



CITY INFLUENCERS

City Summer Events

March 2024

ST. JOHN'S

City Summer Events

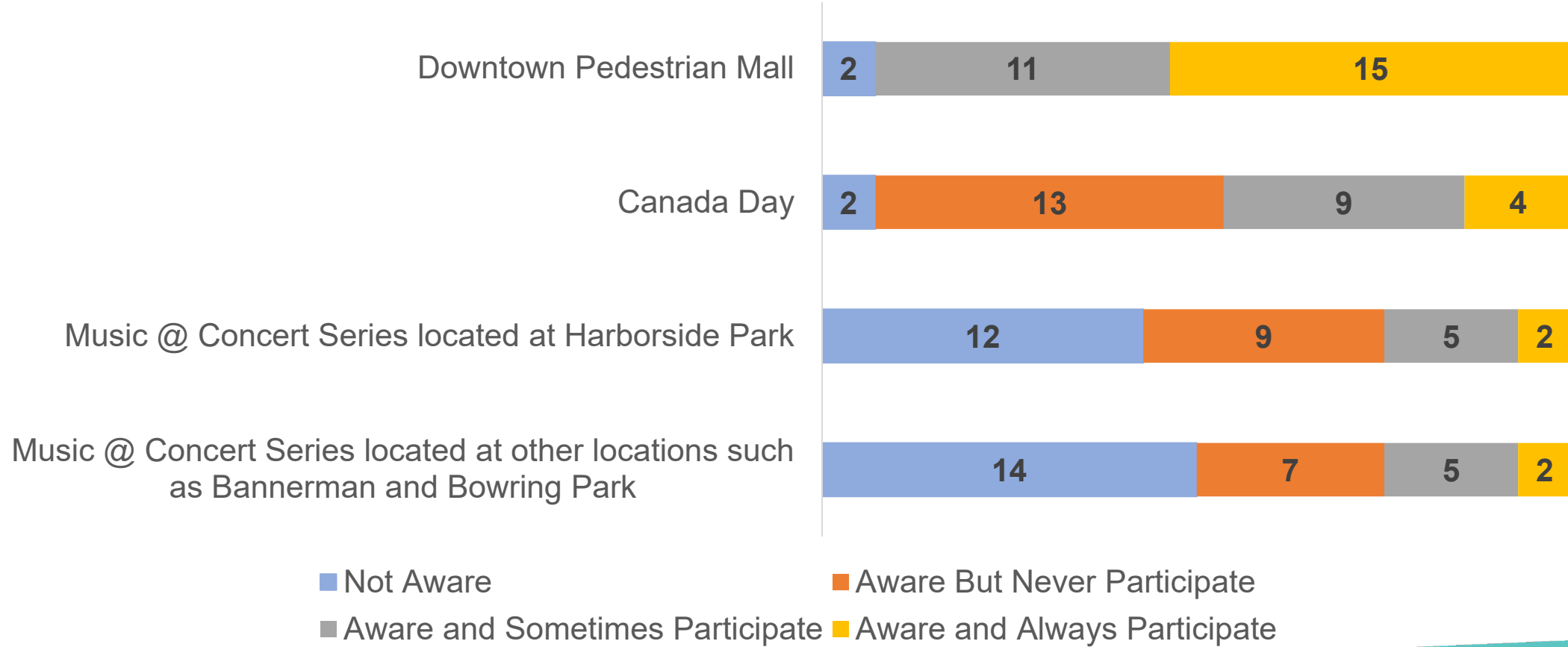


The City organizes a variety of events to take place throughout the summer season.

In a previous City Influencer survey, it was noted that awareness and participation in some City summer events was low among respondents. Respondents had also identified they would like to see more free outdoor events and easier for non-drivers to participate.

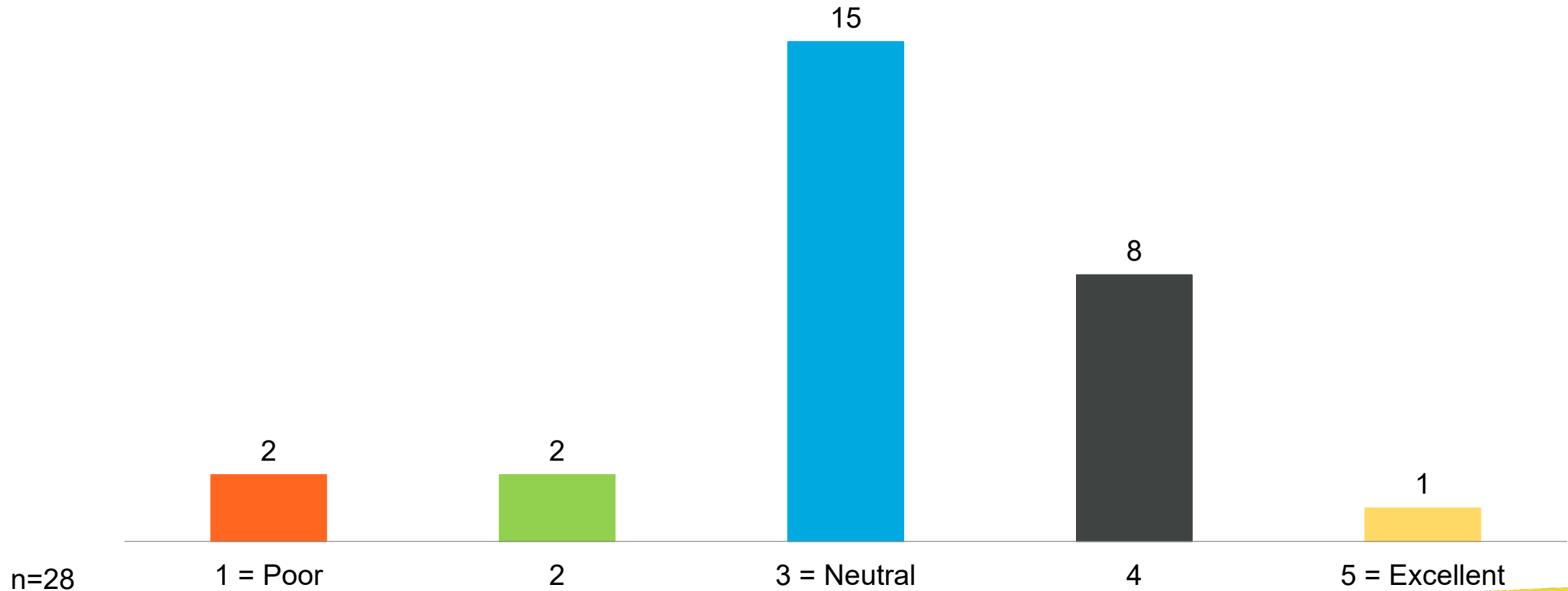
Results

How aware are you of the following City events and summer activities?



Results

How would you rate the variety of summer events and activities the City offers?



Results

Why did you give this rating? (1/4)

Rating of 1:

- Same musicians always hired to play events, tickets are expensive. Not a lot happening around the city that is affordable other than the parks themselves or the farmers' market. Like to see performers and private, local vendors on streets & in parks
- I lived in Montreal and they have events every weekend for a variety of age groups. I feel like St. John's is lacking events targeted at the 25-45 age group

Rating of 2:

- The events held here are only good if you have money and like to drink or be around drunk people

n=20



Results

Why did you give this rating? (2/4)

Rating of 3:

- Needs more diversity BIPOC and LGBTQ+ performers!
- I am not very interested in music events and I do not feel comfortable celebrating Canada Day as it celebrates the colonization of this land and the harms done onto Indigenous Peoples.
- We need more free, accessible events for all ages. Transportation needs to be more available to increase attendance. especially the downtown core, city should invest in further developing pedestrian mall and related events for longer duration of summer
- I wish there were other types of activities, everything feels music or shopping related. There's almost no sporting events as far as I know.
- There's a lot of general events rather than events designed for professional adults (non-families/non- kids/non- seniors)

n=20

Results

Why did you give this rating? (3/4)

Rating of 3 (cont'd):

- There's not a lot of events that pique my interest but that's also just personal preference. Many events are located Downtown which isn't somewhere that I spend a lot of time.
- I feel like we have a great opportunity to have a lot of multicultural events, just have to be in accessible locations, easily accessible, also stuff for teens/youth to keep them busy
- Could be better, but good selection so far
- There is a lot to offer that I suppose I don't know about!
- I don't really know anything the city offers much other than the downtown mall which is pretty normal

n=20

A decorative graphic at the bottom of the slide consisting of overlapping wavy shapes in shades of orange and yellow.

Results

Why did you give this rating? (4/4)

Rating of 4:

- Offerings are good but the timing of the events prevents me from participating
- Plenty of events despite the sometimes, non-cooperating weather. More could be done in terms of organization and awareness/advertising.
- Wish paper flyers were given out, as it's easy to miss social media posts
- There could be a lot more on the go, more family inclusive, and more awareness around events
- I appreciate that there are activities organized! However, the majority are not the sort of events that I am interested in.
- There are activities available to the public and I am aware of them.

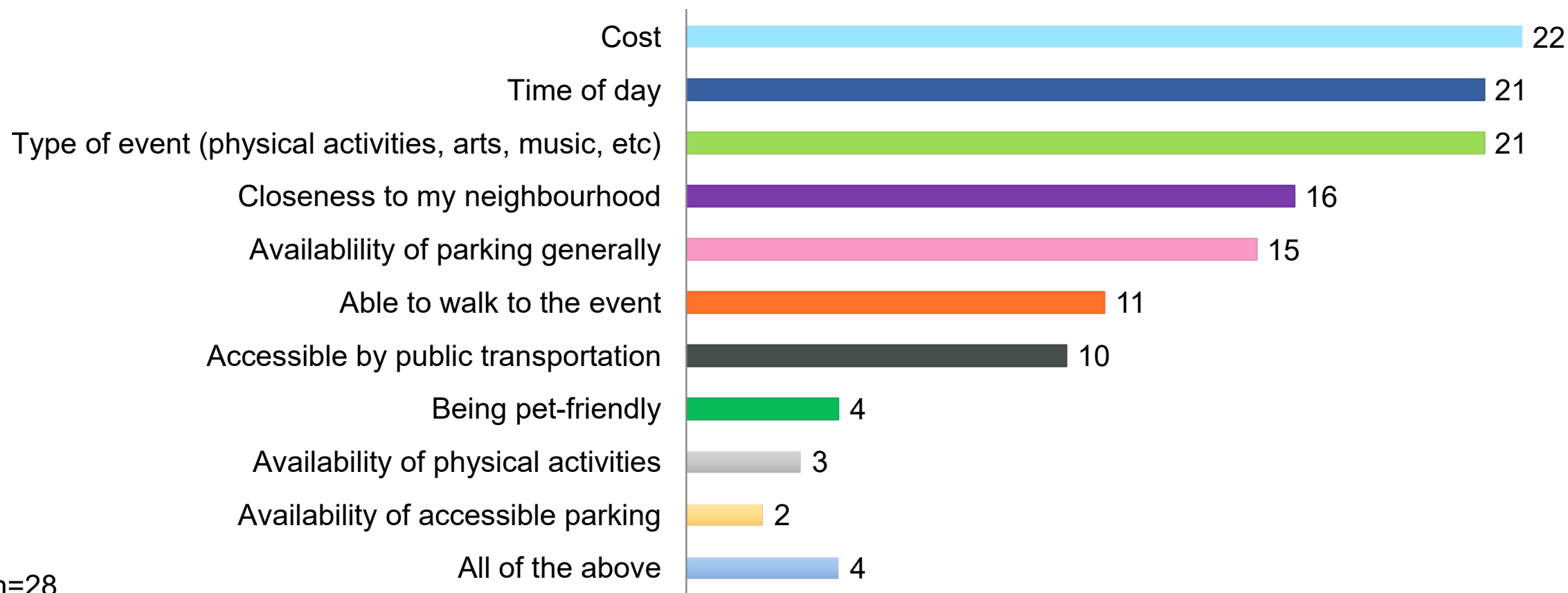
Rating of 5:

- I think there's always something to do in town over the summer and I always feel like I can fill up my off-time with something different every time.

n=20

Results

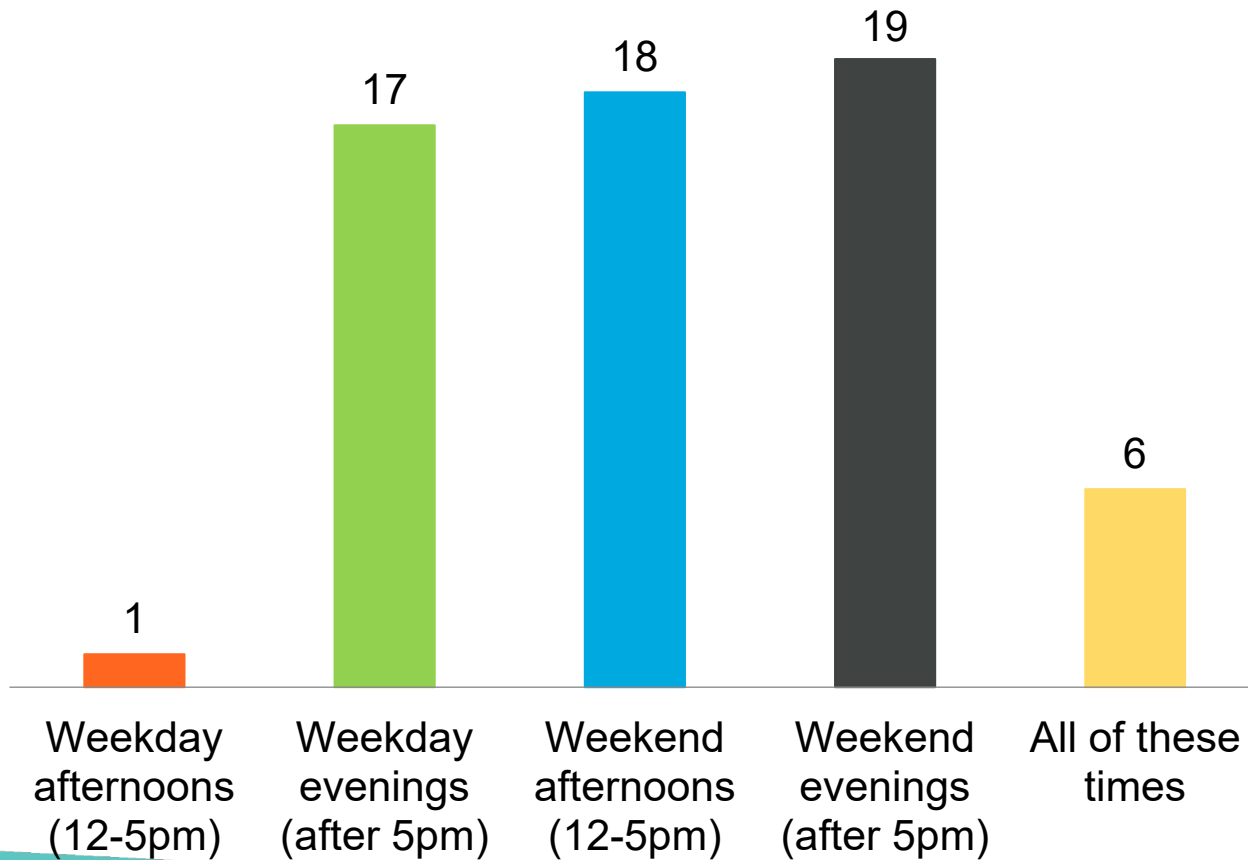
Which factors impact your decision to attend City-organized summer events? Check all that apply



n=28

Results

When are you best able to attend City-organized summer events? Check all that apply

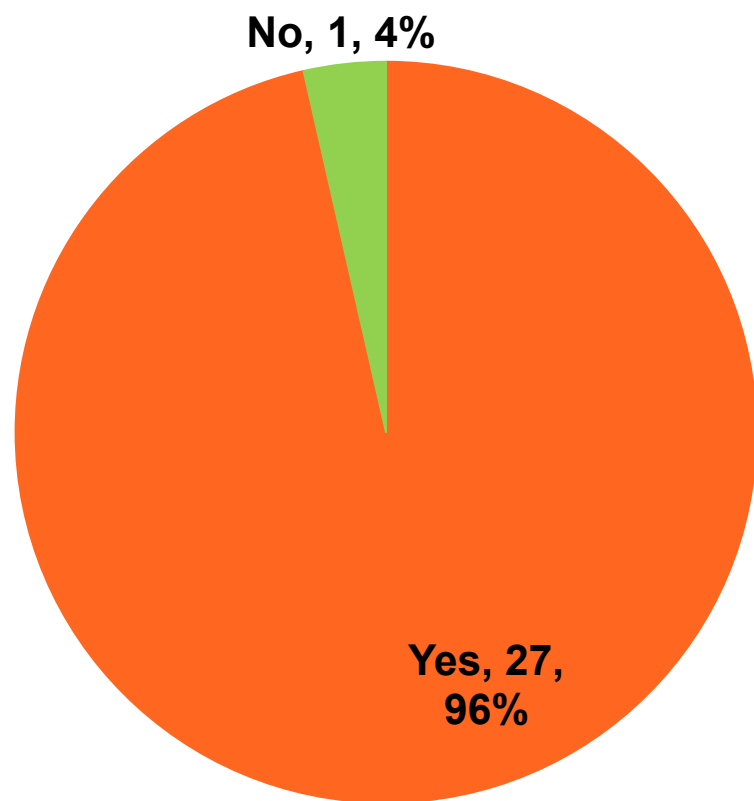


n=28



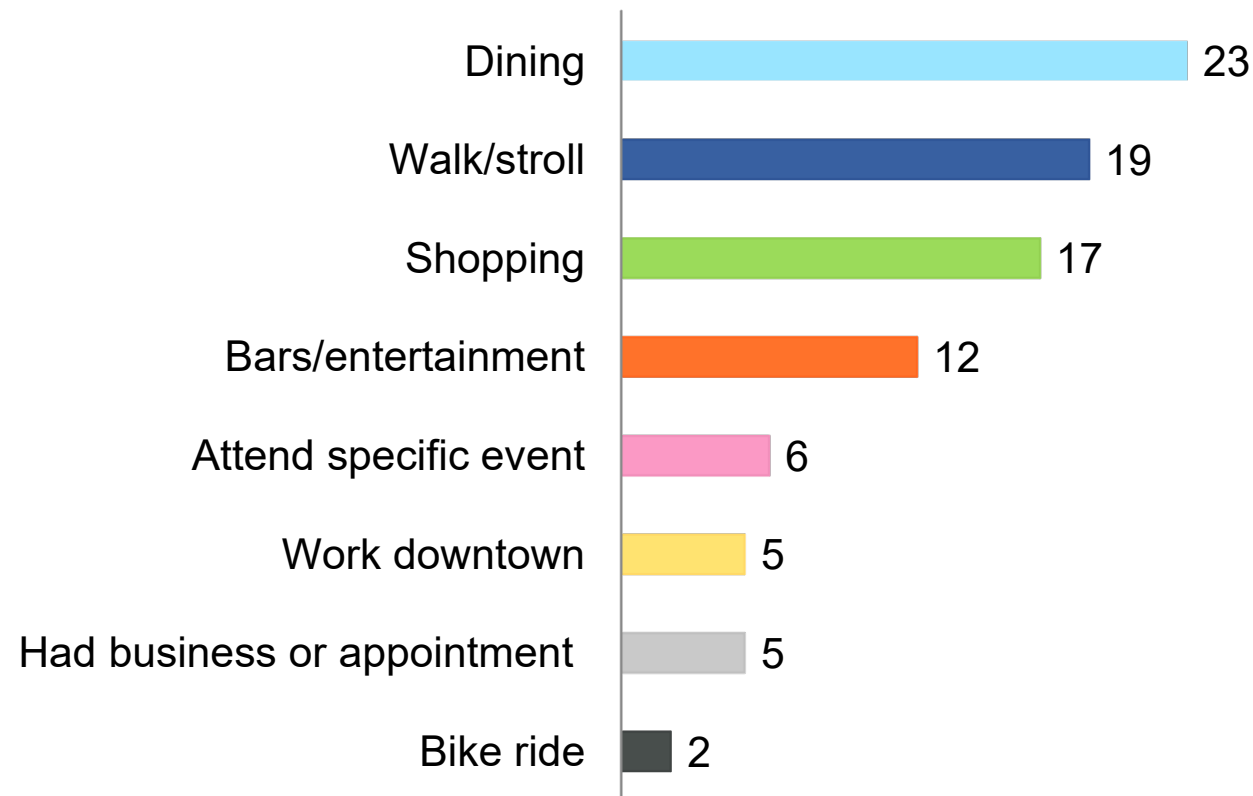
Results

Did you visit the Downtown Pedestrian Mall in 2023?



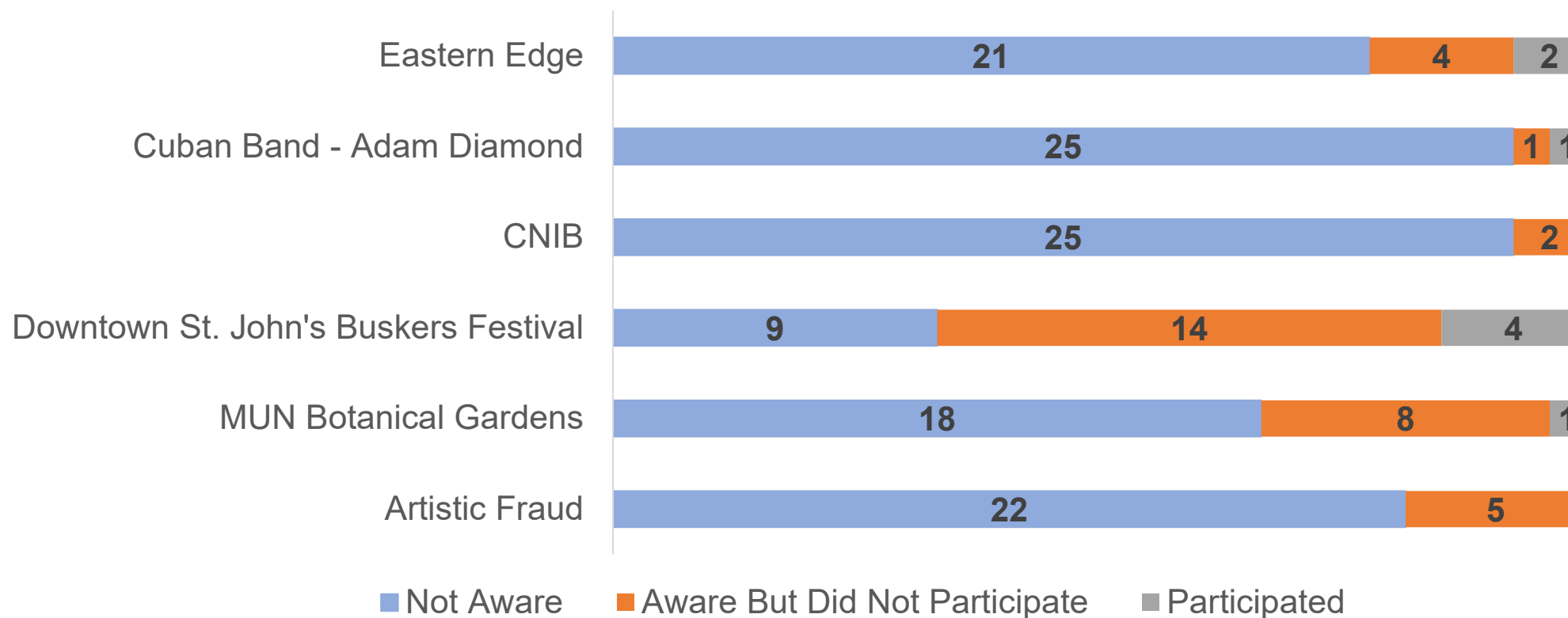
n=28

What did you do when you visited the Downtown Pedestrian Mall? Check all that apply



Results

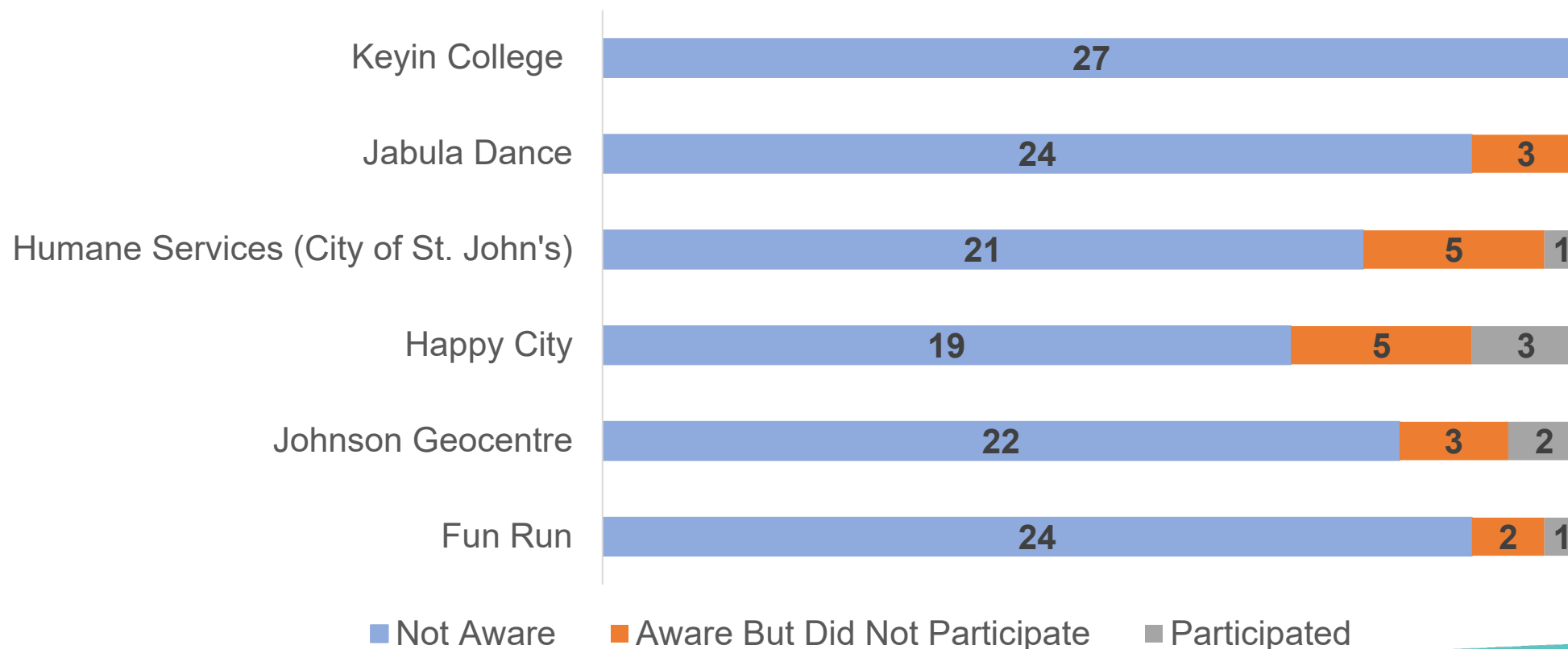
In 2023, 18 organizations held events at the Downtown Pedestrian Mall. Which events were you aware of/attend? (1/3)



n=27

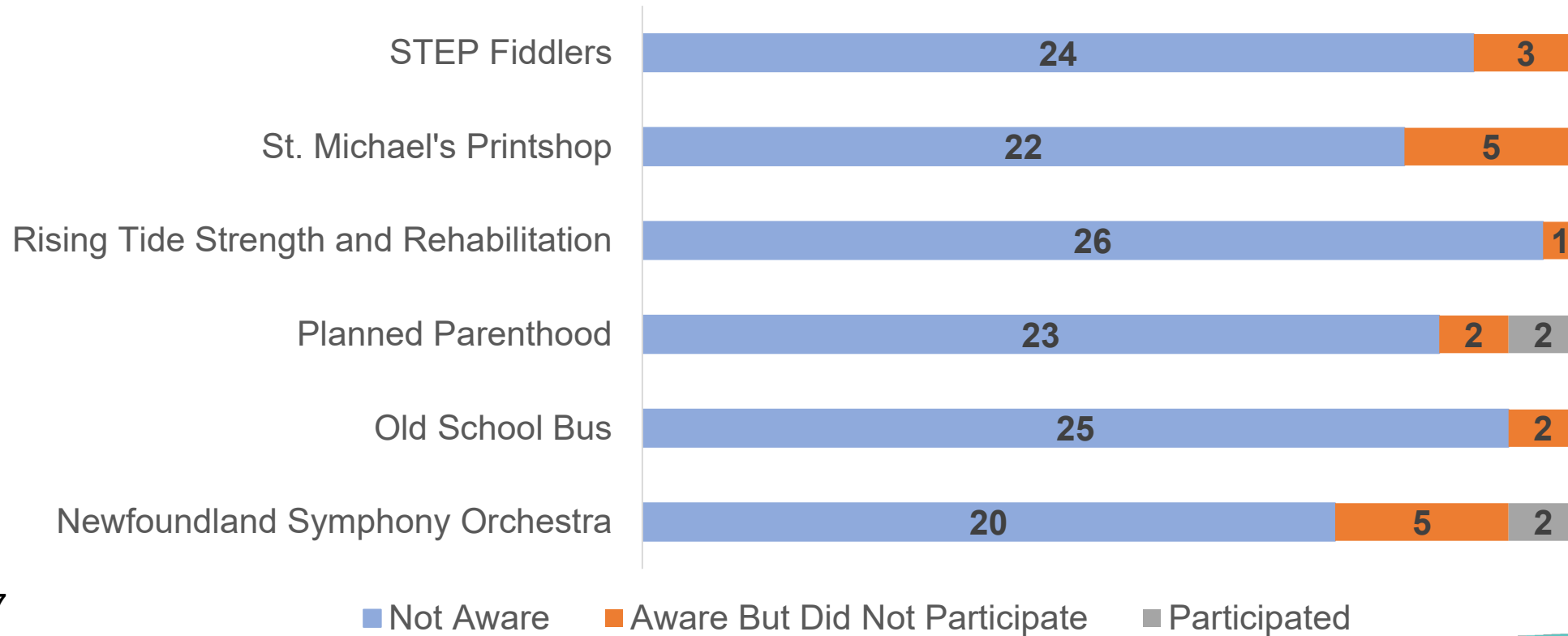
Results

In 2023, 18 organizations held events at the Downtown Pedestrian Mall. Which events were you aware of/attend? (2/3)



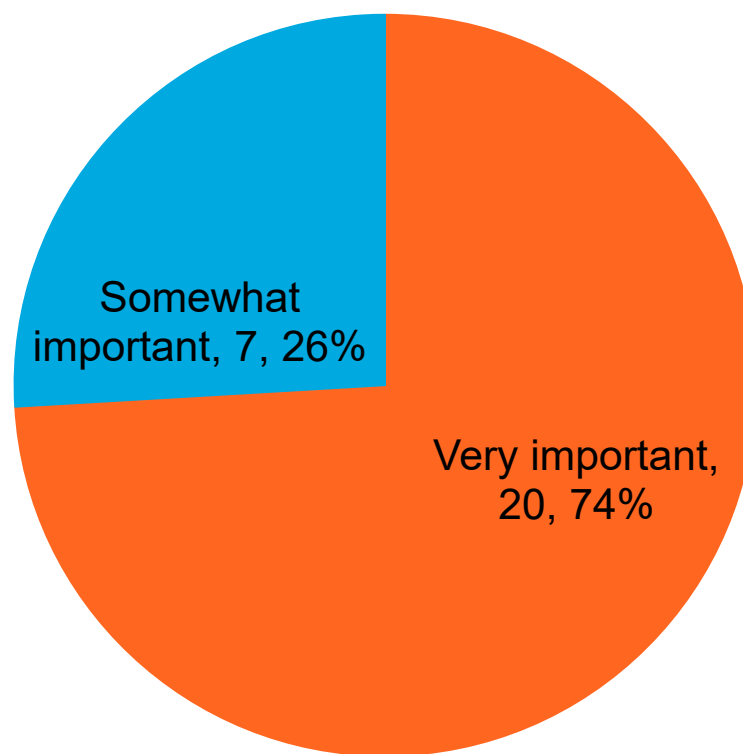
Results

In 2023, 18 organizations held events at the Downtown Pedestrian Mall. Which events were you aware of/attend? (3/3)



Results

How important is it to your participation that a City-organized event is free or low cost?



n=27

Results

Of all the City summer events you participate in, are there changes you would recommend to improve the experience for people aged 18-30? (1/4)

- Better marketing/more advertising so people know about the events, including house mail, email, social media, posters, etc. (9)
- Variety of music
- Free concerts with more well-known guests
- Paid concerts with big-name artists
- Cheap or free events (2)
 - [18-30-year-olds] especially is made up of students who have little disposable income but still want to participate in community events.
- Low-cost/free physical activities and/or crafting activities
- More arts/media focused events

n=19

Results

Of all the City summer events you participate in, are there changes you would recommend to improve the experience for people aged 18-30? (2/4)

- More late-night events
- Make it a little later in the day and have events at local venues! Trivia, Jeopardy, cards, board game nights, just overall activities that foster community involvement and help create connections.
- More evening and weekend events at the peds mall
- More outdoor events (performances, food truck festivals, cornhole tournaments, coffee festival, beer festival, etc).
- More outside activities targeting young professionals. With a calm and chill vibe and influence. I want to be able to go to a park, have a picnic, be at peace and be entertained by something actually targeted for me rather than “Newfoundlanders” or families.

n=19

Results

Of all the City summer events you participate in, are there changes you would recommend to improve the experience for people aged 18-30? (3/4)

- I wish I had known more about the pedestrian mall activities happening downtown last summer. I think things like the downtown outdoor movies are great to appeal to my age group – more of those please!
- Diversity in locations, particularly outside of the downtown area
- Different events to bring people out
- I think trying to connect with youth in the city to see what we are into is a great start! I know many youth love music shows that we can all attend and poetry, all local
- Accessible by bus
- Public transportation similar to the regatta

n=19

Results

Of all the City summer events you participate in, are there changes you would recommend to improve the experience for people aged 18-30? (4/4)

- More free/accessible transportation and parking in the downtown core – parking validation with a purchase made within the pedestrian mall?
- Shuttles from MUN as that's where most people in that age group are.
- I'd love more options from transportation to and from events and downtown in general. I ride my bike in the summer but don't really feel safe on busy roads. Having bus routes that arrive either too early or too late for when I want to go there makes it hard to justify using them.
- We need better bus routes and somewhere to reload bus cards in person. There's a number of times I've wanted to go to things but didn't have enough funds loaded on my card so I couldn't attend.

Results

Is there anything else you want to tell us about this topic? (1/2)

- I think for performers and street vendors- people selling crafts and goods, artists, etc. you should make it easy and low cost to obtain permits that allow people to conduct business on public property. Even if they're seasonal or temporary, whether they're required to pay HST/GST or not. I believe this is a great way to enhance our diversity and give immigrants and locals opportunity to be creative and earn money. It gives people a reason to get out and enjoy town.
- More busing options for downtown events make them more appealing.
- Would like shuttles from Avalon Mall to/from these events. As well as MUN for students.
- We need more easily accessible (cost and transport wise) events for those who are youth (16-30) and elders (60+) and those are the demographics that need connection within the community. Could start an archive initiative between youth and elders, just gotta be creative

Results

Is there anything else you want to tell us about this topic? (2/2)

- I think cost and time are a big thing for youth, many are nervous for being out after dark in town
- The pedestrian mall should be year round.
- Continue opening avenues for feedback and suggestions which will actually be taken into account. Increased community dialogue and the sense that city officials are listening / care what the community has to say will improve responses. It's hard to get a significant response from youth when we are actively ignored, talked down to, and have our suggestions disregarded. better communicate specific ways in which the city has used community input to create changes.

Other Survey Results

Check out the details
from [previous surveys!](#)

