



BURLINGTON DOWNTOWN

Downtown Streetfest Member information package and FAQ

Each year over 200,000 potential patrons come to Downtown Burlington to experience the excitement, the music, the food and shopping on Father's Day weekend!

Burlington's Sound of Music Festival, Canada's largest free music festival, is preparing for a rocking big weekend at Spencer Smith Park from June 16-19th. Your BDBA is "taking it to the streets" as the sponsor of DOWNTOWN STREETFEST from Saturday June 18-Sunday June 19th.

Here's what you need to know:

Streetfest & Family Zone:

This year we have combined Family Zone with Streetfest to give people of all ages an eclectic mix of music, interactive animations and shopping, along with many other activities. Brant Street (from Lakeshore Road to Caroline) will come alive Streetfest weekend with: dance performances, children's activations, an "instrument petting zoo" and roaming Super Hero ambassadors all weekend long.

Family Zone/Streetfest hours:

Family zone will spill out from City Hall from 1 p.m.-6 p.m. both Saturday June 18th and Sunday June 19th. The on-street activities will continue with Downtown Streetfest on Saturday from 1 p.m.-11.00 p.m. & Sunday 1 p.m.-6 p.m.

Sound of Music Parade:

The Grande Festival Parade is the official kick-off to Downtown Streetfest. It will feature marching bands, floats and performers from across North America. The Parade starts at 11.00 a.m. on Saturday June 18th at Central Park.

Expect the Parade to hit downtown close to 11.30 a.m. as it travels westbound along:

Caroline St. to Elizabeth St.; south on Elizabeth St. to James St.; westbound on James St., then marches north on Brant Street to Baldwin St.; ending at Central High School.

There will be a “rolling road closure” when the Parade comes to the Downtown Streets. Viewing bleachers will be placed on Brant Street at James and rolled away after the Parade leaves. We expect some performers to return for a post-parade performance on Brant to kick-off Downtown Streetfest.

When will the road closure take place?

To prepare for Downtown Streetfest Brant Street, between Caroline Street and Lakeshore Road will be:

**CLOSED: Saturday June 18th at 3:00 a.m.
RE-OPENED: Sunday June 19th at 8:00 p.m.**

What will the road closures look like?

Included alongside this package is a guide detailing the road closures and traffic restrictions pertaining to the festival. The guide covers road closures by intersection, parking restrictions, public transit information and contact information for the event.

How do I access my Brant Street business?

With the exception of the Parade Brant Street will be closed to vehicles all Father's Day weekend. Sound of Music staff will allow local traffic/removing barricades at the intersection of **Brant Street/James Street** on Saturday from 6:00 a.m.- 9:00 a.m.

Please alert your employees and suppliers. Also, remind your customers, clients and restaurant patrons that there will be no on-street parking on Brant. Please use the surface parking lots and 414 Locust Street garage for parking this weekend.

How can Brant Street businesses take advantage of Streetfest weekend?

All Streetfest/Family Zone programming will take place on the street. There will be no vendors or animations on Brant Street sidewalks.

As a Brant Street business, you have an as-of-right opportunity to use the sidewalk in front of your ground floor business. You are permitted to bring your merchandise/service onto the sidewalk to the width of your store frontage.

Some tips:

- Let the Festival provide the music. If you choose to hire your own music, they must perform inside your place of business so as not to conflict with the on-street paid performances
- Sidewalk sales must be “self-contained”. Please provide your own tables/chairs and promotional materials
- It is not recommended that sidewalk sales extend past 10.30 p.m. on Saturday June 18th
- Please do not invite any non-Downtown members or suppliers to set up in front of your business as your Downtown Business Association is the sponsor of Streetfest weekend
- Sign-ups are not necessary for participation in a sidewalk activity or sale. Downtown Streetfest promotions will not list individual sidewalk sales. You are encouraged to use your social media to market your Streetfest sales and tag the BDBA @DTBURLINGTONON

How can NON- Brant Street businesses take advantage of Streetfest weekend?

While the event is localized on Brant we want to provide opportunities for our members in other parts of the Downtown to participate as well.

We have scouted out five locations on Brant for our members to set up a 10 x 10 tent during Streetfest weekend. If you have a good or service you'd like to display please contact us directly to discuss location and the details prior to Monday June 6th.

No perishable goods, alcohol or prepared/fresh foods are permitted.

Contact Dayna at events@burlingtondowntown.ca

Or 905-630-7414

STREETFEST DAY-OF CONTACTS

If you have specific questions during Streetfest weekend BDBA staff will be on site

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Sound of Music Festival – Road Closures and Traffic Restrictions

Festival Road Closures – June 11 and June 16 to 19, 2022



— — Streetfest Closures

(June 18 from 3 a.m. to June 19 at 8 p.m.)

— Parade Related Closures

(June 18 from 10 a.m. to 1 p.m.)

• • • Emergency Closures

(June 11, June 16 to June 18 from 10 p.m. to midnight;
June 19 from 6 to 8:30 p.m.)

The 43rd annual Sound of Music Festival is taking place over two weekends: June 11 and June 16 to 19, 2022. To meet the needs of the festival and to ensure public safety, road closures are noted below. Parade route streets will re-open as soon as possible after the parade on June 18. Vehicles parked illegally in the event area will be tagged or towed for emergency access.

Road Closures

Emergency Road Closures:

June 11 and June 16 to June 18 nightly from 10 p.m. to midnight; and
June 19 from 6 to 8:30 p.m.:

Lakeshore Road from Elizabeth Street to Maple Avenue.

Streetfest Closures:

Saturday, June 18 from 3 a.m. to Sunday, June 19 at 8 p.m.:

Brant Street from Caroline Street to Lakeshore Road.

Parade Closures:

Saturday, June 18 from 10 a.m. to 1 p.m. the following streets will be closed:

- Baldwin Street from Hurd Avenue to Brant Street
- Brant Street from James Street to Baldwin Street
- Drury Lane from Courtland Drive to New Street
- Caroline Street from Drury Lane to Elizabeth Street
- James Street from Brant Street to Elizabeth Street
- Elizabeth Street from Caroline Street to James Street

Parking Restrictions Posted

- Please do not park in restricted areas.
- See parking rules at each pay machine.

Traffic Supervision

Road closures will be managed under the supervision of the Halton Regional Police Service. Emergency access will be maintained at all times in the event area.

Event notices were delivered to all residences, religious centres and businesses affected by the event.

Road Closures or Traffic Control Information

Event Liaison, City of Burlington, 905-335-7600, ext. 7704

Burlington Transit Delays and Information

Bus route detours in effect for Routes 2, 4 and 10.

Minor delays in the downtown core should be expected on all festival dates.

Event feedback: burlington.ca/eventfeedback

Event information: soundofmusic.ca