



## **TOWN OF MINTO**

**DATE:** June 30, 2017

**REPORT TO:** Mayor & Council

**FROM:** Taylor Keunen, Economic Development Assistant

**SUBJECT:** 2017 Harriston Street Party & Dance

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### **STRATEGIC PLAN:**

8.10 Through Downtown Committees and political representatives, meet with local retailers to facilitate and develop themes, improvements and specials (ie. sidewalk sales, passport campaigns, heritage days, rental property promotions, loyalty programs, Christmas lights, Think Minto First etc.)

### **BACKGROUND:**

The notion of having a Street Party was first raised by the Harriston Downtown Revitalization Committee in 2015 during Harriston “Diggin It” campaign. The Committee brainstormed ideas for a street re-opening celebration after Harriston’s downtown core had gone through extensive construction through May 2015 until August 2015.

The decision was made to have a Street Celebration on the second Saturday in August 15 with various activities to attract people to the downtown to support business. This included local entertainment for families to attend throughout the day, and an age-of-majority Street Dance at night. The street re-opening party was such a success that the Committee proposed an annual event funded in part using \$2,500 from their annual budget allocation. Despite the rain, the event was successful in 2016 as well.

The event requires Elora Street from Mill Street to Arthur to be closed to through traffic from 7:00am Saturday to 1:00am early the following day.

### **COMMENTS:**

With the Harriston Street Party having so much community support, the Economic Development Department and the Harriston Downtown Revitalization Committee have partnered with other community groups to plan the event for 2017.

Some of the activities for the 3<sup>rd</sup> annual event on Saturday August 12<sup>th</sup>, 2017 include: Bounce Castles, Sidewalk Sales, Art at the Post, Crown Theatre film showings, a plaque presentation at the Town Hall Theatre, professional face painting, and more. Leslie Motors will keep their annual Car Show in Harriston, coinciding with the Street Party, rather than rotate yearly among other dealership locations. Other community groups who have become involved with the Street Party are:

- The Minto Youth Action Council sponsoring Henna Tattoos and an Amazing Race

- The Savour the Flavours Committee holding the first “Savour in the Street” at the Street Party
- The Harrison Legion hosting a breakfast downtown and bartending the Street Dance
- The Harriston Historical Society hosting a BBQ downtown
- The Harriston Kinsmen assisting with set-up and take-down for the Street Dance
- Harry Stones providing assistance with the Street Dance

**FINANCIAL CONSIDERATIONS:**

Funded under the Town operating budget including Harriston Revitalization contribution.

**RECOMMENDATION:**

That Council receives the June 30, 2017 report from the Economic Development Assistant regarding the Harriston Street Party and approves closure of Elora Street from Mill Street to Arthur Street in Harriston from 7:00am Saturday August 12 to 1:00am Sunday August 13.

Taylor Keunen, Economic Development Assistant