

## Shelburne gets ready to launch fourth annual Fridays in the Park event series next month



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Fridays in the Park is set to return to Jack Downing Park this summer, bringing a full season of free, family focused programming to downtown Shelburne.

Now in its fourth year, the series has become a central piece of the town's Community Improvement Plan, which aims to 'activate' the park as a community living room while driving foot traffic to nearby shops, services, and restaurants.

Carol Maitland, economic development officer for Shelburne, said that the initiative has grown steadily since its launch, evolving in response to resident feedback and the town's rapidly expanding population.

'Because Shelburne has so many new residents, it's really important that we introduce, or have the ability to introduce people to the local businesses that are downtown,' she said.

'Just making sure that people are aware that the businesses exist is an important piece to making sure that the downtown survives.'

What began as a roughly even split between adult and children's programming has shifted to include more child centred entertainment to meet demand, with expanded face painting, character mascots, interactive performances, and new attractions such as a foam dance party.

At the same time, live bands continue to anchor the evenings and appeal to older audiences as the night goes on.

The economic impact has been significant. In 2025, Fridays in the Park generated an estimated \$63,900 in local economic activity.

Town officials view the program as a practical way to introduce new residents to the downtown core, highlight local businesses, and reinforce that many services and amenities are available close to home.

“Every dollar that we invest, we’re getting \$1.79 back into the local economy,” Maitland said. “Getting people downtown, getting them shopping, getting them visiting the restaurants, and at least acknowledging that there are businesses downtown, or that we even have a downtown, is a really important piece for this event.”

It’s working, as feedback for the events remains overwhelmingly positive.

“The events are very well received,” Maitland said. “We’re averaging about 500 people per event. When we did our survey, over 90 per cent of the participants rated it as an excellent event, and then 90, almost 100 per cent said they would return.”

The 2026 season opens Friday, June 12, from 6 to 9 p.m. at Jack Downing Park, featuring Steve Goodtime, a foam pop up party, and headliners Campfire Poets, along with roaming magic, face painting, mascots and local vendors.

The following day, Saturday, June 13, the Shelburne BIA will host its Classic Car Show downtown from 10:00 a.m. to 2:00 p.m., with a classic car display, children’s activities, a bouncy castle and a vendor area.

Fridays in the Park continues July 10 with Crowded Table headlining. There will also be a community garage sale, returning children’s activities, and K Pop Demon Hunter for entertainment.

The event series wraps up Aug. 28 with award winning reggae artist Errol Blackwood, The Rumble Show, another foam party and a full slate of family programming.

Local businesses, artisans and food vendors are being encouraged to take part in the series and related BIA events, using the busy evenings to reach new customers and strengthen Shelburne’s downtown economy.

Fridays in the Park promises to be another year of fun, family-friendly activities, bringing plenty to do for adults, teens and kids.

For more information on Fridays in the Park, go to:  
[shelburne.ca/doing-business-here/economic-development-events/fridays-in-the-park/](https://shelburne.ca/doing-business-here/economic-development-events/fridays-in-the-park/)