

Permanent Seasonal Patio Program

Economic Development and Tourism
Infrastructure, Development and Enterprise

July 5, 2023

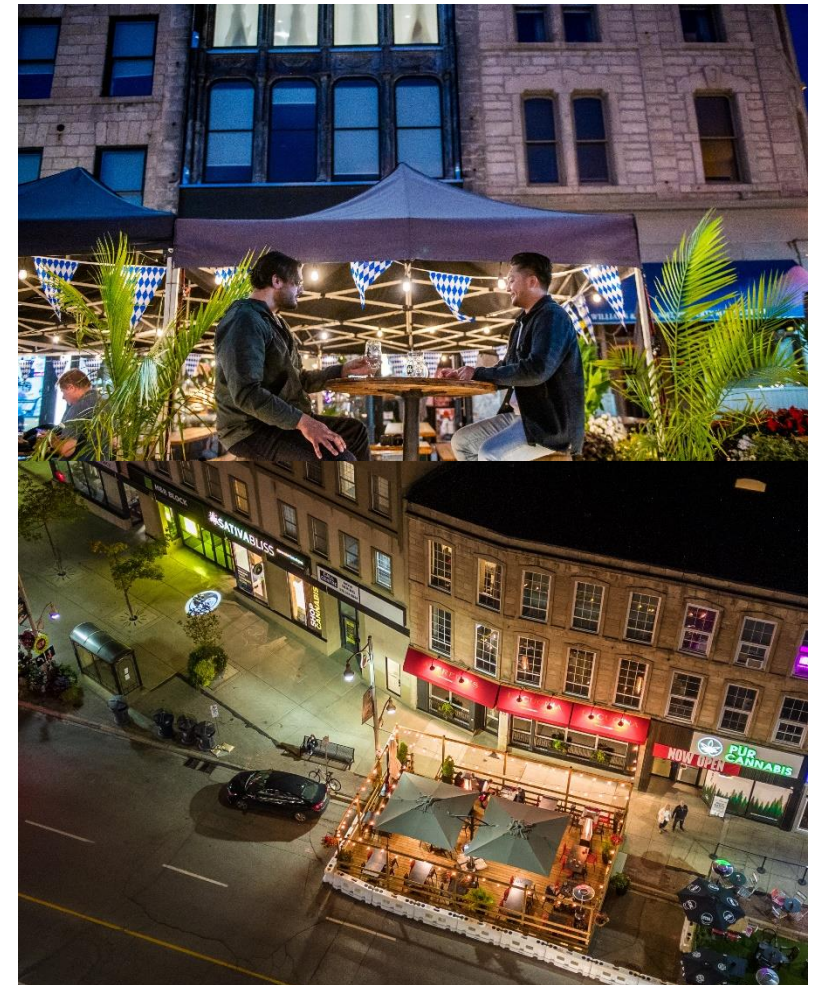
Seasonal Patio Program 2021-2023

- Created as a pandemic recovery measure
- Annual program from April 1 to October 31
- Applications were accepted for private property through the Temporary Use By-Law and for public property through the City Lands Encroachment By-law



Seasonal Patio Program 2021-2023

- Funded through the operational budget and supported by the Safe Restart Fund and the Tourism Recovery Fund
- Application and agreement fees were waived
- A parking fee was implemented in 2023 (\$3 per square meter annually)
- More short-term parking spaces were added in 2022 to support delivery



Engagement

- Community
 - Engagement survey - 907 respondents (2022-2023)
 - Downtown Guelph Business Association (DGBA)
 - Tourism Advisory Committee (TAC)
 - Accessibility Advisory Committee (AAC)
- Municipal
 - Internal staff survey and feedback sessions
 - Municipal outreach

Economic impact

Businesses with a Patio

- 91 percent indicated positive revenue and employment opportunities
 - Expanded customer base
 - Job creation
 - Enhanced visibility

Businesses without a Patio

- 71 percent reported the Seasonal Patio Program had a positive or no impact on their business' employment opportunities

Support for permanent program

“Would you like to see the program continue past 2023?”

“Yes” and “Yes, with modifications”:

- Patio operators: 91 percent
- Non-patio operators: 65 percent
- Patio patrons: 97 percent



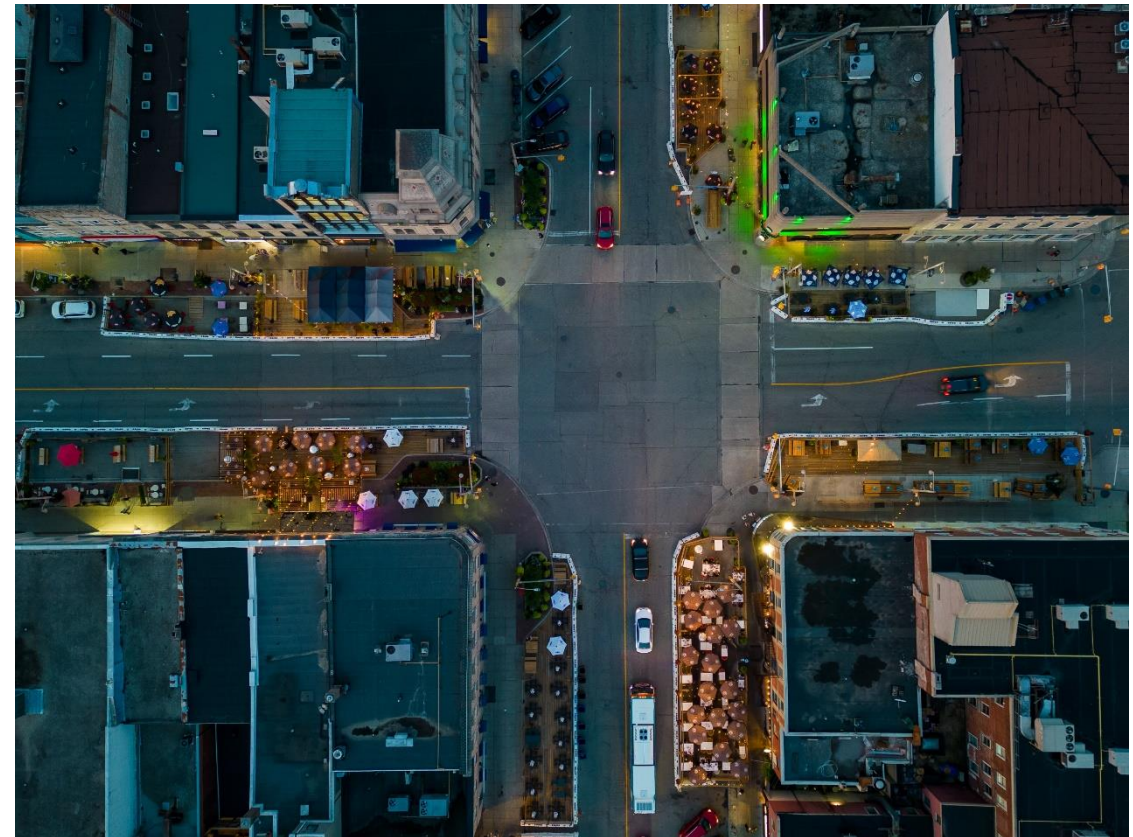
Support for permanent program

"Gives downtown a European atmosphere."

"A busy downtown is good for everyone."

"The best thing to happen to downtown in decades."

"A true sense of community."



Improvement opportunities

- **Updated Fees:** Adjust fees to support program sustainability and cost recovery.
- **Adjusted Dates:** Adjust application timelines and program dates to reflect usage rates and maintain City service levels.
- **Parking Solutions:** Explore additional parking options and solutions to mitigate parking-related concerns.
- **Beautification & Activation:** Incentivize and partner to improve quality of patios and consistent usage.
- **Education:** Provide regular training in Accessibility for inspections staff and resources to participating businesses.

Seasonal Patio Program: moving forward

- A valuable destination development asset
- Supports investment in the downtown and remains flexible
- Incorporates feedback from participating community groups and staff
- Attributes fair value to the use of public space as commercial space
- Balances the needs and expectations of businesses downtown with cost recovery
- Improved waste management, accessibility, and parking guidelines

Permanent Seasonal Patio Program

- **Updated program dates**
- **Adjusted fees** in line with the User Fees By-law, and apply fair value to flexible use of public space
- **Remove private property patios**
- **Updated design specifications** in line with Ontario Building Code and removing COVID-19 distancing requirements
- **Added waste management** plans and **accessibility** inspections with expanded resources for business awareness

Program dates

February 1

Applications and renewals open

April 1

Existing business applications and renewals close*

First weekend in May

Barrier drop off and patio installation begins

**Last weekend in
September**

All patios off-street by end of day Friday
and barrier removal Saturday and Sunday

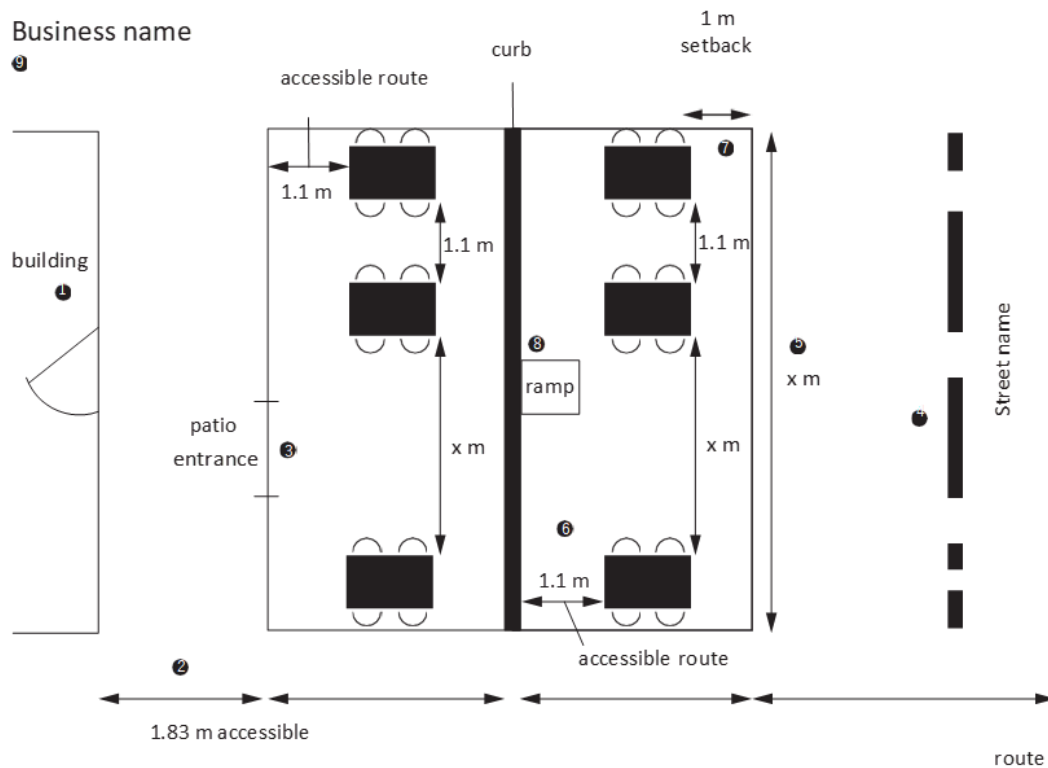
*New businesses that open within the patio season will be able to apply for a patio until August 15 of each year, dependent on available infrastructure and budget.

Program Fees

Focus on cost recovery and fair value of public space through the User Fees By-law (2021)-20655

| | |
|---------------------------------------|--------------------------------------|
| Seasonal patio application fee | \$171 +HST |
| Encroachment agreement fee | \$228 +HST |
| Seasonal patio inspection fee | \$260 +HST |
| On-street fee | \$10 per square meter per month +HST |

Example Patio & Fees



If this patio occupied 60 square meters of on-street space, the operator can expect to pay **\$3660** in Year 1 and **\$3260** annually each following year in user fees.

Revenue and Expenses

Using the rate of participation from 2023 to estimate the anticipated user fee collection, the below revenue and expenses are anticipated:

| | |
|------------------------------|-----------|
| Total expenses | \$175,000 |
| Anticipated User Fees | \$70,000 |
| Transfer from MAT | \$105,000 |
| Impact to Tax Levy | \$0 |

Questions

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Economic Development and Tourism

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