



EST. 1977

# LEATHERTOWN FESTIVAL

A CELEBRATION OF CANADIAN CRAFTSMANSHIP

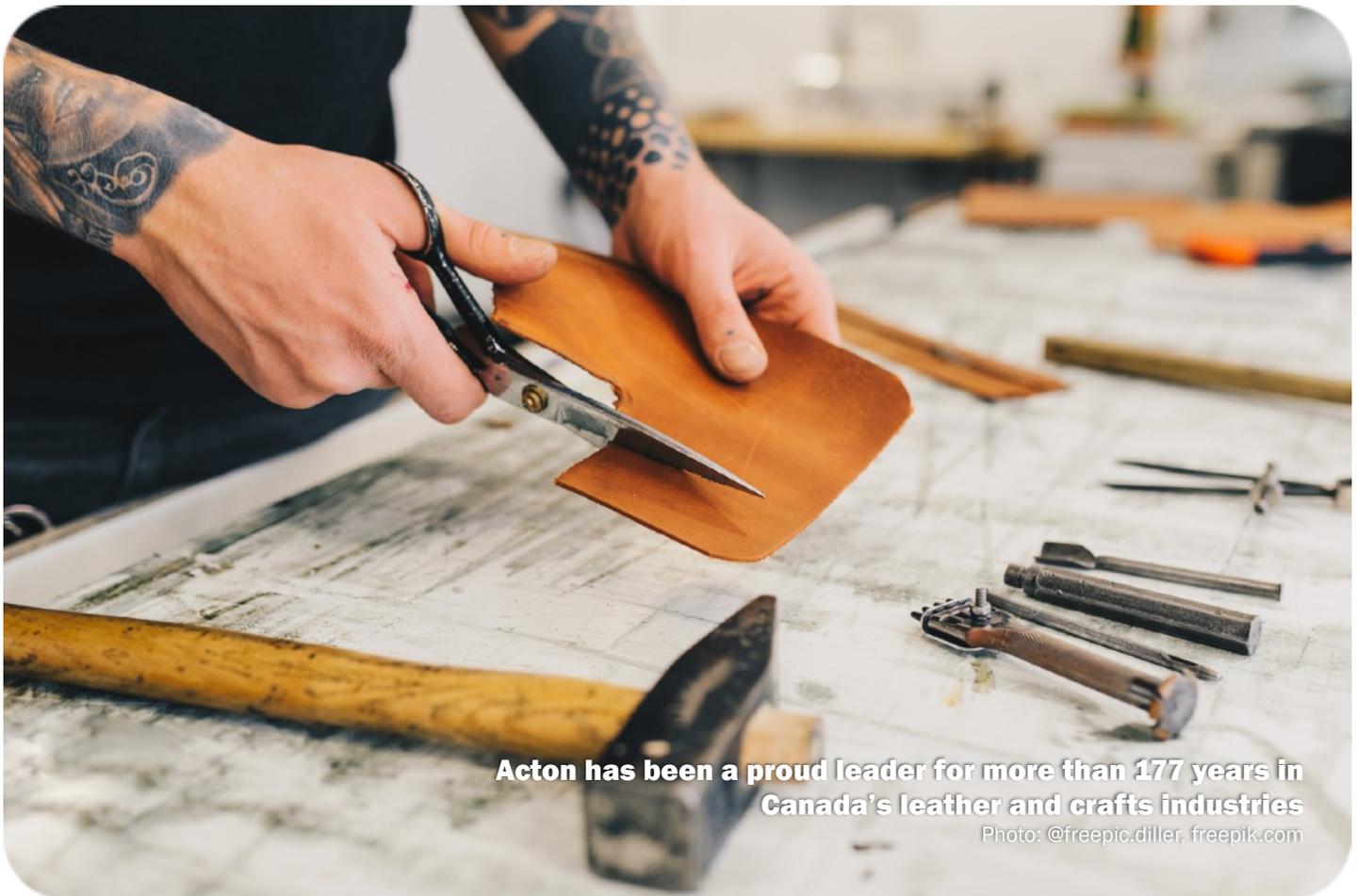
ACTON, ON



## 2019 FESTIVAL GUIDE

**Early Bird Vendor Deadline: March 31, 2019**





**Acton has been a proud leader for more than 177 years in Canada's leather and crafts industries**

Photo: @freepic.diller, freepik.com

## **BRIDGING ACTON'S CULTURAL PAST**

### **2019 FESTIVAL PACKAGE**

#### **ABOUT THE FESTIVAL**

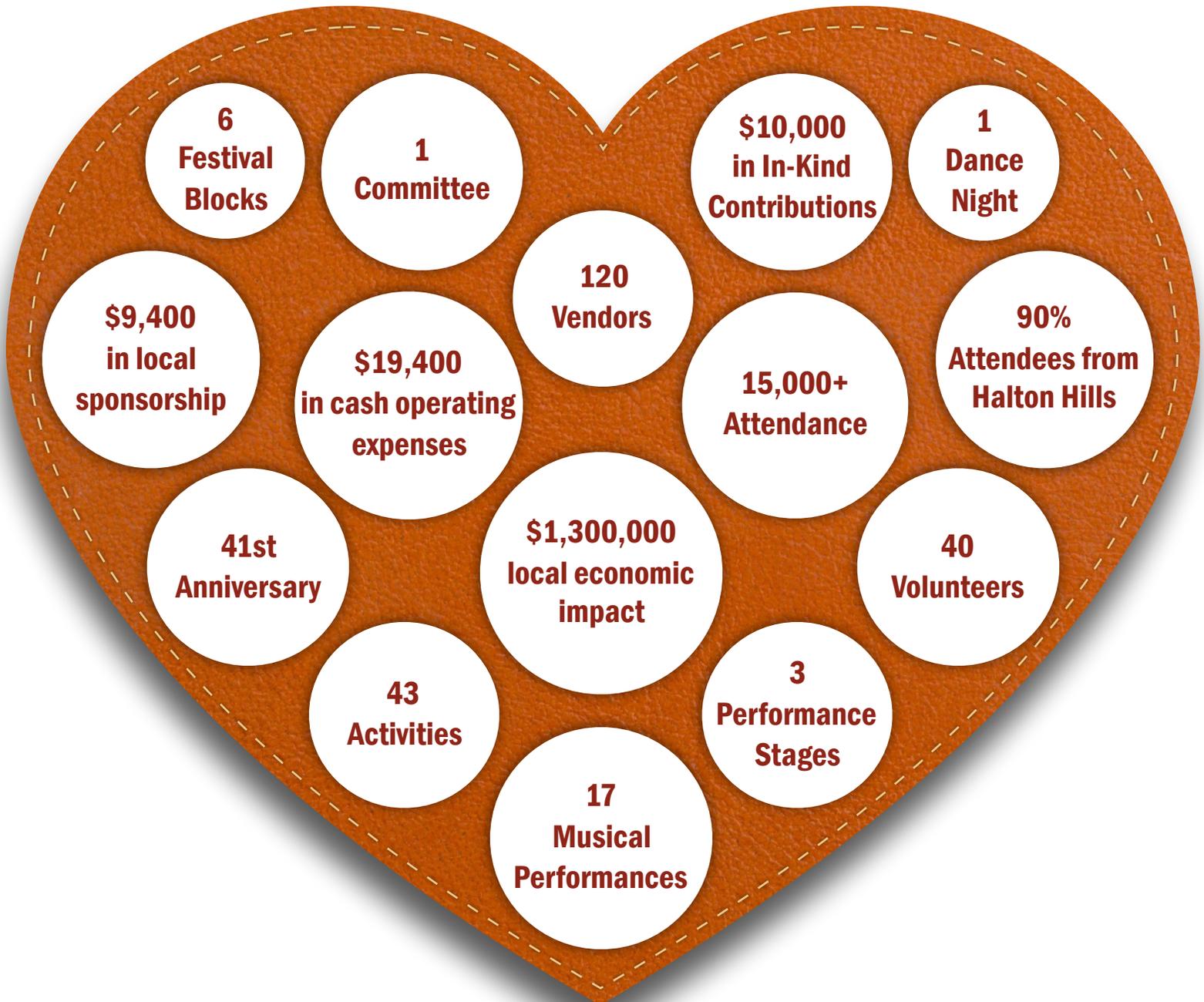
Acton is a community whose legacy is rooted deep into the fabric of Canada's historical and cultural narrative as both an area of early colonization as well as the home to what became the largest manufacturer and distributor of leather goods in the entire British Empire!

The area was once home to the Huron, Iroquois and Mississauga natives who traded furs and goods with early European missionaries and explorers in Ontario. Leather was an extremely important commodity as it was used for virtually everything from fashion, tools, and early locomotives. Acton was settled in as early as 1819 and the first tannery opened around 1842, sewing the seed of what was to become Canada's original Leathertown.

The festival first began as 'Back To Acton Days' in 1977, three years after the amalgamation of Halton Hills, and was renamed in 1992 to the 'Leathertown Festival'. Today, Leathertown Festival exists as a Celebration of Canadian Craftsmanship and a testament to Acton's cultural heritage. 2019 marks the forty-second year of this unique event held in the picturesque Halton Hills.

# LAST YEAR'S FESTIVAL, BY THE NUMBERS

Last year we broke records in several ways, including vendor participation and festival attendance!



As the numbers suggest, this festival runs largely on our community partners;  
A community festival supported by our community members.

## NEW ENHANCEMENTS COMING IN 2019

Leathertown Festival has seen many changes over the years since its inception in 1977 when it was known as the 'Back To Acton Days.' Over the past several years the festival has grown apart from its original mission which was to be a showcase of Acton's heritage and to help develop a sense of pride in the community and in festival-goers.

We have been working hard behind the scenes to help set this festival up for bigger successes moving forward, and we look forward to your help in making that possible! 2019 will mark a milestone year for Leathertown, which will be recalibrated to become a Celebration of Canadian Craftsmanship and bring with it a new value proposition for attendees and investors like yourself.

### New Festival Focuses

- A Celebration of Canadian Craftsmanship. That is artisans who have developed a mastery in their craft, whether that be leathersmithing, pottery, glassmaking, painting, restoration, etc.
- A Leathertown Alley which will be an area paying tribute to Canadian leather heritage.
- Active learning and engagement for festival-goers, via demonstrations and workshops.
- Increased production value for staging areas and venues, and new festival brand campaign.

### New Festival Layout

- The festival streets will be organized thematically, now offering Discovery Zones targeted at special interest groups and themed to the festival where possible.
- The Discovery Zones will now be host to various demonstrations and workshops to better engage festival attendees and help them to develop their skills and appreciation for our specially curated group of artisanal vendors and exhibitors.

### Prioritization of Vendors

- Priority will be given to vendors who demonstrate a mastery in their craft and to vendors who will be looking to create unique and themed opportunities to better engage attendees.
- Vendors who are looking to exhibit crafts or other artisanal goods will be curated by the festival organizers and paired to maximize visitor impact and vendor sales.
- Priority will also be given to long-standing festival vendors and sponsor-vendors. However, returning vendors and sponsors shall not expect to be located in the same spots as they have been in past years. All vendors, regardless of their past commitments will be specially curated and distributed across appropriate venues as determined by the festival organizers.



#### DID YOU KNOW?

This festival was the very first project that the Downtown Acton Business Improvement Area (DABIA) spearheaded? It was used to boost commerce in the downtown core, as well as to develop community identity and pride for the local people. Vendors pooled 2% of their profits in the early years to help save the Town Hall, located at 19 Willow Street North.

## DISCOVERY ZONES & STAGING AREAS

One of the big enhancements this year is the restructuring of the festival floor plan. Leathertown will be structured into thematic venues, most with a focus on crafts mastery.

### Leathertown Alley & the Masters of Leathercraft

- Priority given to artisan exhibitors and/or vendors who incorporate leather into their artwork.
- Priority also given to heritage, culture and tourism groups promoting Acton and Halton Hills.

### Master's of Craft

- Priority given to non-leather artisan exhibitors and/or vendors who demonstrate craft mastery (e.g., leather alternatives, tin smiths, potters, silversmiths, glassmakers, basket weavers, etc.)

### Master's of Restoration

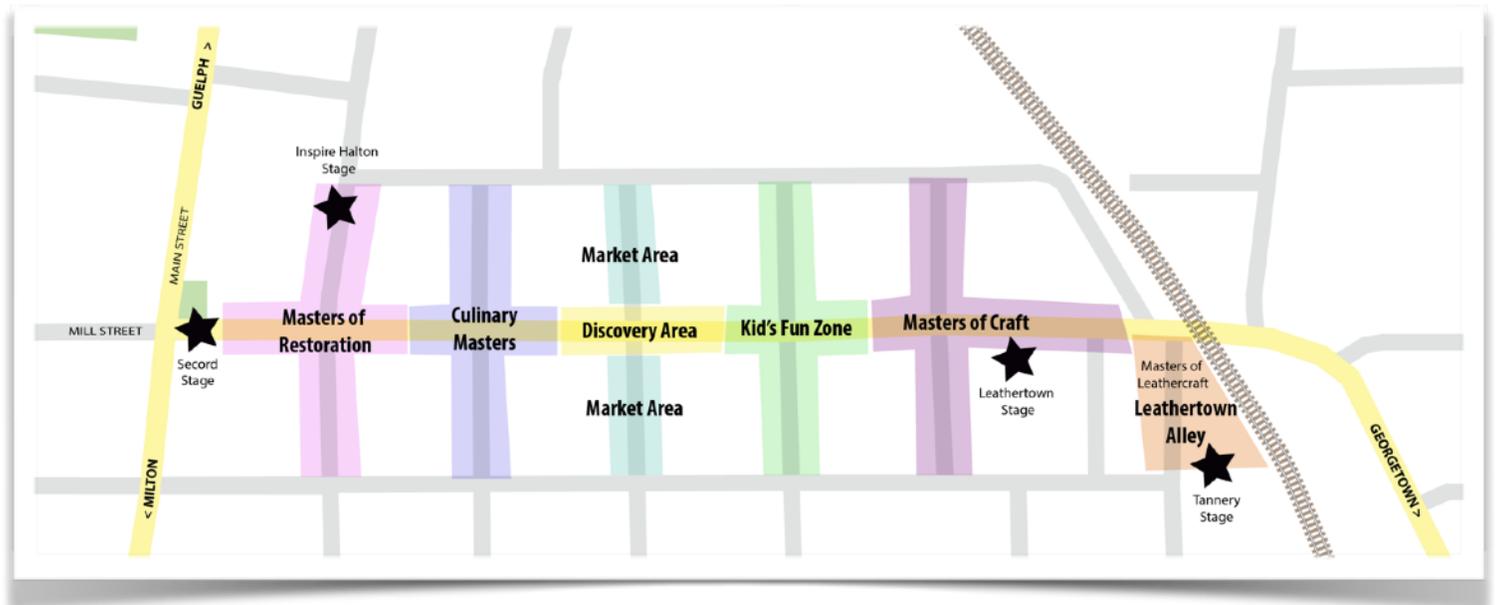
- Priority given to artisan exhibitors and/or vendors who restore vintage tools and vehicles.

### Culinary Masters

- Priority given to artisan food and beverage vendors who produce and source products locally.
- Priority given to local area breweries.

### Kid's Fun Zone & Discovery Zone

- Priority give to exhibitors and/or vendors who operate to engage youth, teens, and adults via demonstrations and/or learning workshops, especially ones aimed at developing 'craft' skills.



# INTRODUCING THE FAST-PASS

**Register online, not in line.**

Another big enhancement coming to Leathertown in 2019 is the introduction of the Festival 'Fast-Pass' which can be obtained online in advance through [leathertownfestival.com](http://leathertownfestival.com).

The Fast-Pass system will enable us to better understand our festival-goers by collecting some visitor information. The data of course will not be shared and will be used to generate better guest relations moving forward. It will also allow us to better understand who attends the festival and offer opportunities for guests to receive updates.

Tickets will be free-of-charge in 2019, and our online ticket holders will be eligible for some cool giveaways!



## UNDER DEVELOPMENT...

There are several items still being worked on behind the scenes. We will update you on any major developments. Here is a short list of some of those projects:

### Satellite Parking & Shuttle Service

- If you have attended the festival in the past, you are aware of the parking shortages downtown. We are working on helping to alleviate the problem by adding satellite parking shuttle services.

### Overnight Stay Packages

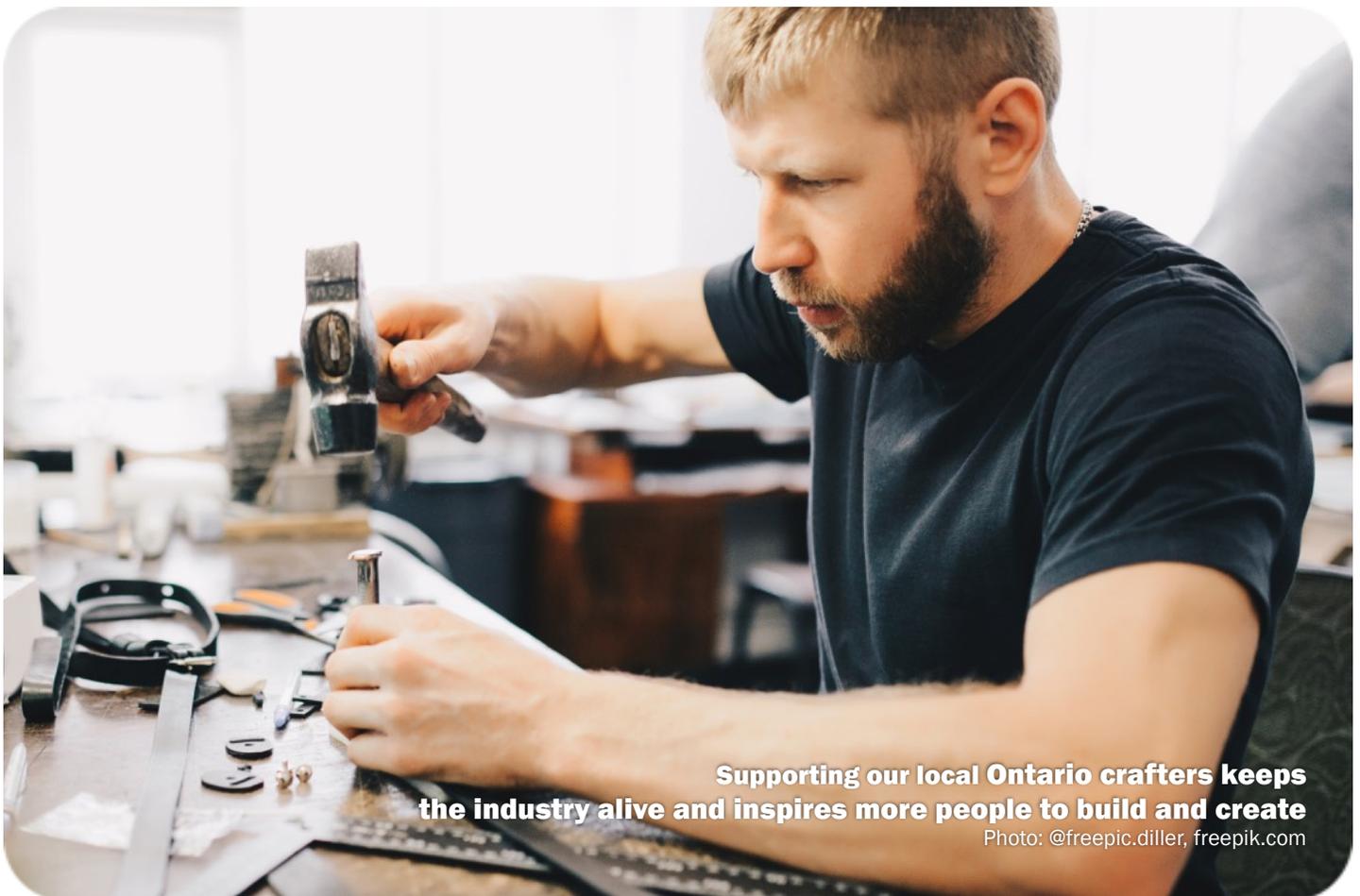
- Halton Hills is a beautiful area with lots on offer for those visiting the area. We want to ensure that our patrons can be rewarded with exclusive stay packages that help say thanks as well as showcase why Acton and the surrounding area is, "Worth the Drive!"

### VIP Packages

- Our festival offers world-class entertainment and venues that cater to all types of interests. These do not come for free, and we want to roll out the red carpet for our biggest investors!

### Extending the Event to a Two-Day Festival

- Even as we celebrate our 42nd year, Leathertown Festival is growing in demand! We are Halton Hills' largest single-day event and we want to make sure that everyone has an opportunity to see what we are all about! An extension of the festival is the next step!



**Supporting our local Ontario crafters keeps the industry alive and inspires more people to build and create**

Photo: @freepic.diller, freepik.com

# VISIT HALTON HILLS

ONTARIO, CANADA

Close to 21 Provincial Parks,  
dozens of watersheds, lake  
Ontario and cottage country

**GREEN BELT**  
**BRUCE TRAIL**  
**NIAGARA ESCARPMENT**



**62,000**



**RESIDENTS**  
Across the Greater Halton Hills

**3 SCHOOL**  
**BOARDS**

2 Public | 1 Independent

Home of the first

**PREMIUM OUTLET IN CANADA**

*Toronto Premium Outlets* | 800,000 square feet

HOME OF

**68**

*Annual Events*



AVERAGE PRICE

**\$876,000**

Standard Bungalow



**#5**

**RANKED BEST PLACES  
LIVE IN ONTARIO**

MoneySense Magazine, 2018

**30+**

*Restaurants  
& Cafes*

**200+**

*Specialty  
Stores*

in two of our country's most vibrant downtowns



**TOP**  
**10** **BEST PLACES TO  
LIVE IN CANADA**

MoneySense Magazine, 2018

To learn more visit [HaltonHills.ca](http://HaltonHills.ca)

#haltonhills