



The Corporation of the Town of LaSalle

Date	August 31, 2018	Report No:	R & C 18-18
Directed To:	Council	Attachments:	A and B
Department:	Culture and Recreation	Policy References:	
Prepared By:	Director of Culture and Recreation		
Subject:	Review of Night Market 2018		

RECOMMENDATION:

THAT the report from the Director of Culture and Recreation dated August 31, 2018 (C&R 18-18) regarding the Night Market be RECEIVED for information;

AND THAT the Culture and Recreation planning for 2019 summer events include the Night Market;

AND FURTHER THAT the request to have the Night Market event included in the Culture and Recreation 2019 operation budget for consideration be approved.

REPORT:

The Culture and Recreation Department delivered four Night Markets during the summer of 2018 on the last Sunday of May, June, July and August. This was a new initiative for the town in a hope to showcase the Civic Centre, enhance the summer concert series and provide a venue for residents to gather and enjoy a market atmosphere. Staff worked with local vendors to create a wide range of product, service food and produce for sale.

The event was delivered between 5pm – 9pm with live music, kids programming and various activities for attendees to participate in. Programs included yoga, Zumba, rock painting, mini-putt and more. The first event was hosted in May with 23 vendors by the last event in August there were 40 vendors on location with the busiest night being July with 44. Vendor fees were \$25/night market or \$75/all four night markets. Staff used an incentive for vendors to apply for all four and get the final one free. This would assist with attendance and commitment in a competitive vendor market throughout the summer. There were 10+ vendors who attended all four events over the summer. There were also attendees who were hosted in our Community Booth that did not have to pay

the \$25/fee. Some of these groups included Transit Master Plan, Economic Development Study, Green Bench, Vote 2018 Info and Bike Windsor Essex. Each event also hosted a food truck option or two with altered menus from week to week. The vendor revenue generated from each month was as follows:

MONTH	REVENUE
May	\$425
June	\$625
July	\$950
August	\$500 (*10 free vendors for attending all 4)
TOTAL	\$2,500


Attachment A and B highlight the various vendors in attendance.

Expenses for the delivery of the Night Market included the fee for musical entertainment (\$1,500 –different each month), fitness instructors Yoga/Zumba (\$225), staff time (approximately \$1,200 - varied each month) and the mini putt course rental (\$400 - attended each market). **Total Expense was approximately \$3,325.**

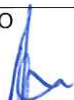

The event was promoted on social media including the town and Vollmer Facebook pages with over 1,300 views each month. Marketing also included eblasts, website, printed posters and radio advertising.

A product of the Night Market is messaging to our community and small business or home based business owners that the Town of LaSalle is committed to supporting Economic Development. That we will work with our business community to create events and venues to partner and promote and grow economic development within the municipality. This messaging was also included in recent staff workshops regarding the Town’s Economic Development Study.

The Night Market also made a conscience decision to align and incorporate a focus on Active Transportation to promote the Town’s Active Transportation Study currently under way. We hosted the consultants in the Community Booth in June, placed extra bike racks around the premises to assist with bike traffic and included key messaging in advertising to walk/bike to the event. The Night Market also hosted Bike Windsor Essex and Velofix to promote LaSalle as a bike friendly community during the events. Overall the event was well received with great attendance and community support.



 Director of Culture and Recreation

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

MAY & JUNE VENDOR NIGHT MARKET VENDOR LIST

#	MAY Vendor / Description	JUNE Vendor / Description
1	Alice Sacaraoff Potter	Alice Sacharoff Pottery
2	Freday Janes Bath & Body Products	Andrew's Custom Woodwork
3	Caribbean Pulse Homemade Caribbean spices	Art by Madison PJ Young Fine artwork
4	Regnier Woodwork Handcrafted wooden home goods	Blossoming Lotus Yoga LaSalle Yoga Studio *no fee
5	Well baked sustainable Foods Teas, rhubarb cups	Chalice Spice Organic Spices, teas, dog treats, bath & body
6	Barefoot books Children's books	Chris Gurniak Local musician, CD sales (flute)
7	Chalice Spice Organic Spices, teas, dog treats, bath & body	Community Booth Active Transportation Master Plan *no fee
8	Master Peace Handwriting analysis and jewelry	Elza's Gourmet Fried halloumi cheese
9	Krautner Health and Wellness Bugs sprays, sanitizers	For The Reef T-shirt clothing, benefitting the Great Barrier Reef
10	Sonya's Sweet Treats Desserts	Golf Indigo Portable putt-putt golfing *cost \$100
11	Little Bird Handmade Baby Goods	Greener Bins Composting Company *no fee
12	Nancy Blair Handmade Jewelry	Handmade by Deb Handmade jewelry and scarfs
13	Golf Indigo Portable putt-putt golfing *cost \$100	Krautner Health & Wellness Bug sprays, sanitizers, deodorizers, sprays ect.
14	Handmade by Deb Handmade jewelry and scarfs	LaSalle Hangout for Youth Youth-designed tee shirts promoting LaSalle *no fee
15	Petite Cote Produce Produce in season (varies)	LaSalle Vision Sunglass, eye-glass cleaner
16	SweetLegs LaSalle with Heidi Leggings	Little Indulgences Handcrafted jewelry
17	The Frosty Pineapple Homemade organic popsicles using local produce	Matt Wayne Graphic Novelist
18	Thirty-One Gifts Bags, purses, ect.	Petite Cote Produce (varies)
19	WE Care for Kids Lemonade Stand raising funds for local children *no fee	What's Poppin'
20	Road Chef *no fee	Raymont's Berries Local produce, berries
21	Smashed Apple *no fee	Rinky's Boutique Handcrafted purses, shoes, scarfs & clothing
22		Road Chef Food truck (aranchini, mozza bombs vegan)
23		SweetLegs LaSalle with Heidi Leggings
24		The Frosty Pineapple Homemade organic popsicles using local produce
25		Thirty-One Gifts Bags, purses, etc.
26		Velofix Mobile Bike shop *no fee
27		Well Baked Sustainable Foods
28		Ann Bondy Greenhouses
29		Lucille Gould French pendant dolls
30		Dyan's Garlic Sauce

JULY & AUGUST Night Market Vendor List

#	JULY Vendor / Description	AUGUST Vendor / Description
1	Adventure World Press Books	Alex's Upcycle Designs Pallet, driftwood and recycled art & home decor
2	All Around Beauty Handbags, jewelry, perfume	Ann Bondy Greenhouses Plants and produce
3	Ann Bondy Greenhouses Plants and produce	Bath Fairy Homemade bath bombs
4	Barefoot Books Children's books	Becky Ewen Grief Support Specialist Community support programming
5	Bishops's Artwork Wonders Acrylic paintings and prints	Blok's HANDS of Healing Reflexology
6	Becky Ewen Grief Support Specialist Community support programming *no fee	Blossoming Lotus Yoga LaSalle Yoga Studio *no fee
7	Blossoming Lotus Yoga LaSalle Yoga Studio *no fee	Chalice Spice Organic Spices, teas, dog treats, bath & body
8	Chalice Spice Organic Spices, teas, dog treats, bath & body	Chris Gurniak Local musician, CD sales (flute)□
9	Chris Gurniak Local musician, CD sales (flute)□	Community Booth *No Fee Municipal election information & upcoming events
10	Colucci Woodworking Charcuterie boards and wooden tables	Darren Gravalese Local author of 'The Devil in the Backroads''
11	Community Booth *no fee	Fluff Pet Care Handmade Rope leashes, shampoo
12	Dyan's Garlic Sauce Fresh-made & local, pesticide free music garlic	For The Reef T-shirt and clothing, benefitting the Great Barrier Reef
13	Elza's Gourmet Fried halloumi cheese	G & K Copper Jewelry Unique handmade copper jewelry
14	EVB Jewelry Handcrafted genuine gemstone jewelry	Girl Guides of Canada Girl guide cookies benefitting local chapter
15	Fancy Glass By Kelly Custom glasswear designs	Golden Girl Creations Baby blankets, personalized shirts, bags ect
16	For The Reef T-shirt and clothing, benefitting the Great Barrier Reef	Golf Indigo Portable putt-putt golfing *paid \$100
17	Freda Jane's Inc Bath & Body Products	Handmade by Deb Handmade jewelry and scarfs
18	Golden Girl Creations Baby blankets, personalized shirts, bags ect	Jennie Redsmiles Protein bars, natural remedies, aromatherapy
19	Golf Indigo Portable putt-putt golfing *paid \$100	Kona Ice Shaved Ice
20	Greener Bins Composting company *no fee	LaSalle Fitness fitness classes. Zumba *no fee
21	Handmade by Deb Handmade jewelry and scarfs	LaSalle Hangout for Youth Youth-designed tee shirts promoting LaSalle *no fee
22	Jennie Redsmiles Protein bars, natural remedies, aromatherapy	Nomi + Sibs Silicone smart bottle labels
23	Kona Ice Shaved Ice	Personal Best Orthotics & Footwear Orthotics, compression socks, sandals
24	Krautner Health & Wellness Bug sprays, sanitizers, deodorizers, sprays etc.	Petite Cote Produce Produce in season (varies)
25	LaSalle Hangout for Youth *no fee	Plant Joy Gourmet vegan doughnuts
26	Laura Nicole Boutique	Raymont's Berries

27	Little Indulgences Handcrafted jewellery	Schlegel Villages (Village at St. Clair) Green bench #elderwisdom
28	Lucille Gould French pendant dolls & bracelets	SweetLegs LaSalle with Heidy Leggings
29	Nicole Chevalier Hand painted lake stones & peace poles	The Fabb Life Rainbow Loom (bracelets, pencil grips, charms ect)
30	Personal Best Orthotics & Footwear HERE Orthotics, compression socks, sandals	The Friendly Beast Food Truck British Fish & Chips
31	Petite Cote Produce Produce in season (varies)	The Frosty Pineapple Homemade popsicles
32	Plant Joy Gourmet vegan doughnuts	Therapy Dogs of Southwestern Ontario NFP Therapy dog promotion *no fee
33	Raymont's Berries Local produce, berries	Thirty-One Gifts Bags, purses, etc.
34	Road Chef Local food truck - Arancini, mozza bombs, vegan	Tiffany's Custom Chokers Custom choker necklaces
35	Schlegel Villages Green bench #elderwisdom*no fee	Velofix Mobile Bike shop *no fee
36	SweetLegs LaSalle with Heidy Leggings	Virginia Houtteman 2-inch pecan tarts
37	The Fabb Life Rainbow Loom (bracelets, pencil grip)	WE Care for Kids Lemonade Stand *no fee
38	The Friendly Beast Food Truck British Fish & Chips	Well Baked Sustainable Foods Teas, Rhubarb cups
39	Therapy Dogs of Southwestern Ontario NFP Therapy dog promotion *no fee	What's Poppin' Fresh popped Kettle Corn
40	Thirty-One Gifts Bags, purses, etc.	Young Living Essential Oils Essential oils
41	Velofix Mobile Bike shop *no fee	
42	Virginia Houtteman 2-inch pecan tarts	
43	Well Baked Sustainable Foods	
44	What's Poppin' Fresh popped Kettle Corn	