

Downtown Initiative

Pilot Evening Activities

Background

- Evening activities such as a night market are a perfect way to spend a weekend evening during the summer. The night market is fun for the whole family, offering everything from food trucks to live music to shopping and games for the kids. The market will be popular with tourists and locals alike, and is a great place to find unique gifts, sample different foods and join in the community celebrations.
- City boulevards will become outdoor patio space that serve as an extension of restaurants.
- This will be a joint event organized by the City and the DLBA.



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City's Involvement

- Pilot program to host evening events (e.g. night market, food trucks).
- May be a cultural event.
- The north side of McBurney Plaza will be adult oriented and it will be used as the entertainment area.
- Wine serving will be offered within the entertainment area.
- The south side of McBurney Plaza will be used by vendors for the night market.
- Close off one-way Fraser Highway or other private parking lots (e.g. Me Plaza) may be considered in the future based on the success of the pilot event.
- Held once a month, quarterly, semi-annually.

DLBA's Involvement

- City to work with DLBA on planning and running the events.

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Others

- Private property owners will be involved if the event is held on their property.

Anticipated Resources Required

- Funding required to plan and run the event(s) - approximately \$10,000 each from the City and DLBA, totaling \$20,000.00.