

April 28, 2022

General Government and Licensing Committee

c/o Matthew Green

gglc@toronto.ca

Re: Large Multi-Passenger Pedalled Vehicles on City Streets

Dear Councillors:

On behalf of our members, the Toronto Region Board of Trade (“the Board”) is a strong supporter of the City’s efforts to lead Toronto’s post-COVID recovery. This includes vital efforts to restore our visitor economy, which contributed more than \$10 billion to the city’s economy before the pandemic. For this reason, the Board is concerned about the direction of this staff report aiming to restrict the operations of new tourism businesses in Toronto. The Board urges this committee, and council, to support renewed economic activity in the downtown core by enabling the operations of multi-passenger “pedal pubs” in Toronto.

Pedal pubs feature a large bike, guided by a driver, to bring tourist groups to two or three different breweries or bars over a two-hour period. They are a popular tourist attraction in cities like Niagara-on-the-Lake, Ottawa, Peterborough, and across the U.S., and have the potential to have a similar impact here in Toronto. Pedal pubs would be an economic multiplier for the city, drawing new visitors to food and drink establishments that have been among the hardest-hit businesses during the pandemic and exposing visitors to neighbourhoods in the city they may not otherwise visit.

Given their broad benefit to the visitor economy, Toronto should seek to enable these businesses. Both recommendations contained in the staff report are overly restrictive and would inhibit these new, innovative businesses from being able to operate, forgoing an opportunity to re-invigorate the visitor economy on the cusp of the summer—the tourism industry’s most critical season.

The successful track records of operations and economic impact that pedal pubs have had in cities across North America – including in Ontario – stand as sufficient evidence that they can safely integrate into Toronto’s downtown landscape.

Sincerely,

Roselle Martino
Vice President, Public Policy
Toronto Region Board of Trade