

DSBIA X WE LIVE UP HERE Q&A

To foster open, transparent, and honest communication, we encourage you to ask questions regarding [We Live Up Here](#) and [Up Here](#) festival. To ensure there are equitable and different approaches for all to feel comfortable and safe to pose important questions, we have several approaches for you to reach out.

1. **Communicate through DSBIA Staff** who will make sure your question gets to us.
2. **Contact us directly** by reaching out to: General Manager, Jaymie Lathem jaymie@weliveuphere.com OR Vice-President, Maggie Frampton maggie@uphere.com
3. Use the **Anonymous Question Form** > <https://forms.gle/qUHSx56UP3sAvPfx8>

We will do our best to address all questions, adding to this Q&A document and sharing with you through the setout communication schedule as we approach Up Here 10.

To start the conversation, here are some questions and concerns that have been raised:

UP HERE FESTIVAL SET-UP TIMEFRAMES

Q. Why does Up Here need 2-day for set-up when other events only take ½ or 1 day? Can't you do it faster?

A. Transforming Durham St. into Up Here Square and Up Here's main site requires careful planning and execution due to its complex setup:

- Main Stage Setup: While the stage is initially quick to unfold, it demands skilled hands to ensure safe installation of electrical components, lighting and sound equipment;
- Specific Builds: Structures such as the Up Here Bar and main site control centre and DJ booth require safe construction and electrical setups;
- Art Installations: Artists need time to build their pieces in specific locations, often requiring electrical, lighting, and structural work to ensure proper functionality, public safety, artwork integrity and impact;
- Geodesic Dome Construction: Precision is key in building the Dome, with each piece requiring careful and specific installation and securing. Safety regulations, build permits and approvals must be met, as the Dome serves as a venue hosting various activities throughout the festival, demanding a focus on community safety.

ACTIVATE DURHAM STREET EARLIER

Q. Can Up Here activate the street during the day Friday as you finish setting up that invites

folks downtown?

A. We are currently working on ideas and approaches to activate Durham on Friday before Up Here Square officially opens to foster festival-goer and community curiosity and overall downtown patronage.

KEEPING DOWNTOWN CLEAN

Q. Last year, Downtown Sudbury businesses returned on Monday after the festival, to find an increase of garbage and litter. What are you doing this year to be proactive about garbage and recycling to help mitigate this issue?

A. We love Downtown Sudbury and always want to ensure we maintain its spaces as an inviting space for both businesses and patrons alike. We are taking several new actions to ensure a proactive approach to garbage and green-festival practices, including:

- Early and ongoing communication to the City of Greater Sudbury to maintain and ensure downtown garbage pick up remains as scheduled;
- Working alongside the City of Greater Sudbury and DSBIA to secure additional garbage and recycling receptacles;
- Activate an 'Up Clean' crew of volunteers to pick up loose garbage and recycling early Friday to Monday morning within and beyond festival grounds as follows: Durham St. from Elgin to Old City Hall Lane. Elgin from Durham St. to Grey St. plus all Up Here 10 mural sites.