

DECISION/DIRECTION NOTE

Title: Special Event Advisory Committee Request

Date Prepared: July 4, 2019

Report To: Committee of the Whole

Councillor and Role: Councillor Korab, Special Events Advisory Committee

Ward: N/A

Decision/Direction Required: Decision regarding ibuylocal Festival July 27 / 28

Discussion – Background and Current Status:

ibuylocal is developing a new festival experience that is designed to showcase St. John's in a unique and engaging way. With a focus on combining business, culture, performance and art, their goal is to celebrate diversity, promote the range of businesses downtown, and display the local artistic talent our city has to offer. The festival format will include sidewalk sales and cafes, unique in-store experiences, pop-up street performances, and live art shows.

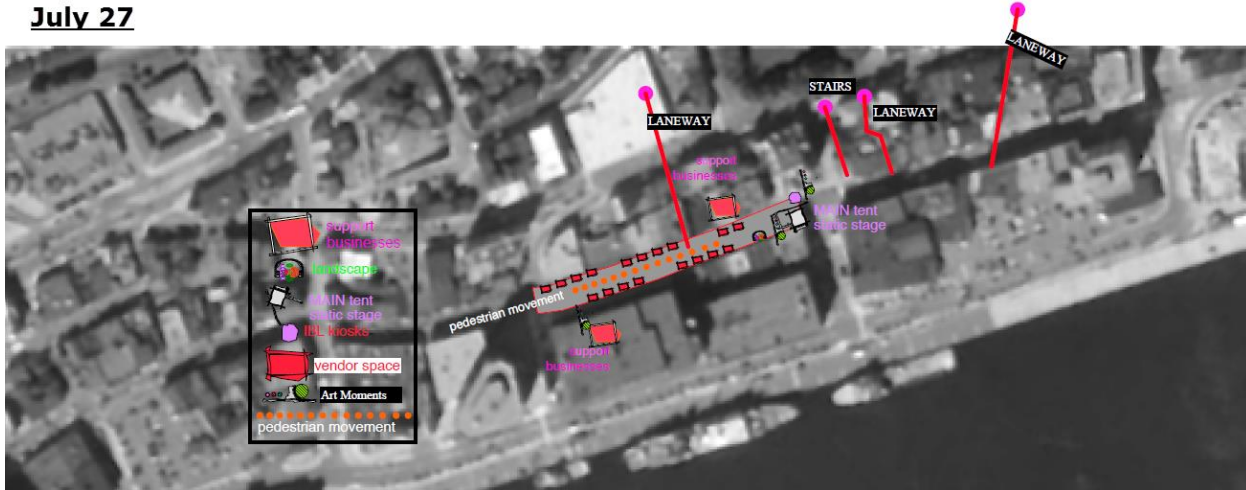
The festival will feature a pedestrian and family-friendly shopping experience by closing a portion of Water Street (Ayres Cove to Clift's Baird's Cove) for Saturday, July 27th and Clift's Baird's Cove only for Sunday, July 28th. The goal is to help promote economic activity in the downtown core and encourage festival goers to develop a stronger connection with business and business owners. SEAC is not in agreement with the Sunday road closure of Clift's Baird's Cove as it is key infrastructure required in the transportation of cruise passengers from Pier 17 to Pier 7.

The event organizers have advised they will offer local business vendors in the downtown first rights to allocated vendor space on the street during the Saturday event. Any remaining vendor spaces will then be offered to local business located outside downtown. These vendors are intended to complement existing businesses that are currently downtown in a non-competitive way. At the same time, this type of exposure will offer market vendors with an opportunity to experience selling their products and services downtown to determine if there is future potential to exist on Water Street. Ideally, this exposure could encourage vendors to explore opening a store in a vacant building or collaborating with other vendors and businesses to open (or share) a space together.

The maps below show proposed street closures.

ST. JOHN'S

July 27



July 28



ibuylocal Festival organizers have been in communication with Downtown St. John's through the event planning process. Downtown St. John's has polled their members regarding weekend road closures for the event. While 81.6% of the membership are in favour of a weekend road closure, only 2.6% support a road closure on Saturday. The majority of support lies with a Sunday road closure with 11% who want no road closures at all.

As a result of the overwhelming support for Sunday road closure, Downtown St. John's will not support the ibuylocal event on any Saturday. Downtown St. John's would support a Sunday event and encourages the group to further develop a Sunday plan.

Key Considerations/Implications:

1. Budget/Financial Implications: N/A
2. Partners or Other Stakeholders: Downtown St. John's
3. Alignment with Strategic Directions/Adopted Plans: N/A
4. Legal or Policy Implications: N/A
5. Privacy Implications: N/A
6. Engagement and Communications Considerations: N/A
7. Human Resource Implications: N/A
8. Procurement Implications: N/A
9. Information Technology Implications: N/A
10. Other Implications: N/A

Recommendation:

From a regulatory perspective:

1. SEAC is in agreement with a Water Street closure on Saturday, July 27th
2. SEAC is not in agreement with closure of a Cliff's Baird's Cove on Sunday, July 28th due to its importance in the transportation of cruise passengers from Pier 17 to Pier 7.

Prepared by/Date: Beverley Skinner, Manager Program Service & Delivery

Reviewed by/Date: Tanya Haywood, Deputy City Manager – Community Services

Approved by/Date: July 4, 2019

Attachments: