



May, 27 2024

To: Fellow Downtown Businesses

Re: Temporary Road Closure for Up Here 10

Dear neighbour,

Up Here festival returns to our beautiful downtown this summer from August 16 to 18, 2024 as we gear up to celebrate a decade of presenting innovative and boundary-pushing arts programming in wonderful, weird Sudbury.

Up Here Square on Durham St. will once again act as the festival's main site, welcoming thousands of local and out-of-town festival-goers. Lovingly referred to as Up Here Square, the festival's main site is home to our signature geodesic Dome, Up Here's main stage and biggest headliners, pop-up bar, art installations, vendors, makers and more.

Up Here festival will require a road closure and an exemption to the Noise By-Law. Please review road closure information below and the attached map at the end of this correspondence.

While we celebrate this monumental 10 year milestone of Up Here, we are sticking to our regular formula of 2 setup days, 3 festival days, and a 1 day tear-down.

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| WHEN: | Road Closure will take place between 6:00 AM, Wednesday, August 16, 2023 and 6:00 PM on Monday August 21, 2023. |
| WHERE: | Durham Street between just beyond Medina Lane to Elgin Street (refer to map on the last page, illustrating Up Here 10 road closure specifics) |
| WHAT: | Presented by We Live Up Here, Up Here is a creative powerhouse of a festival that electrifies Sudbury's cultural landscape each summer. By fusing urban art, music, and cultural experiences, Up Here constantly challenges conventions and redefines what it means to be part of Sudbury's vibrant Community. Find out more at www.uphere.com |

Ongoing Communication of Road Closure

We Live Up Here and the Up Here team recognize the knowledge and history BIA members have in connection with Sudbury's downtown and the community as a whole, and how road closures could be perceived as disruption to your customer base.

Regular updates to DSBI Members, covering closure dates, festival news/updates will be sent on a monthly schedule including May, June and July in addition, communication will be sent 2-weeks prior to festival dates and 1-week prior to festival dates.

Up Here Loves Downtown Sudbury

Up Here welcomes thousands of festival-goers to Downtown Sudbury each year, with record attendance of 13,600+ in 2023. This year's festival is poised to break records once again—that's a lot of people that we hope will discover YOU!

We're teaming up with Downtown Sudbury to ensure everyone knows businesses remain open during road closures, alternative routes, parking while marketing Downtown Sudbury shops, spots & restaurants to our 38,000+ engaged social media followers. Please take a moment to fill out the linked form below and let us know how we can better support you and your business this summer.

[Up Here 10 x Downtown Sudbury: Supporting DSBI Members Throughout Up Here 10.](#)

On behalf of the team at We Live Up Here and Up Here festival, we look forward to engaging with you in impactful and positive ways as we prepare for Up Here 10.

For more information

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