



A WEEKLY SUMMERTIME
NIGHT MARKET
IN NANAIMO... WHAT?!?!?!?

**COMMERCIAL STREET
NIGHT MARKET PROPOSAL**
DOWNTOWN NANAIMO • 2018

This past summer, the Nanaimo Chamber of Commerce planned and managed downtown Nanaimo's annual Bathtub Days Street Fair on July 25 & 26 -- a very popular success! We received a small city grant and contracted a total of 90 vendors over two days. Attractions included artisans and artists, community services info booths, food trucks, kids' activities, live entertainment, a petting farm & pony rides, climbing wall and street performers. Many downtown merchants also had booths extending their businesses onto the street.

The Chamber learned a great deal from that event. Most importantly, we learned that downtown Nanaimo needs more of these events! Awesome events help strengthen downtown's brand as a safe and friendly place to visit and a great place to celebrate.

Special events create introductions as people are drawn to your front door for reasons other than shopping. Repetitive special events act as attractions helping people become more comfortable with the downtown environment, learn that there actually is a lot of parking, and start establishing a few of their own favourite places. We also know from other communities' experiences that recurring special events are a tremendous local tourist draw and attraction!

For these reasons, the Chamber is proposing the '**2018 Commercial Street Night Market**'. Eleven consecutive Thursday evening events that includes closure of the downtown's 'main street' to make way for 100+ booths/exhibits/tents, plus food trucks, multiple stages for entertainment, sidewalk cafes, and family attractions. The summer-long event would be promoted through an Island-wide promotions and advertising campaign led by the Chamber and supported by Tourism Nanaimo and our media partners.

Our research and analysis leads to this 'best case scenario':

COMMERCIAL STREET NIGHT MARKET

11 Thursday nights June 21 – August 30

100+ booth marketplace from 6-9 pm

Special hours for sidewalk cafes

Commercial Street from Terminal to Church & Chapel

The Chamber of Commerce will manage the planning and organization of the event including on-site prep and venue management, talent, equipment, volunteer support services, security, legal/license/permit and insurance requirements, sanitation, liaison with city/fire/police/public works, vendor relations, parking, marketing and promotions and downtown merchant liaison.

We have created a business model that does not require a cash investment by downtown businesses (although we have opportunities!). That said, downtown merchants will be invited to book booth space in front of their stores for a nominal fee. We're ready to move ahead with this project with either of the following scenarios:

- 1) Downtown businesses select representatives to work with the Chamber to assist in the event's coordination and communications ensuring we meet merchant's goals and encouraging participation amongst all Commercial Street businesses. Merchant rep group/individuals to provide letters of support for the Chamber's efforts.
- 2) The Chamber proceeds without a representative, organized voice for downtown in the planning of these events and acts as an external promoter using Commercial Street as a venue for a third-party event. Downtown participation and input is optional and merchant contact is voluntary.

I look forward to a meeting with as many of you as possible in a group to gather input and ideas. Email me when you'd like to meet and we'll arrange times and dates. Thanks!

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