



# Vendors in Parks pop-up pilot program

What we Heard Report

September 2022

## Project overview

The Vendors in Parks pop-up pilot program is looking at expanding the seasonal vendor program to support more types of vendors for a variety of durations through designated pop-up locations in parks in each quadrant of the city as well as looking at the barriers to the current program. There will be tents set up in South Glenmore Park, Valleyview Park, Shouldice Park and Prairie Winds Park where vendors will be able to apply to set-up for a day, weekend or longer. Through this project there will be a report back to Council at the end of October 2022 to provide an overview of how the new initiative went and what recommendations there are for the future of this program.

## Engagement overview

Engagement ran from June 29, 2022, to September 30, 2022.

1. The Engage portal page, <https://engage.calgary.ca/vendorsinparks>, was open for public feedback from June 29 – September 9, 2022. Three separate sections were available for input: Feedback form, Ask the Expert, and Kudos
2. Additionally, two separate feedback forms were developed, using Question Pro, for both seasonal and pop-up vendors. This platform remained open until September 30, 2022.
3. A review of past engagement of the Vendors in Parks 2017 was completed.
4. Internal City of Staff engagement took place until September 30. This feedback will be issued in a separate report back.
5. Park ambassadors engaged with park visitors by providing direction to the portal page through the QR code posted at each pop-up location. Due to low participation in the Vendors in Parks program, additional staffing by the Engage Resource Unit at the vendor location was not undertaken.
6. Members of the project team directed questions, enquiries, and social media to the Engage site.
7. All approved vendors received the vendor feedback form, along with their invoices.

Overall, we saw 466 visitors to the portal page, 43 views to the pop-up vendors feedback form, as well as 40 views to the seasonal vendors feedback form. In addition, we had 129 total downloads of the Vendors in Parks 2017 WWHR from the Engage portal page.



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## What we asked

### Engage Portal Page

1. Which park did you visit today?
2. How did you hear about the Vendors in Parks Program? Choose all that apply.
3. When visiting the Park, how did you feel about having vendors there?
4. When visiting the park, did you purchase or rent anything from any of the vendors?
5. We want to make your visit to Calgary Parks as enjoyable and barrier free as possible. Thinking about that, is there anything we can do better? Please choose all that apply.
6. Would you mind telling us a bit more about your answer in the previous question?
7. When thinking about the Vendors in Parks program, which part did you enjoy the most? Please rank the following, starting with your favourite activity on top.
8. Are there other locations in the city where you'd like to see the Vendors in Parks program? Choose all that apply.
9. Do you have any suggestions on how the Vendors in Parks can further enhance the user experience for all park users?

### Seasonal Vendors

1. What type of seasonal vendor are you?
2. How long have you been a seasonal vendor with The City of Calgary?
3. Have you heard of the Vendors in the Parks pop-up pilot program?
4. What are the benefits and/or your favourite things of being a seasonal vendor?
5. Do you have a success story you'd like to share with us?
6. Have you experienced any challenges or barriers while participating in the seasonal vendors program? If yes, would you mind telling us a bit about it?
7. If the seasonal vendor program didn't exist, how would your business operate (i.e., where else would you set up)?
8. How satisfied are you with your revenue with the Vendors in Parks seasonal vendor program?
9. Looking ahead to next year, would you try the pop-up program or use the seasonal vendor program again? Neither? Why?
10. Do you have any suggestions on how the Vendors in Parks seasonal vendors program could be enhanced/improved upon? (Barriers, costs, permitting, locations, limitations etc.)

### Pop-up Vendors

1. How did you hear about the Vendors in Parks pop-up pilot program? Choose all that apply.
2. Which type of vendor are you?
3. What are the benefits of being a pop-up vendor?



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4. Do you have a success story you'd like to share with us?
5. Did you experience any challenges or barriers while participating in the pop-up pilot program? If yes, would you mind telling us a bit about it?
6. How was the application process?
7. Would you mind telling us a bit more about your response in the previous question?
8. Do you have any suggestions on how The City can make the application process easier to access?
9. How satisfied are you with your revenue with the Vendors in Parks pop-up pilot program?
10. Looking ahead to next year, would you use the pop-up program again or try the seasonal vendor program? Neither? Why?
11. Before you go, do you have any suggestions on how the Vendors in Parks pop-up pilot program can enhance the user experience for everyone in the park?

### What we heard

Engage Portal page (public participants/visitors to the park)

#### *Feedback form*

67 percent felt that having the Vendors in Parks program made their visit to the park more enjoyable while only 25 percent of respondents purchased or rented something from the vendors.

Mobility and safety were the top concerns when asked what could be done better when visiting Calgary Parks, followed by accessibility and noise reduction.

Food vendors were the top choice for the most enjoyable followed by Pop-up Retail, Arts and Crafts, and Entertainment. Rentals were the least enjoyable.

Participants would like to see the Vendors in Parks program in Other Parks, followed by Local Shopping Centres (small), then Community and Recreation Centres.

#### *Kudos board*

Participants wanted more kiosks along the pathways. Places where people could stop whether wheeling or walking. The majority was for more (affordable) food vendors and/or restaurants and cafes.

#### *Ask The Expert*

General questions about what type of vendors were/are allowed in the pop-up program.



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## Seasonal and Pop-up Vendors Surveys

All Seasonal Vendors would use the program again. They enjoyed being out engaging with the public as well as the diversity of people they connected with.

All Pop-up Vendors were unsatisfied with the program citing communication, promotion, and locations as the main issues and would not use the program again

- For a detailed summary of the input that was provided, please see the [Summary of Input](#) section.
- For a verbatim listing of all the input that was provided, please see the [Verbatim Responses](#) section.

## Next steps

A final copy will be provided to the project team, as well posted on Vendors in Parks portal page (<https://engage.calgary.ca/vendorsinparks>).

A separate report back will be issued for internal City of Calgary staff participation and feedback. This report will not be posted on the Engage portal page.



# Vendors in Parks pop-up pilot program

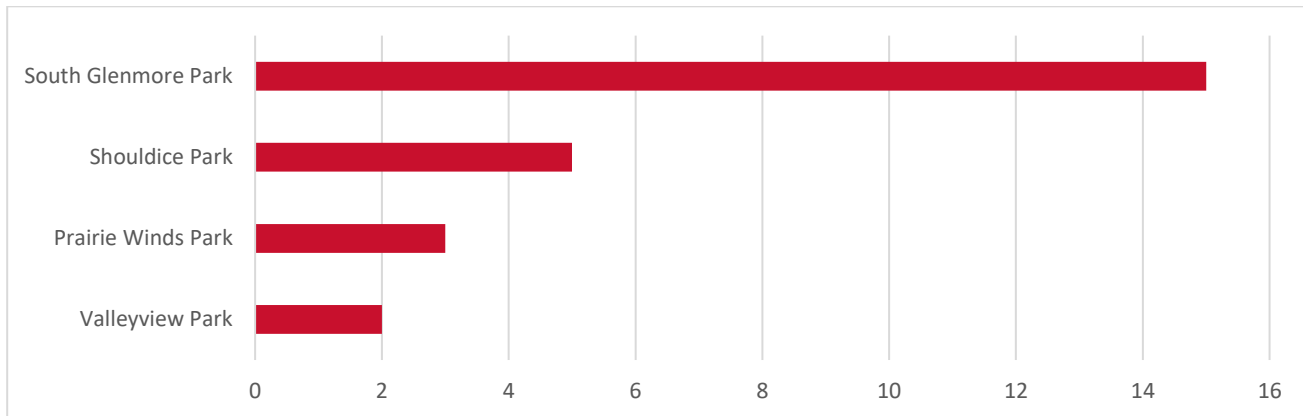
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## Summary of Input

Engage Portal Page

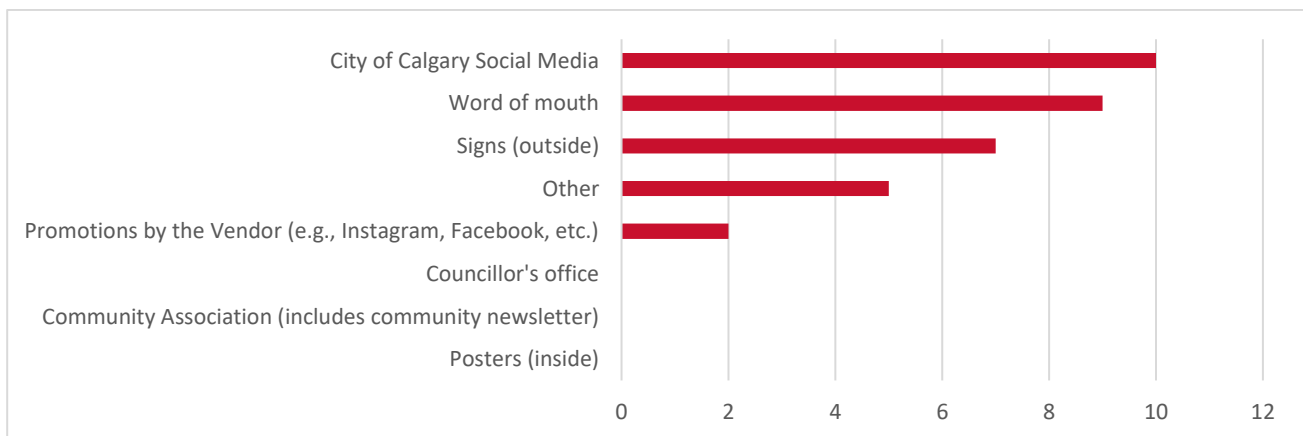
### Question 1: Which park did you visit today?

The chart below shows 15 participants visited South Glenmore Park, 5 visited Shouldice Park, while Prairie Winds Park had 3 participants and Valleyview had 2 participants.



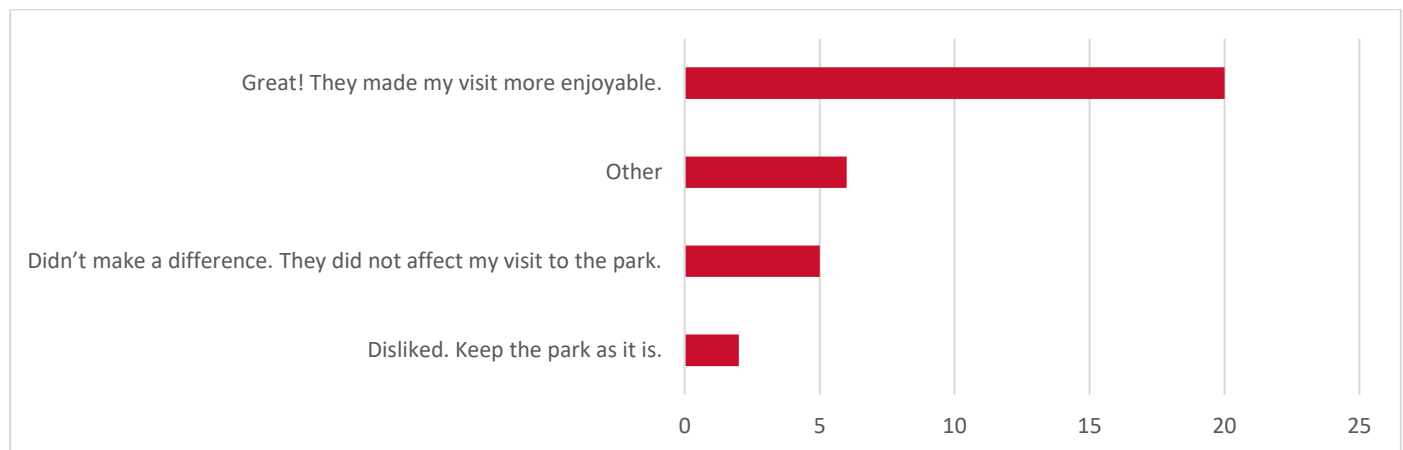
### Question 2: How did you hear about the Vendors in Parks Program? Choose all that apply.

The chart below shows 10 participants heard about the program through social media, followed by word of mouth with 9 participants, and then outside signs and promotions by the vendor. None of the participant heard about it from posters, community associations, and their Councillors office. Other sources included The City of Calgary website, email and Common Sense Calgary.



## Question 3: When visiting the Park, how did you feel about having vendors there?

The chart below shows most participants (20) enjoyed the vendors, five participants felt the vendors did not make a difference and two participants disliked it. Other participants want more vendors, and more accessible locations. There were concerns about the noise created by a construction grade generator being used by one the vendors.

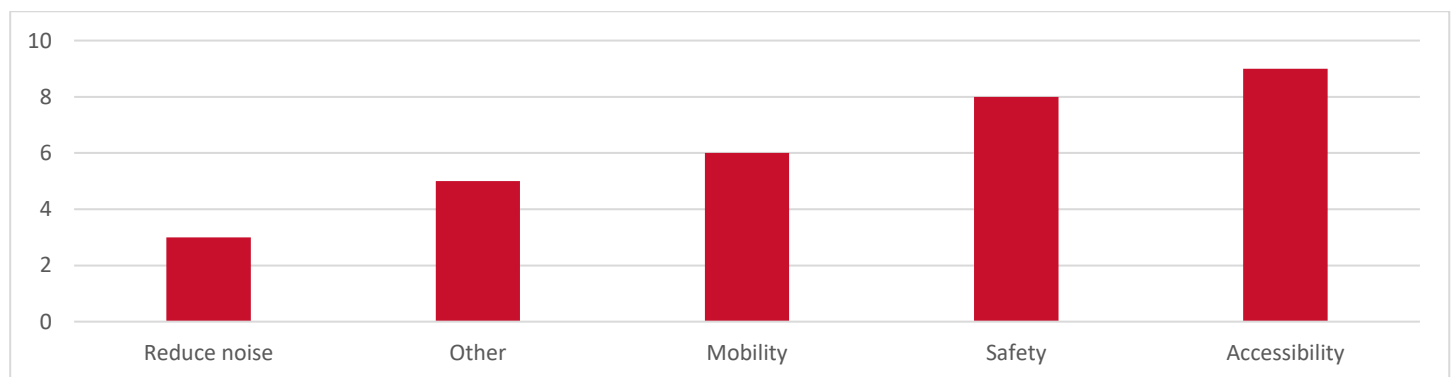


## Question 4: When visiting the park, did you purchase or rent anything from any of the vendors?

The majority of participants (22) did not rent or purchase anything from the vendors while eight participants did.

## Question 5: We want to make your visit to Calgary Parks as enjoyable and barrier free as possible. Thinking about that, is there anything we can do better? Please choose all that apply.

In the chart below, Accessibility was the top concern, followed by safety, mobility and noise reduction. Under other participants wanted better bike parking, better locations and more promotion.



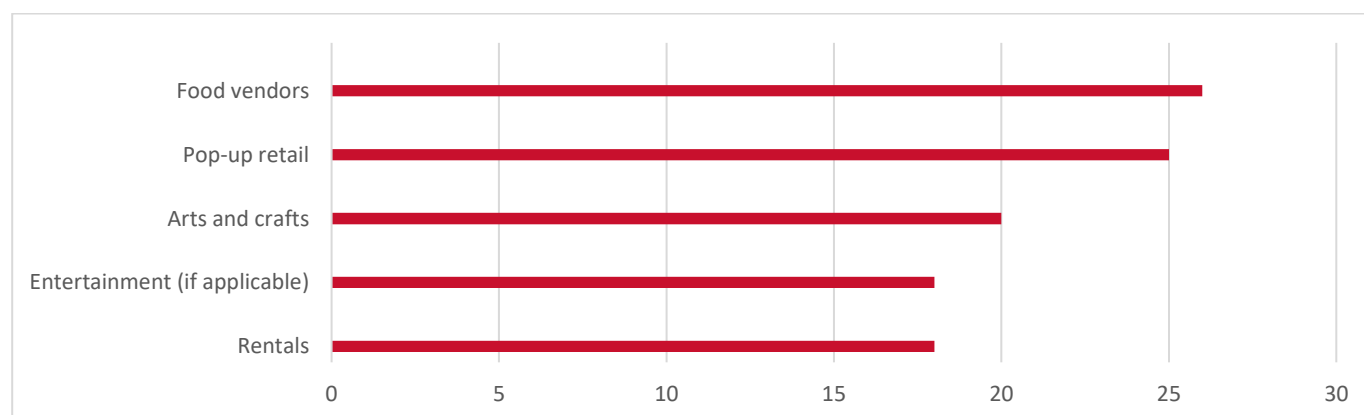
**Question 6:** Would you mind telling us a bit more about your answer in the previous question?

The following is a summary of the top four themes and examples of the feedback we received.

Theme	Example
Vendors	<p>"It's nice to have vendors along bike paths and bike paths to get to them. It provides more places to go and things to do in this city"</p> <p>"As a small business owner vendor fees are ridiculously expensive, making markets inaccessible. Having vendors in parks could help entrepreneurs gain recognition"</p>
Site location	<p>"The rules said you couldn't park on site so I had to wheel all my product 2 blocks"</p> <p>"Everything was fine Booths were not blocking path. They were in an area that didn't interfere with anything"</p>
Great idea	<p>"Adequate space for cyclists and pedestrians is important. More vendors and activity is a good thing"</p>
Leave it alone	<p>"Generators or loud music are not appropriate in a park except for large, advertised events. My family came down for the day to picnic with me in South Glenmore Park. The visit was ruined by a vendor's generator. We chose SGP for peace and quiet and the natural aspect. I don't mind the other vendors I've seen there though the choices so far have been strange (eg, T-Shirt &amp; trinkets vs food)."</p>

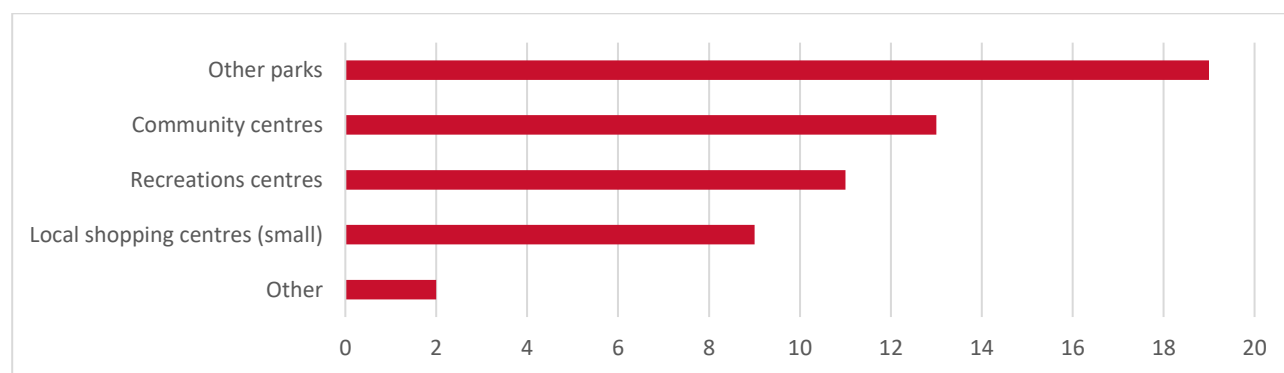
**Question 7:** When thinking about the Vendors in Parks program, which part did you enjoy the most? Please rank the following, starting with your favourite activity on the top.

The chart below shows that food vendors were the favourite activity, followed by pop-up retail, arts and crafts, then entertainment and rentals.



Question 8: Are there other locations in the city where you'd like to see the Vendors in Parks program? Choose all that apply.

The chart below shows that other parks were the most popular choice with followed by community centres, recreation centres as well as local shopping centres. Other suggestions were along pathways and in parking lots.



Question 9: Do you have any suggestions on how the Vendors in Parks can further enhance the user experience for all park users?

The following is a summary of the top three themes and examples of the feedback we received.

Theme	Example (verbatim)
Services	<p>"Introduce beer gardens"</p> <p>"Allow certain service providers to sell their services in parks, for example massage, yoga classes, swimming lessons, bike courses - for later use of services."</p>
Communications	<p>"Ensuring location is clearly posted on social media"</p> <p>"If I wasn't walking through the park I wouldn't have seen the pop up [...] For exposure and interest I think the park location are perfect as related to health and wellness and physical activities."</p>
Locations	<p>"As a vendor who normally makes \$1,500+++ at regular markets and events, I only made \$25. I didn't even make my vendor fee back. I advertised myself and notified my following I would be there but the biggest complaint I got was that there was no parking left so they left. The space needs to be more private for an event and not 50+ other family activities happening at the same time. The bugs by the water were horrible, I was picking dead bugs out of my product when I got home. Bad location."</p> <p>"regular location and time"</p>





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### Seasonal Vendors

Q1: What type of seasonal vendor are you?

Retail	0
Entertainment	0
Food	2
Arts and crafts	0
Equipment rental	1
Other (ice cream and guided tours)	2

Q2: How long have you been a seasonal vendor with The City of Calgary?

- 1 year
- 2 years (2 participants)
- 13 years
- 26 years

Q3: Have you heard of the Vendors in the Parks pop-up pilot program?

All participants had heard of the pop-up pilot program.

Q4: What are the benefits and/or your favourite things of being a seasonal vendor?

Theme / Sentiment	Example (verbatim)
Flexibility	It allows me to work for 3 months and enjoy the rest of the year
Sociability	<b>Being a part of the community</b> and being able to provide a service to park users. The customers that we have met and friendships we have gained over the years. Being able to <b>interact with the community</b> in the summer during the most vibrant sunniest months of the year is the best thing of being a seasonal vendor. Being able to get to know more people in the community and provide them with a local product while enjoying their time in EU Claire Park. The best thing about our pushcart at the peace bridge is <b>getting feedback from travelers and the local community</b> in regards to how much they enjoy the cultural actions we are providing and the comfort they feel with the business.
Location	Being able to operate our <b>Indigenous guided tours</b> in the park allowing for <b>the location</b> to be part of the guided tour experience.

	Being a part of the community and being able to provide a service to park users. The customers that we have met and friendships we have gained over the years.
	Being able to operate our Indigenous guided tours in the park allowing for the location to be part of the guided tour experience.

Q5: Do you have a success story you'd like to share with us?

Theme/Sentiment	Example (verbatim)
Awareness	Our partnership with CMLC allows us to benefit from their promotional efforts and also partner on free programming on St. Patrick's Island <b>to further support Indigenous awareness development.</b>
Connections	We spoke with over 10,000 people during the 2022 summer season and almost every single person was inspired by our minimal footprint and 100% green energy operations. One of our customers highlighted the business in a magazine that focuses on solar power and renewable energy. [...]. This positive feedback from travelers and the community is what makes us constantly improve on new products and provide a unique customer experience to everyone. [...]

Q6: Have you experienced any challenges or barriers while participating in the seasonal vendors program? If yes, would you mind telling us a bit about it?

- Proximity of similar vendors
- Process was confusing frustrating for some (Please see the [Verbatim Responses](#) section for participant response.)

Q7: If the seasonal vendor program didn't exist, how would your business operate (i.e., where else would you set up?)?

Rent another location	1
Look at other markets or collectives	1
I wouldn't operate.	0
Other (events and festivals, and having to plan to see if it was still feasible)	3
Rent another location	1

Q8: How satisfied are you with your revenue with the Vendors in Parks seasonal vendor program?

All seasonal vendors are satisfied with their revenue.

Q9: Looking ahead to next year, would you try the pop-up program or use the seasonal vendor program again? Neither? Why?

All participants would use the seasonal vendor program again next year.

“Seasonal Vendor Program I will do again because I have now experienced and received the feedback from the park users that our pop-up cart serving locally made products is generating positive change for the people in and traveling to Calgary by contributing to a cultural shift that is entrepreneurial, hardworking, environmentally simple and fun.”

Q10: Do you have any suggestions on how the Vendors in Parks seasonal vendors program could be enhanced/improved upon? (Barriers, costs, permitting, locations, limitations etc.)

Theme/Sentiment	Example
Flexibility	It will be better if there's more flexibility to allow us for example have like more signage and more equipment on site since we move everything at end of the day
	The City is doing a great job with the Vendor program the only concern we have is if the distance between vendors selling the same product if it could be greater it would be beneficial to all vendors.
Promotion	There might be more opportunities for other partners of the City to help promote the seasonal vendors program through advocacy and awareness support of the vendors.
Process	<p>[...] a transparent scorecard for decision-making criteria that is accessible to the public, committee, and applicants of the program. [...]</p> <p>The applications and approval timeline for submission and approval of the final application should be completed prior to May 1. [...]</p> <p>Due to the impermeability of the pushcart, it is completely net positive for the environment and does not impede or intrude on nearby residents [...] costs for the seasonal permit should be reduced drastically from \$750.00 to being subsidized so that more pop up carts are designed and created to such a spec that runs 100% on solar power, requires no permanent land or water and electricity plug in and impacts the cultural shift positively in Calgary to the degree that we do. [...]</p>



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## Pop-up Vendors

Q1: How did you hear about the Vendors in Parks pop-up pilot program? Choose all that apply.

I was or applied to be a seasonal vendor	0
Word of mouth	0
Social Media	3
Community Centre	0
Other	0

Q2: Which type of vendor are you?

Pop-up retail	0
Entertainment	0
Food	0
Arts and crafts	0
Equipment rental	0
Other	3

Q3: What are the benefits of being a pop-up vendor?

- Being able to be in a park
- Being able to perform limited hair services in unique places such as a park
- Being visible to diverse park visitors

Q4: Do you have a success story you'd like to share with us?

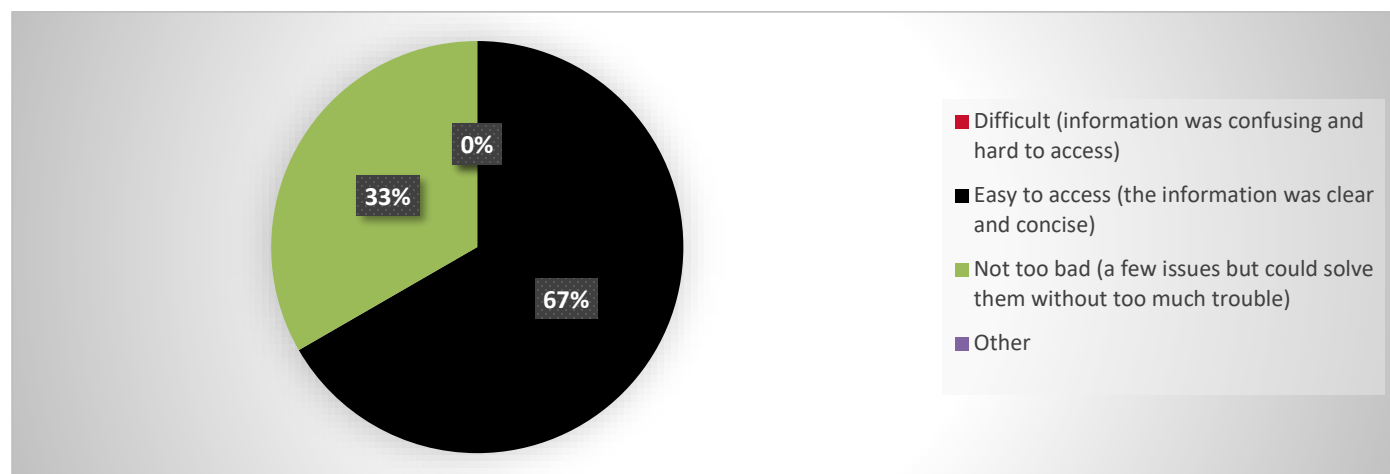
- No-one had a success story to share.

Q5: Did you experience any challenges or barriers while participating in the pop-up pilot program? If yes, would you mind telling us a bit about it?

- Insurance costs (2 million dollars)
- The booking process and set-up (took too long, notified of approval 48 hours prior to event, and set up of tents was not complete upon arrival)
- Location (looked like a private event)
- Promotion of the events (City should invest in more awareness of the program)
-

Q6: How was the application process?

Most participants found the application easy to access while only one found it not to and could solve the issue with out too much trouble.



Q7: Would you mind telling us a bit more about your response in the previous question?

- Communication with your office was great.

Q8: Do you have any suggestions on how The City can make the application process easier to access?

- Have better coordination ahead of time and clearer communication with the vendors well ahead of the said date & services providers

Q9: How satisfied are you with your revenue with the Vendors in Parks pop-up pilot program?

None of the participants were very satisfied with their revenue.

Q10: Looking ahead to next year, would you use the pop-up program again or try the seasonal vendor program? Neither? Why?

- I'm not sure. I'd like to know how this was advertised? Just as the sandwich boards next to the tents? Any other media?
- Neither - vendors should be given a fair chance to be seen by the public, not hidden in the bushes
- I doubt I will



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Q11: Before you go, do you have any suggestions on how the Vendors in Parks pop-up pilot program can enhance the user experience for everyone in the park?

We received no responses to this question.



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### Verbatim Comments

Verbatim comments presented here include all feedback, suggestions, comments and messages that were collected online and in-person through the engagement described in this report. All input has been reviewed and provided to Project Teams to be considered in decision making for the project.

Any personal identifying information has been removed from the verbatim comments presented here. Comments or portions of comments that contain profanity, or that are not in compliance with the [City's Respectful Workplace Policy](#) or [Online Tool Moderation Practice](#), have also been removed from participant submissions.

Wherever possible the remainder of the submissions remains. No other edits to the feedback have been made, and the verbatim comments are as received. As a result, some of the content in this verbatim record may still be considered offensive or distasteful to some readers.

### Engage Portal Page

**Question 6: Would you mind telling us a bit more about your answer in the previous question? (Question 5: We want to make your visit to Calgary Parks as enjoyable and barrier free as possible. Thinking about that, is there anything we can do better? Please choose all that apply.)**

- The rules said you couldn't park on site so I had to wheel all my product 2 blocks
- Safety is becoming an issue in all areas that f our city and bike patrols in parks would be a deterrent
- Need lights in edworthy off leash park
- "I registered as a vendor and most people didn't know what was happening at the tent. Also the location of the tent didn't work because were trees covering the tent.
- Also the sign showcasing VIP was not visible so passersby would not know what's happening under the tent"
- Generators or loud music are not appropriate in a park except for large, advertised events. My family came down for the day to picnic with me in South Glenmore Park. The visit was ruined by a vendor's generator. We chose SGP for peace and quiet and the natural aspect. I don't mind the other vendors I've seen there though the choices so far have been strange (eg, T-Shirt & trinkets vs food).
- "Everything was fine
- Booths were not blocking path. They were in an area that didn't interfere with anything"
- I walk my dog on lease at South Glenmore but often encounter off leash dogs
- I would like to be able to rent a scooter like the zoo

- The park is fine the way it is
- Stop leftist propaganda and stick to city issues! You are not qualified to do anything other than run a city!
- Cyclists don't always use their bell, perhaps a few days with Calgary police officers on bikes encouraging it would make it work?
- Adequate space for cyclists and pedestrians is important. More vendors and activity is a good thing
- Pop-up vendors have an unfair advantage over bricks and mortar businesses. How much do vendors pay? Do they pay taxes? I worry that if we allow vendors to set up for a weekend, selling coffee or ice cream or whatever, they will take away business from other more permanent businesses. Vendors in parks come and go, but others have "real" locations, employees, etc. and they need the business.
- Please set up more tents
- I thought all was great
- It's nice to have vendors along bike paths and bike paths to get to them. It provides more places to go and things to do in this city
- No
- As a small business owner vendor fees are ridiculously expensive, making markets inaccessible. Having vendors in parks could help entrepreneurs gain recognition

**Question 8: Do you have any suggestions on how the Vendors in Parks can further enhance the user experience for all park users?**

- As a vendor who normally makes \$1,500+++ at regular markets and events, I only made \$25. I didn't even make my vendor fee back. I advertised myself and notified my following I would be there but the biggest complaint I got was that there was no parking left so they left. The space needs to be more private for an event and not 50+ other family activities happening at the same time. The bugs by the water were horrible, I was picking dead bugs out of my product when I got home. Bad location.
- Introduce Beer Gardens
- Ensuring location is clearly posted on social media
- If the City could sponsor vendors with games so the park visitors can get a free trial before paying for the full experience
- "If I wasn't walking through the park I wouldn't have seen the pop up
- I personally was enquiring about have a booth to share information regarding my online business giving samples but no physical products to take home
- For exposure and interest
- I think the park location are perfect as related to health and wellness and physical activities"



- regular location and time
- Allow certain service providers to sell their services in parks, for example massage, yoga classes, swimming lessons, bike courses - for later use of services.
- Not sure with all the additional costs for rent, groceries., utilities, gas, not sure people have disposable income now.
- Vendors can not yell or be pushy with selling!
- it is striking balance of having some available services ( food) but maintaining the integrity of a park for peace and quiet and enjoyment.
- A manned tent to watch bikes for cyclists. They do it in Banff, it's great. No charge!
- It is a good program, i think that i would like to see more food vendors be allowed, it was a part of the urban experience that made Asian cities so interesting.
- Small neighbourhood parks should NOT be subjected to this program
- Signage for when markets are happening, advertising
- River Park and Sandy Beach

## Kudos Board

- "Vendors are great but food prices are insane. There should be affordable"
- Providing vendors activates parks space. It also adds great amenity under loved location. More of this please - everywhere!
- I make icecream and infuse it with tea, my flavours are chai latte, London Fog, bubblegum, chocolate merlot, lavender honey and mint
- Focus should really be on the river pathways - there's such a strong network but few places to stop immediately on the path. More kiosks!
- Love the ice cream kiosk at the Peace Bridge - a great amenity in a perfect location. More of this please - everywhere!
- Every park should have a River Cafe style of restaurant in it. Wouldn't that be lovely and progressive.
- I have never heard of this program. I frequent Sandy Beach, North Glenmore and Richmond park. Why no restaurants in these parks?
- Would like to see somewhere to ride up on your bike and get something to drink or eat.
- Visited the UK and was reminded of how they have integrated vendors at their parks. Little independent cafes where people can enjoy a drink.



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### Pop-up Vendor Survey

#### **Q3. What are the benefits of being a pop-up vendor?**

- Being visible to diverse park visitors
- Being able to perform limited hair services in unique places such as a park
- Being able to be in a park

#### **Q4. Do you have a success story you'd like to share with us?**

- Unfortunately no
- N/A
- no

#### **Q5. Did you experience any challenges or barriers while participating in the pop-up pilot program? If yes, would you mind telling us a bit about it?**

- I would say the City should invest more in awareness of the VIP pop up. Most park visitors didn't know what was going on under the tents, it could have been a private park event going on/ the sign for the VIP pop up was not visible as it was tied to the Canopy
- The booking process took too long. 2. We were notified of approval less than 48 hours prior to the event day making it challenging to plan. 3. The email stated we could setup be 10:30am and be ready to "open" by 11am, however, when we arrived the tents were not set up. The gentleman that was setting the tents up said he is supposed to have them set up by 11am. 4. The location was in a piece of grassy area behind shrubs & flowers, making it challenging for people along the pathway to see what was going on in the tent. It came across to the general public as a private tent, not a vendor.
- I think the 2 million insurance is pretty steep for most small vendors. I had it, but I could see it being a road block

#### **Q8. Do you have any suggestions on how The City can make the application process easier to access?**

- Have better coordination ahead of time and clearer communication with the vendors well ahead of the said date & services providers

#### **Q10. Looking ahead to next year, would you use the pop-up program again or try the seasonal vendor program? Neither? Why?**

- I doubt i will
- Neither - vendors should be given a fair chance to be seen by the public, not hidden in the bushes
- I'm not sure. I'd like to know how this was advertised? Just as the sandwich boards next to the tents? Any other media?

## Seasonal Vendor Survey

### **Q4. What are the benefits and/or your favourite things of being a seasonal vendor?**

- It allows me to work for 3 months and enjoy the rest of the year
- Being a part of the community and being able to provide a service to park users. The customers that we have met and friendships we have gained over the years.
- Being able to operate our Indigenous guided tours in the park allowing for the location to be part of the guided tour experience.
- Being able to interact with the community in the summer during the most vibrant sunniest months of the year is the best thing of being a seasonal vendor. Being able to get to know more people in the community and provide them with a local product while enjoying their time in EU Claire Park. The best thing about our pushcart at the peace bridge is getting feedback from travelers and the local community in regards to how much they enjoy the cultural actions we are providing and the comfort they feel with the business.
- The benefits for us being a season vendor are: it allows us to offer a large selection of quality soft serve ice cream and popsicle treats to all your visitors visiting City of Calgary parks. it allows us to be dedicated and committed to offering all your visitors/guests some delicious soft serve ice and popsicle treats all season long.

### **Q5. Do you have a success story you'd like to share with us?**

- This year was a great experience for me and my family and we met a lot of a great people and were so impressed with our service
- So many times over the years we have had customers tell us that they came for ice cream when they were kids with their parents and now they are bringing their kids for ice cream. So nice the tradition of coming for ice cream in the park continue and we glad to be a part of that tradition.
- Our partnership with CMLC allows us to benefit from their promotional efforts and also partner on free programming on St. Patrick's Island to further support Indigenous awareness development.
- We spoke with over 10,000 people during the 2022 summer season and almost every single person was inspired by our minimal footprint and 100% green energy operations. One of our customers highlighted the business in a magazine that focuses on solar power and renewable energy. Our customers have repeatedly told us that they have brought their families to Eu Claire park just to enjoy our locally made ice cream and hang out in the parks almost every day in the summer of 2022. This positive feedback from travelers and the community is what makes us constantly improve on new products and provide a unique customer experience to everyone. (Success story was executing with urgency and

sympathy while working with Melissa and Pam to complete the application process - see box below for details)

- I have been in the soft serve ice cream business for the past 34 years and have a fleet of 11 ice cream trucks to service Calgary and the surrounding areas. With great thanks to the communities and the City of Calgary for their support and shopping local we have been very successful and continue to grow. We look forward to future partnership with City of Calgary parks.

**Q6. Have you experienced any challenges or barriers while participating in the seasonal vendors program? If yes, would you mind telling us a bit about it?**

- Not really but if the process was faster it would be better
- One barrier that posed an issue is the proximity of other vendors selling the same one type of product. We received requests daily inquiring on bathrooms on the area.
- Other events in the park at times are poorly organized causing the park to be in not quite guest ready status. Other than this minor issue, no significant challenges or barriers.
- During the planning application phase, it was extremely difficult to receive any communication regarding the basis and priority selection for vendor applicants and if there were any scorecard criteria for the decision-making related to the seasonal vendor applicants. During the planning phase, all three of my recommended locations were denied because the committee said so and this made it extremely difficult to understand the mission, values and underlying key performance indicators the city was aiming to achieve for the seasonal park program. I requested feedback to understand why the locations in my application for the seasonal park program were not granted and the response I received was that the committee didn't think the spots were suitable for the program. I asked for further detail and clarification on what criteria were used for the basis of prioritized selection but I was never given an answer. I found this to be the most challenging part of the entire program, but we were able to work through it and make a suitable spot work in a timely manner, the turnaround on adjusting the original application to the final draft spot that was put in the final paperwork happened quicker than expected as Melissa was very understanding and executed with urgency to get us up and running for almost the very first day of the seasonal park program. Thank you Melissa for understanding and getting this done! Going forward if the city's initiative for the seasonal park program is identifiable it would be great to see a scorecard basis for what the committee is prioritizing in the application such as increased sustainability for the park and users, or increased user park experience, or increased time the business is operating.
- No comment

## Q9. Looking ahead to next year, would you try the pop-up program or use the seasonal vendor program again? Neither? Why

- I will use the seasonal vendor program again
- Yes we would definitely use the seasonal vendor program again we love this community!
- Likely yes, the largest factor is the growth of my other work opportunities which reduce my time and energy available for this program.
- Seasonal Vendor Program I will do again because I have now experienced and received the feedback from the park users that our pop-up cart serving locally made products is generating positive change for the people in and traveling to Calgary by contributing to a cultural shift that is entrepreneurial, hardworking, environmentally simple and fun.
- Not suitable for me to set up a pop-up vendor operation, We will continue to be a seasonal vendor permit holder in the parks as we have for several years.

## Q10. Do you have any suggestions on how the Vendors in Parks seasonal vendors program could be enhanced/improved upon? (barriers, costs, permitting, locations, limitations etc..)

- It will be better if there's more flexibility to allow us for example have like more signage and more equipment on site since we move everything at end of the day
- The City is doing a great job with the Vendor program the only concern we have is if the distance between vendors selling the same product if it could be greater it would be beneficial to all vendors.
- There might be more opportunities for other partners of the City to help promote the seasonal vendors program through advocacy and awareness support of the vendors.
- I suggest providing a transparent scorecard for decision-making criteria that is accessible to the public, committee, and applicants of the program. This provides unbiased transparency in order to achieve outlined directives of a program. The applications and approval timeline for submission and approval of the final application should be completed prior to May 1. If May 1 is the first operating day of the program it would be extremely helpful for staffing, budgeting, marketing, and overall operational business decisions to have everything signed and completed 30 days before the May 1 date. Due to the impermeability of the pushcart, it is completely net positive for the environment and does not impede or intrude on nearby residents and due to the nature of such a setup, I believe the costs for the seasonal permit should be reduced drastically from \$750.00 to being subsidized so that more pop up carts are designed and created to such a spec that runs 100% on solar power, requires no permanent land or water and electricity plug in and impacts the cultural shift positively in Calgary to the degree that we do. Incenting further progress towards the business scope



## Vendors in Parks pop-up pilot prgram

What we Heard Report

September 2022

that we tailored in EuClaire park is extremely beneficial for the city of Calgary, the nearby residents, travelers, and the City parks and their users.

- No comment