



Municipality of Port Hope

Staff Report

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Report Title: nookFEST Event Report

Report to: Parks, Recreation & Culture Committee

Date of meeting: May 17, 2022

Report Author:

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Department responsible:

Parks, Recreation & Culture

Report Number: PRC-08-22

Recommendation:

That a resolution be presented to Council to:

1. Confirm support of nookFEST; and,
2. Designate nookFEST as a Municipally Significant Event, with 74 Queen Street Lot to be designated as a licensable location and the use of single barrier fencing be approved for the purpose of obtaining a Special Occasions Permit; and further,
3. Grant permission for a storage pod (20x30) to be parked in 74 Queen Street Lot from June 7 until September 11, 2022.

Highlights:

- nookFEST is a new pop-up event series that has the potential to add vibrancy to the downtown district.
- Organizers of nookFEST are local business owners who manage The Nooks Port Hope on Walton Street.
- The Municipal Significance Designation is required for obtaining a Special Occasions Permit for outdoor events on Municipal property through the Alcohol and Gaming Commission of Ontario (AGCO).
- The Zoning By-law does not permit the use of storage containers on Municipal or private property.

Background:

nookFEST is a free-to-attend pop-up event series designed to combine shopping, food & drink, and family-friendly entertainment. The purpose of nookFEST is to provide vending opportunities to connect creative entrepreneurs, foodies, and musical talent to Port Hope. The event series will invite Port Hope residents and visitors to discover community and support the creative arts inside the event space.

Participating vendors will be required to apply; however, organizers extend free vending to local charity and not-for-profit organizations. Organizers have committed to working locally with restaurants, retailers, and service-based businesses to host demos, workshops, and entertainment for the public to enjoy.

It is proposed that nookFEST run from 10:00 a.m. until 4:00 p.m. on five Saturdays in 2022; May 28, June 25, July 16, August 13, and September 10. The Closure of 74 Queen Street Lot will take place at 6:00 a.m. on each event date with the use of barricades and signage.

The first occurrence is scheduled to take place on May 28, without a liquor license. Event organizers seek to host a licensed area inside their events grounds on June 25, July 16, August 13, and September 10, to feature local and regional alcohol producers to event guests.

The Municipal Alcohol Policy identifies permitted locations within the Municipality, and 74 Queen Street Lot is not identified as an area where alcohol may be served. The Policy directs that double fencing be installed around the licensed area. The policy does state that Council may authorize other locations and fencing configurations at their discretion. The requested single barrier at 36" high aligns with the requirements of the AGCO. Proper signage will be posted, and monitoring mechanisms can be implemented as required by Legislation and the Municipal Alcohol Policy.

nookFEST has popped up in Toronto and Oshawa, and event organizers have a variety of event supplies (tents, tables, seating, garbage receptacles, sound system, etc.) that they store inside a 20x30 storage pod. The request to park the storage pod in the 74 Queen Street Lot between event occurrences would save the organizers time and energy and assist with prompt set up and tear down. The storage pod could be placed in the lot and would remain self contained, taking up the space of two vehicles.

The 74 Queen Street Lot has been identified as the ideal venue by the event organizers based on proximity to downtown and the Port Hope Farmers Market. Organizers want to transform the Lot to create a new experience inside this outdoor 'nook'.

The nookFEST event concept was founded by The Nooks Canada. The Nooks Canada is an artisan retails business incubator with locations throughout Ontario and British Columbia. The Nooks Port Hope is located on Walton Street.

Discussion:

The nookFEST event application was received by staff and circulated through the Special Event Review Committee (SERC). There were no issues stated with the pop-up event series proposal, with the exception of the request to park a storage pod. Staff have identified that parking the storage pod contravenes the Zoning By-law, and that Council would have to grant special permission for this request.

Event details have been circulated to area stakeholders. Of responses to date, the majority of local business and event producers are excited to see a new event pop-up in the downtown, including comments through the Heritage Business Improvement Area (HBIA).

All vendors will be required to weight their tents, follow all requirements of the Health Unit, and ensure no cooking under tents. An event specific emergency plan and event liability insurance will be filed before the first event occurrence. The Special Events Review Committee will continue to review evolving event logistics and provide support and direction as required.

Financial Considerations:

There are no financial considerations. Logistical support of nookFEST is covered under regular operating budget.

Communication and Public Engagement:

Details about the closure of 74 Queen Street Lot will be posted via public notice to the Municipal website, social media, and mentioned in the newspaper. Event organizers will launch a marketing campaign to promote the pop-up event series, recruit vendor participation, and provide suggestions for parking in the vicinity of the event.

Conclusion:

Festivals, events, and pop-up markets transform public spaces into vibrant activations. These activations create opportunities for social engagement, economic stimulation, and cultural development.

nookFEST is a new event series and has the potential to add vibrancy to the downtown district and our local community event calendar.

Efforts by the Municipality to provide support for events can help propel and aid in the post-pandemic reconnection of our community.

Attachments:

None.