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Title of Entry

Fridays on Front - Holiday Edition

Category of Entry

Special Events

Project Timeframe

December 2018

Brief Summary (please limit to two sentences)

The Fridays on Front Holiday Edition was a fully-licensed winter night market that took place underneath the Downtown New West Parkade. The festival created a dramatic transformation of an underutilized area and included food trucks, artisan vendors, live music and activations from Downtown businesses.

Opportunity/Need

1. Citizens and businesses in Downtown New West had identified a strong desire for a holiday night market with the same components as the Fridays on Front summer series. They loved the summer series and repeatedly asked to see more.
*see attached survey responses from the Fridays on Front summer series.

2. We had a neglected area on the east end of Front Street that desperately needed some attention and revitalization. The merchants on East Front Street felt the area was difficult to find and had been overlooked in numerous ways. Bonus: the area was covered! Making it an ideal location to host a winter event protected from the elements.

Goal/Objectives

Two of our BIA's strategic initiatives are to 'Raise the Profile of Downtown New West' and 'Make Downtown New West a Desirable Destination'. One of the ways we accomplish this is by producing events that highlight unique areas in Downtown New West, and by doing so, we introduce people to areas and businesses they may not have otherwise known about.

*The Holiday Edition of Fridays on Front had a very specific objective; to bring awareness and change the perception of the east end of Front Street, the area underneath the Downtown New West parkade.

Audience

We had a captive audience from the Fridays on Front summer series, most of whom resided in New Westminster. We knew through the surveys we collected through the summer that 58.7% lived in New Westminster, the other 32.75% were along the SkyTrain route. We learned that 77% were between the ages of 20-49 and the most important elements to them were: Food Trucks 51.25%

Community 51.25%, Licensed Venue 35%, Family Friendly Event 20%. We also knew this audience wanted to see more Fridays on Front events, with 96.20% of participants saying they would attend again.

The takeaways from this research; the event needed a strong community focus, it needed the Fridays on Front formula (fully licensed + food trucks + artisan vendor + live music), it needed to be accessible via transit, and it needed to have family friendly activities.

Implementation

We had built many strong partnerships through the past two years of producing the Fridays on Front summer series and had proven the event concept. The first step in creating a Holiday Edition was getting those partners onboard. We did so by inviting them to the site and sharing our vision. Thankfully, they were as excited about the opportunity and potential as we were!
Key players: Steel & Oak Brewing Co., Pacific Breeze Urban Winery, Arts Council of New Westminster, New West Craft, New West Family Place and Food Trucks.

We had several challenges while planning this event; mainly due to the fact this space had never been used for an event before. We met roadblocks while creating the safety plan, determining capacity, licensing and site prep. We spent a large portion of the planning stages meeting with professionals in each of these areas, finding creative solutions to make the site work. We found innovative ways to power and light the site, both for safety reasons and to create a festive backdrop for our event.

Results

The results far exceeded everyone's goals and objectives. The transformation of the space was incredible; from an underutilized, neglected area to something truly magical. The Fridays on Front formula worked wonderfully in the winter too; many saying it felt like a scene from a Hallmark Christmas movie.

The parkade served its purpose well, protecting us from the elements. The goal of bringing attention to this area was also accomplished; the week leading up to the festival property owners cleaned up neglected buildings and the City of New Westminster stepped up maintenance. The result was the cleanest we have ever seen the area.

We also accomplished the goal of giving the community a fantastic holiday night market. The thousands of people who attended loved the festival, but most importantly, they were introduced to a new area. We received comments like: "I never knew this area was even here", "Wow, what a transformation!" and "This is the coolest vibe I've ever seen at a street festival".

Victory Statement

The Fridays on Front Holiday Edition was a fully-licensed winter night market that took place underneath the Downtown New West Parkade. The festival created a dramatic transformation of an underutilized area and included food trucks, artisan vendors, live music and activations from Downtown businesses. The results far exceeded everyone's goals and objectives. The transformation of the space was incredible; from an underutilized, neglected area to something truly magical. The Fridays on Front formula worked wonderfully with many saying it felt like a scene from a Hallmark Christmas movie.

Please Upload minimum 5 photos and your logo

- Fridays-on-Front-survey-responses.pdf
- FridaysonFront-22.jpg
- FridaysonFront-7.jpg
- FridaysonFront-47.jpg
- FridaysonFront-19.jpg
- FridaysonFront-91.jpg

Please upload a PDF file of your submission: (must be 2mb or less in size, please reduce graphics file size if necessary)

- Fridays-on-Front-Holiday-Edition-Application.pdf