



The Cultural Collective
355 Main Street South
Exeter, ON N0M 1S0

Municipality of South Huron
322 Main Street South
P.O. Box 759
Exeter, ON N0M 1S6

RE: Use of MacNaughton Park Scenic Gardens

April 2017

The Cultural Collective is a youth-led cultural organization based in South Huron with over 45 youth members with experience in music, visual arts, drama, filmography and more. The group has hosted a variety of cultural events in Exeter since 2015, including the Huronsound Music and Arts Festival that took place in MacNaughton Park on July 16th, 2016.

Furthermore, in the last few years, the Exeter Farmers' Market has been struggling to attract vendors and visitors in its current time and location. The Farmers' Market Board understands the need to drastically change the market or it will become non-existent.

With the success of the Huronsound event and the knowledge of the Farmers' Market looking for a change, the Cultural Collective would like to do a weekly event featuring farmers' market vendors, local artisans, with live music and outdoor movie night elements to provide more value to consumers. The Exeter Farmers' Market is on-board with this concept and at their recent AGM, the Board agreed to disband its current structure and become a subcommittee of the Cultural Collective to help execute this vision together.

The Cultural Collective believes that MacNaughton Park is a great location for this new market-style event, as the green space will help create a more social atmosphere where people want to spend time. It will also help to promote MacNaughton Park as a community gathering space with music, film, art and food, while encouraging the use of nearby community assets like the South Huron Trail, the outdoor pool and the Exeter Splash Zone.

With the support of the Exeter Farmers' Market, the Cultural Collective requests the following:

1. Permission to use the MacNaughton Park Scenic Gardens on Thursday evenings in June to August (4pm – 9pm) and September (4pm – 8pm) 2017 to host a weekly artisan market;
2. Use of hydro in MacNaughton Park during the weekly market;
3. Municipal picnic tables be added to MacNaughton Park for use at the weekly market;
4. Municipal garbage cans be added to MacNaughton Park for use at the weekly market;
5. Use of the port-a-john washroom facilities located at the Exeter outdoor pool during the market season.

Please Note:

- We plan to host outdoor movie nights in the park once per month, which will require extended use of the park until 11pm.
- Similar to at the Huronsound event, we would like to get a special occasions permits to have a cash bar in operation in conjunction with other community events including the Canada Day, Bach Festival, Exeter Rodeo, etc.

For further information, please find a draft site plan attached. Additionally, we will be doing a delegation to Council on April 18, 2017 to provide more details and answer any questions.

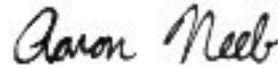
Due to the tight timeframe, we request that Council respond to this request as soon as possible. It is important that we start promoting this new opportunity to potential vendors and visitors immediately to ensure the success of this initiative.

We look forward to hosting a new and improved community event with the support of South Huron Council.

Sincerely,

A handwritten signature in cursive script that reads "Alec Moore".

Alec Moore
Chair
The Cultural Collective

A handwritten signature in cursive script that reads "Aaron Neeb".

Aaron Neeb
Volunteer Manager, Exeter Market
The Cultural Collective

SITE PLAN

THE CULTURAL COLLECTIVE – EXETER MARKET



- Red lines - park vendor spaces
- Blue area - picnic tables

- Blue dotted line - stage and film screen area
- Green lines - street vendor spaces

VENDOR DETAILS:

- Interior park vendor spaces will be 9'x9' (24 spaces available) and will be located along the paths in the scenic gardens portion of MacNaughton Park;
- Street vendor spaces will be 12' long and extend along the parking spots (7 spaces available) on the south side of MacNaughton Drive;
 - They will extend out as far as the parking spot lines to not block the flow of traffic;
 - Vendor vehicles will act as a barrier between traffic & consumers. The vendor booths will face towards the interior of the park;
- As vendor interest increases, additional vendor spaces could be placed along the Eastern portion of the Scenic Gardens.

SITE PLAN

THE CULTURAL COLLECTIVE – EXETER MARKET



PARKING:

- Interior park vendors and event organizers will be asked to park at the Rec Centre parking lot;
- Event goers will have access to parking along Main Street, Hill Street and at the end of MacNaughton Drive as well as side street parking (where permitted).

OTHER DETAILS:

- Hydro will be drawn from the outlets at the park and run to vendors who request it. Best efforts will be made to locate vendors requiring hydro closest to the nearest hydro source.
- Municipal picnic tables and benches will be set up for event-goers to use. They will be mostly concentrated in the blue area in front of the stage and film screen area, behind a section of park vendors.