For Immediate Release
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Town to offer Vendor Pilot Program at De La Salle Park and Willow Beach

Georgina, ON – The Town of Georgina will offer a Vendor Pilot Program for the summer of 2024 at De La Salle Park and Willow Beach.

"Our waterfront parks are popular destinations for residents and visitors. Over the past few years, the public has expressed an interest in having vendors, in particular food vendors, operate at these parks," said Mayor Margaret Quirk. "We encourage all local businesses to express their interest in this pilot program as it will provide an opportunity for them to reach new audiences."

The pilot program will allow two food vendors and up to two rotating vendors (with the option of non-food vendors) at De La Salle Park, and two vendors at Willow Beach that could be on a rotational basis, with preference given to food and local vendors. The Town conducted a survey in 2023 and it found 87 per cent of respondents showed a desire to introduce vendors at waterfront parks.

An Expression of Interest has been issued by the Town with a submission deadline of May 31, 2024. All refreshment vehicles/carts will be required to make an application and provide the necessary documentation required to obtain a licence from the Town of Georgina. Vendors will also be required to provide proof of insurance.

The Town's Economic Development and Tourism Division will continue to work with all businesses and the Georgina Chamber of Commerce on programs and marketing initiatives to encourage visitors to our beaches to enjoy the many shopping and dining options nearby.

Town staff will monitor the pilot program throughout the summer and return to Council later this year with a report. To view the Expression of Interest, visit choosegeorgina.ca/**DoBusiness**.

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