

## Staff Report

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**Report To:** City Council  
**Report From:** Viveca Gravel, Community Development Coordinator  
**Meeting Date:** January 24, 2022  
**Report Code:** CS-22-006  
**Subject:** Poutine Feast – July 14 to July 17, 2022

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### Recommendations:

THAT in consideration of Staff Report CS-22-006 respecting Poutine Feast Event – July 14 to July 17, 2022, City Council approves the event in principle for the use of the 800 block of 1<sup>st</sup> Avenue East, subject to a subsequent report outlining further event details, consultation with stakeholders and road closures.

### Highlights:

- Owen Sound has been approached to participate as a host City in the 2022 Poutine Feast tour.
- Owen Sound was approached based on geographic location and a proven track record of hosting successful events.
- Depending on the weather, attendance at Poutine Feast ranges from 7,000-12,500.
- The event will be designed to adhere and evolve to all Covid-19 protocols in place at the time of the event.

### Strategic Plan Alignment:

[Strategic Plan](#) Priority: City Building - KR2 - Increase pedestrian counts in the River District by 10%

## **Background:**

The City of Owen Sound has been approached to host “Poutine Feast”, a traveling, free-entry food festival offering over 50 types of Poutines to the public along with a variety of family-friendly games and entertainment. Due to the ongoing Covid-19 situation, another city is unable to host the event giving Owen Sound the opportunity to host from July 14 to July 17, 2022.

Owen Sound was approached as a possible host location because it can pull from the greater area of Bruce Grey Simcoe and has the infrastructure to support an event of this magnitude. Owen Sound has a vibrant River District, and the festival organizer has had great success working with DIA’s like Owen Sound.

Two of the four pillars in the [River District Action Plan](#) are River District Experience Development and River District Promotion. This event is aligned with the River District Action Plan and the City of Owen Sound Strategic Plan.

The purpose of this report is to gain approval in principle from Council to host the event in 2022 subject to the conditions outlined herein.

## **Analysis:**

Because of this change to the facilitator's schedule, Owen Sound must agree to host on or before January 25, 2022. If Council is supportive, staff would work with the organizer on the details of an agreement and that would come forward to Council.

This event will require the following from the City of Owen Sound to be able to execute the event:

- Power sources;
- Potable water;
- Access to the event space starting no later than 5 p.m. on Wednesday, July 13, 2022, to allow for set-up; and
- The event space closed off until noon on July 18, 2022, to allow for vendors to clear the area if vendors cannot accommodate Sunday afternoon for tear down.

Staff would liaise with the River District Board of Management, River District Businesses and Owen Sound Farmers' Market to coordinate event logistics, marketing, and promotion.

Although the exact event site plan would be determined based on the consultations, staff believe that based on available electrical infrastructure and central location, the 800 block of 1<sup>st</sup> Avenue East be used to host the event.

Considerations for the event include:

- Continued access to [Public Lot 1](#) for the duration of the event;
- Unobstructed access to Tim Horton's parking and Drive-Thru at 155 9<sup>th</sup> Street East;
- Flexibility with 1<sup>st</sup> Avenue East rear business access for deliveries;
- A robust event plan to be presented and approved by Council on February 14, 2022; and
- Official road closure reports and processes undertaken by Engineering Services.

## **Financial Implications:**

There is no financial commitment from the City or the River District Board of Management to host the event.

It is estimated that approximately 15 hours of staff time will be required to assist with marketing, promotion, and event logistics.

Based on the Ministry of Heritage, Sport, Tourism and Culture's Regional Economic Impact Model, attendance of 10,000 at Poutine Feast over the course of four days will inject between \$395,000 and \$545,000 into our local economy, benefitting local businesses particularly within the River District.

## **Communication Strategy:**

City staff will work with the event organizer and other City Departments regarding arrangements for this event.

A report will come forward to the Community Services Committee and the River District Board of Management regarding the details of Poutine Feast.

The Engineering Services Administrator will draft a report regarding the closure of 1<sup>st</sup> Avenue East.

**Consultation:**

Brent Fisher, Manager of Community Development & Marketing  
Pam Coulter, Director of Community Services

**Attachments:**

None

**Recommended by:**

Viveca Gravel, Community Development Coordinator

**Reviewed by:**

Brent Fisher, Manager of Community Development & Marketing  
Pam Coulter, Director of Community Services

**Submission approved by:**

Tim Simmonds, City Manager

For more information on this report, please contact Viveca Gravel, Community Development Coordinator at [vgravel@owensound.ca](mailto:vgravel@owensound.ca) or 519-376-4440 ext. 1209.