

Blyth Artisan Market

A Blyth Destination Development Partnership Project
2018

Presented to the Township of North Huron
Monday, May 7, 2018



PROJECT OBJECTIVES

Downtown Animation

- ❖ to attract new visitors and to encourage patrons of the theatre and/or Cowbell to explore downtown, stay longer and spend more in the village.
- ❖ engage local residents to build social capital and quality of life.

BLYTH'S ARTISAN MARKET

We will bring together a carefully curated mix of local artisans, crafters, chefs and bakers.

Local entertainment will be featured each week (music, storytellers, etc.) that would reinforce the Blyth brand as rural storytellers.

WHEN

Thursdays

3:30 pm to 8:00 pm

May 31 - September 13

Four Sundays when theatre has performances
July 8, 15 & August 12, 19

WHERE Permanent home: 437 Queen St.,
(after renovations).

In the meantime we are proposing
Dinsley Street from Hwy # 4 west to the alley
beside the Royal Canadian Legion.

Both locations are:

Visible. Accessible. Easy to Access for Vendors
Safe for our guests.

**We are requesting the
Township of North Huron's permission and assistance
to close Dinsley St from Queen St. to the alley**

LOCAL MERCHANT SUPPORT

People who shop at markets share

- . a strong belief in the integrity of shopping in the community; consumers are uniquely sensitive to the need to support local primary producers*

We hope to create a

- . community gathering spot for tourists and residents alike.

We'll work with our local merchants to alleviate their concerns re lost business opportunities; and to ensure local business sites remain accessible during market hours, The block will be accessible at all times to pedestrian traffic.

We'll

- . promote BBIA member businesses, and
- . **Work with township staff to create a safety plan for vendors, volunteers and patrons.**

*Farmers' Markets Ontario Market Customer Profile and Impact Study 2009 Report - [/www.farmersmarketsontario.com](http://www.farmersmarketsontario.com)

OTHER REQUESTS RE A PARTNERSHIP WITH NORTH HURON

We are working to develop our policies and applications in **adherence with the Township's Licensing By-Law.**

As a Committee of Council **we request that the Artisan Market be endorsed by Council and operate under the Township's insurance.**

All vendors will be required to submit proof of insurance.

EXPERIENCED MANAGEMENT

Amy Zoethout

... experiencing in operating a market and has worked with both the Goderich Farmers' Market and Bayfield Farmers' Market. She is currently an owner and operator of the Goderich Makers Market and the Makers Mercantile.

OTHER DESTINATION PARTNERSHIP INITIATIVES

- ❖ Hometown Holiday Weekend
- ❖ Building Blyth's On-Line Brand
- ❖ Destination Storytelling – Historic Plaques and Portraits
- ❖ Private Projects



Thank you.

Blyth BIA Farmers Market Project Lead: Deb Sholdice
Blyth Artisan Market Co-ordinator: Amy Zoethout
Blyth BIA Chair, Karen Stewart