

## Staff Report

**To:** Mayor Bazinet and Members of Council  
**Report From:** Jenna Ujiye, Tourism and Community Development Manager  
**Meeting Date:** August 11, 2025  
**Subject:** 2025 Goderich Salt and Harvest Festival Update  
**Attachment(s):** 1) 2025 Food Truck Map.pdf  
2) 2025 SALT – Overall Site Plan.pdf  
3) OPOP promo leaflet.pdf  
4) SALT2025 – MAIN HANDOUT (1).pdf  
5) SALT2025 – Salt Walk Site Map  
6) Salty Silent Auction.png

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### **Recommendation:**

That Goderich Town Council receives this report for information;

And That during the Salt and Harvest Festival, Goderich Town Council approves Town staff's request for an exemption under Section 4.2 of By-Law 14 of 2016 (Municipal Alcohol Policy), for alcoholic beverages to be served in cans instead of plastic or paper cups.

### **Report Summary:**

The 2024 Goderich Salt & Harvest Festival witnessed success, drawing an estimated attendance of 8,000 people, as reflected in the Festival's detailed After-Event Report in November 2024. This accomplishment is underscored by a significant increase compared to previous years, driven by strategic event expansion and an effective promotional campaign. The Festival featured 35 events, with 11 of these being paid opportunities and 24 free to the public, enhancing accessibility and appeal. Major enhancements, such as an extended event duration of two full days of activities downtown versus just one day in 2023, contributed to this growth. Such planning and execution suggests momentum for 2025's festival and have positioned the Town of Goderich confidently to aim in attracting approximately 10,000 visitors in 2025; reinforcing its stance as a vibrant cultural hub. This anticipated growth stands to further support local business activities and tourism opportunities, capitalizing on the Festival's reputation.

**Below is an updated list of festival information** - The 3<sup>rd</sup> Annual Goderich Salt & Harvest Festival will be occurring on Labour Day weekend, August 28 – 31, 2025. The following is planned for the weekend:

- **Salty Silent Auction – July 31 – August 26, 2025** - There is a silent auction held online on the saltedgoderich.ca website, with Salted merchandise, a meet and greet with Finger Eleven, and a Compass Minerals underground tour for three (3) people.

- **Goderich BIA Thursday Night Concert, Courthouse Square Plaza and Performance Stage Thursday, August 28** - Local Band Sal's Alley performing 7 PM in Courthouse Square Park. Square Brew will be running a beer garden during the concert.
- **Goderich BIA Thursday Night Market, Courthouse Square Plaza and Performance Stage Thursday, August 28**
- **Goderich BIA and Royal LePage Heartland Realty Friday Night Concert, Courthouse Square Plaza and Performance Stage Friday, August 29** - Partnership with the Goderich BIA. Bands include Texas King, Harley Olivia, The Dyadics, and Full Throttle. Running from 7 PM-Midnight, licensed and an all-ages event.
- **Salted Ceremony, Courthouse Square Park, 10 AM, Saturday, August 30** - Dignitaries and major sponsors are invited to speak on behalf of their organization and celebrate the 2025 festival.
- **Bus Tours, Various Locations, 10 AM to 4 PM, Saturday, August 30 and Sunday, August 31** - Organizers will be blocking the parking spaces on the interior of Courthouse Square between North and Hamilton Street to facilitate a safe loading area.
- **Inflatables, Courthouse Square Park, 10 AM to 3 PM, Saturday, August 30 and Sunday, August 31** - Sponsored by Parrish and Heimbecker, inflatables for various ages will be on site in Courthouse Square Park all weekend long.
- **Our Potential, Our Purpose Exhibit, Courthouse Square Park, 10 AM to 4 PM, Saturday, August 30 and Sunday, August 31. Waiting on final confirmation from Global Affairs Canada.** A free, Canadian Touring Experience where people of all ages can explore what it means to be a global citizen and imagine their role in a world full of potential. Developed by Aga Khan Foundation Canada in partnership with Global Affairs Canada.
- **Compass Minerals Above Ground Experience and Mine Rescue Demonstrations, Courthouse Square Park, 10 AM to 4 PM, Saturday, August 30 and Sunday, August 31**
- **Food Truck Village, Livery Parking, Friday August 29, Saturday, August 30 and Sunday, August 31** - Part of the partnership with Compass Minerals who brings approximately 500 staff and their families to Downtown Goderich. Friday hours: 6 PM – 11 PM. Saturday and Sunday hours: 11 AM – 7 PM. Vendors will be encouraged to re-open between 8 PM and 12 AM to support evening events. Confirmed trucks include, Fo Cheezy, Mardelle's Cookies, Cakes & Coffee, S.W.A.T., Cluck Daddy, My Big Fat Greek Food Truck, and Wicked Witches of West Street.
- **Salted Vendor Village, Courthouse Square Park, 10 AM to 4 PM, Saturday, August 30 and Sunday, August 31**

- **BIA Sidewalk Sales, Courthouse Square, 9 AM to 9 PM, Saturday, August 30 and Sunday, August 31** - Business owners in the downtown core are invited to host sidewalk sales during the festival.
- **Salted Menus, Various Businesses, All Weekend** - Food vendors of Goderich have been invited to create Salted Menus, which Goderich Tourism will promote via social media.
- **Salty Basin Beer Garden, Courthouse Square Plaza** - Working with Festival partners, the Salty Basin Beer Garden will be open to the public on the following dates: Friday, August 29 from 7:30 PM to 12 AM – Sponsored by Royal LePage Heartland Realty; Saturday, August 30 from 11 AM to 5 PM – Sponsored by Coldwell Banker and Sunday, August 31 from 11 AM to 5 PM – Sponsored by Coldwell Banker
- **Afternoon concert in the Salty Basin Beer Garden, Courthouse Stage, 2 PM to 5 PM, Saturday, August 30 of 2025** - Sponsored by Coldwell Banker, Graham Bedard will be performing.
- **Sunday Concert, Courthouse Stage, 10:30 AM to 2 PM, Sunday, August 31 of 2025** - Sponsored by the Goderich BIA with bands Country Junction and Bryan Bicknell Duo.
- **Historical Lit Salt Walk, Rotary Cove Lookout, All Weekend** - This portion of the festival has moved back to Rotary Cove Lookout and will act as a beautiful welcome to our waterfront, a recommended feature of the weekend. Offering an expanded 30 panel historical path.
- **Underground VR Experience, Tourism Information Centre, Saturday, August 30 and Sunday, August 31, 10 AM to 4 PM** - Underground VR experience will once again be available and free for folks to enjoy.
- **Make your Own Margarita, at the Salty Basin Beer Garden, Saturday, August 30 and Sunday, August 31 of 2025, 11 AM to 5 PM** - This was a hit last year. Open to all ages, with a variety of flavours and mixers, alcoholic and non-alcoholic options available.
- **Royal LePage Heartland Realty, Harvest Activities, 10 AM to 4 PM, Saturday, August 30 and Sunday, August 31** - Once again, Royal LePage Heartland Realty, Festival Partner, will be hosting a variety of activities which are free for families to enjoy.
  - **Horse Wagon Rides** between 11 AM and 2 PM  
Organizers will be blocking the parking spaces beside North Street to facilitate a safe loading area.
  - **Family Photo Booth** between 10 AM and 4 PM
  - **Little Hobby Farm Petting Zoo** between 10 AM and 4 PM

- **Compass Mineral Concert ft. Finger Eleven with local opener Blacklist Social, Saturday, August 30 of 2025, 7 PM to 1 AM** – To date, approximately 900 tickets have been sold, with tickets available for purchase. Doors open at 7 PM with entertainment starting at 8 PM. Please note that the Salty Basin Beer Garden will be closed to reset for the ticketed event at 5:30 PM.
- **Temporary Signage, Various Locations Thursday, August 29 to Tuesday, September 3 of 2025**- Signage for bus tours will be placed temporarily for the weekend. No sign will measure more than 2' by 1.5'.

**Linkage to the Corporate Strategic Plan (Choose all that apply):**

- ☐ No. 1 Safe and Reliable Infrastructure  
☒ No. 2 Welcoming and Caring Community  
☒ No. 3 Strong Local Economy  
☐ No. 4 Good Government  
☐ No. 5 Environmental Stewardship

**Linkage to Asset Management Plan:**

This staff report is related to the following within the Town's Asset Management Program (Choose one):

- ☐ Road Network  
☐ Water Network  
☐ Sanitary Network  
☐ Storm Network  
☐ Fleet  
☐ Facilities  
☐ Land Improvements  
☐ Machinery and Equipment

And directly impacts (Choose all that apply):

- ☐ State of Good Repair/Replacement  
☐ Municipal Levels of Service  
☐ Risk Management  
☐ Growth Impacts  
☐ Financial Strategy

**Financial Impacts and/or Source of Funding:**

Is this cost budgeted for? Yes: ☒ No: ☐

Budget: Excess of revenues over expenses for event of \$19,020.00

Actual: No additional financial impact associated with this report

**Consulted With:**

Emma MacNeil, Tourism Event and Marketing Coordinator  
 Deanna Hastie, Director of Corporate Services/Treasurer

**Approved By:**

Janice Hallahan, Chief Administrative Officer

Andrea Fisher, Director of Legislative Services/Clerk