department is expanding their services offered at community events. Part of this expansion is to allow food and beverage trucks to participate in these community events.

**DISCUSSION:**

As this is planned to be a regular and continuing part of the Town organized events, standard pricing needs to be established to allow for open and transparent transactions and to financial sustainability within these events.

Calculating the appropriate fees, for vendors and food trucks has been based on feedback of local food truck operators and consideration was given to the scale and number of events offered in Wasaga Beach. A comparison of rates and fees from nearby municipalities places us on target with annual fees providing the amount of special events offered by the Town, which food trucks will be invited to in 2025.

**CORPORATE IMPLICATIONS:**Financial Implications:

Revenue collected from these fees in 2024 will be used to offset the cost of the 2024 Town organized events. The 2025 Special Events budget will include projected revenues that the new vendors and food truck user fees will generate.

Term of Council Priorities:

This report establishes the Well Run Pillar of the TOCP's.

**CONCLUSION:**

With the implementation of this new fee structure, special events will have the opportunity to include local business operators creating a more sustainable revenue structure for these events moving forward.

Authored by:

Josh Pallas,  
Director, Sport and Entertainment