



**Small City,
Big Heart**

Special Events 2024

Growth Committee: July 16, 2024

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SAINT JOHN

Special Events

Support Individual and Community Wellbeing

Enhance quality of life and social richness

Cultivate Community and Civic Pride

Foster a vibrant and diverse cultural fabric

Support the Local Economy

Create new business opportunities





SAINT JOHN

City Support

Community Programming and Events

Mixed delivery model ensures diversity, inclusion, and ongoing sustainability

Four (4) Special Event Coordinators hired annually to plan, promote, and deliver events

NEW corporate events calendar highlights city-led and supported events

Growth & Community Services Department spearheads a number of impactful initiatives:

Community Block Party Trailer offers free equipment for neighbourhood activities

Green Machine Trailer provides equipment and supplies for community clean-up

In total, there have been 42 bookings with much of the summer months still ahead





Taskforce

Special Events Taskforce

The SETF is comprised of representatives from various service areas working to provide information and assistance regarding event policies, procedures, and best practices to community groups hosting large-scale events.

To date, the Special Events Taskforce has received, reviewed, and processed 27 Special Event Applications for local organizers to ensure events are appropriately supported and safe for all to enjoy.





Celebrate Canada

In 2024, the City of Saint John was once again successful in receiving funding (\$33,500) from Canadian Heritage through the *Celebrate Canada Fund*.

Funds received were used to support three (3) key initiatives:

- National Indigenous Peoples Day – June 2
- Canadian Multiculturalism Day – June 27
- Canada Day Celebrations – July 1





Passport to Parks

The Passport to Parks event series supports Council's priority of 'belonging' by delivering high-quality programming aimed at enriching the health and well-being of all Saint John residents.

The City is scheduled to host (4) signature Passport to Parks events in 2024:

- Dominion Park – New Resident Welcome Event – July 13
- Rockwood Park – Accessibility-Focused Event – July 17
- Little River Reservoir – August 10
- Lily Lake – August 31





Night Market

The Saint John Night Market highlights local creators and curators throughout the summer. Featuring artisanal products, live music, cultural performances, and culinary delights from around the world, the Night Market is a cherished event hosted annually.

The Saint John Night Market will take place every Thursday, July 4 - August 29, with vendors positioned indoors and out, as well as several activations throughout the site, and the return of the Compass Lounge.





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Upcoming

There are several special events scheduled to take place with City support:

- Bricklin International 50th Anniversary – August 1 – 6
- International Culture Fest – August 3 - 4
- Saint John Pride 2024 – August 7 – 15
- Third Shift – August 16
- Moonlight Bazaar – August 24





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Recommendation

That the Growth Committee receive this report for information.