



The Corporation of the Town of LaSalle

Date	May 2, 2018	Report No:	R & C 2018-12
Directed To:	Council	Attachments:	
Department:	Culture and Recreation	Policy References:	
Prepared By:	Director of Culture and Recreation		
Subject:	Night Market and Summer Concert Series		

RECOMMENDATION:

That the report from the Director of Culture and Recreation dated May 2, 2018 (C&R 2018-12) regarding the new 2018 Night Market and Summer Concert Series update BE RECEIVED;

REPORT:

The Culture and Recreation Department is continually striving to enhance the services of our Department and exploring opportunities that celebrate culture within the municipality. This summer we are enhancing our Summer Concert Series by adding a Night Market to the venue. The 2018 dates for the Night Market are May 27, June 24, July 29 and August 26. The Recreation Manager shared with the Parks and Recreation the idea of the Night Market being partnered with the Summer Concert Series. The committee agreed that the venue would be a good addition to the summer line up of events in town.

The LaSalle Night Market will take place on the concrete plaza area located under the canopy on the south east corner of Malden and Normandy. This space was constructed with a seating and stage area when the town hall was built with a focus on community events and gatherings. The term Civic Centre is used for to identify our municipal office which recognizes the effort to differentiate Town Hall as more than an Administrative Building but instead a place for community and gatherings. The event will not impede the cenotaph area to the east of the property.

Staff will promote active transportation to the community to encourage walking and biking as modes of transportation to travel to the Night Market. This will align with the municipal strategy to focus on environmental responsibilities, increasing opportunities to increase activity while reducing vehicle traffic and parking congestion. A complete marketing plan will be used to promote the Night Market including social media, print media and radio commercials.

The following information highlights some of the details for the Night Market.

MUSIC

May 27 : The Litsters (classic rock, folk, classic country, 80s/90s)

June 24 : The Delvitos (transistor radio hits, 60's/70's)

July 29 : *TBA

Aug 26 : Justin Latam (barefoot-stompin' solo-acoustic)

FOOD

May 27 : Road Chef, Smashed Apple

June 24 : *TBA

July 29 : *TBA

Aug 26 : Smashed Apple

VENDORS:

There are 5 vendors confirmed for the Night Market.

Staff will track the attendance and provide follow up to Council regarding the success of the event, feedback and suggestions on how to best utilize the venue to host this new event. Local businesses will be invited to participate with a focus on partnerships and establishing a successful monthly Market.



Director of Culture and Recreation

Reviewed by:							
CAO	Treasury	Clerks	Env. Services	Planning	Parks & Rec	Building	Fire