



**CREATIVE ECONOMY DEPARTMENT
CULTURE BRANCH
MEMORANDUM**

TO: COMMUNITY SERVICES COMMITTEE

FROM: K. DUBEAU, DIRECTOR OF CREATIVE ECONOMY

NOTED: Z. LIFSHIZ, EXECUTIVE DIRECTOR OF INVEST BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: SPECIAL EVENTS REPORT

DATE: MARCH 28, 2018

As per motion 14-G-196, please find attached the Special Events Report to the Community Services Committee for March, 2018, as well as the 2018 calendar of community event bookings as of February, 2018 and the list of 2018 event road closures and parades.

SPECIAL EVENT PERMIT PROCESS

- The Special Events Office (SEO) is currently processing 2018 applications and permitting for 2018 events is under way.
- Permits by the numbers:
 - 112 events were processed in 2017
 - 82 applications have been submitted so far for 2018
 - 9 film permits were processed and 11 location inquiries were received in 2017
 - 2 film permits have been processed and 4 location inquiries received so far for in 2018
- With Meridian Place coming online summer of 2018, an increase in permit applications is anticipated – an operation and programming model is being developed between the City and the BIA.
- Several existing events have expressed interested in moving or expanding to use Meridian Place, including the closure of Simcoe Street to create a larger format event space utilizing the reverse side of the stage.
- SEO is working to streamline the Special Event Permit process by implementing event permit software in time for the 2019 intake in the fall.
- SEO staff continue to communicate regularly with internal stakeholders to review construction projects ensuring that we are up-to-date on schedules and any potential impact to events. The SEO is working with all events impacted by construction to find alternative locations and/or dates.
- Barrie's Event Action Team (BEAT) continues to meet monthly and engage stakeholders directly involved in facilitating events and issuing permits and approvals.
- See attached calendar of 2018 community event bookings and list of road closures/parades as of February 2018 (Appendix A).

Upcoming Events:

- Battle of Atlantic Ceremony – May 6, 2018 – Location TBD
 - Due to ongoing construction at Memorial Square, SEO staff are working with organizers to find an alternate location
- Barrie Pride Festival & Parade – June 8-10, 2018 – Heritage Park & city streets
 - Weekend festival at Heritage Park with parade on Sunday, June 10
 - Parade route has changed and has been approved by Transit, Barrie Police, and BEAT – form-up at Tiffin Boat Launch > west on Tiffin > north on Bradford > east on Simcoe to Heritage Park
- Barrie Boat Show – June 16 & 17, 2018 – Heritage Park & Marina transient slips
- Craft Beer & BBQ Festival – July 6-8, 2018 – Heritage Park, Simcoe Street & Meridian Place
 - Requires full closure of Simcoe Street due to potential repositioning site layout to engage Meridian Place

- Medley Food & Wine Festival – July 20-22, 2018 – Allandale Station Park & Southshore Centre (new event)
- Canadian Sport Fishing League Fishing Tournament – July 26-29, 2018 – Heritage Park & Kempenfelt Bay (new event)
- Kempenfest – August 3-6, 2018 – Centennial Park to Southshore Centre

CORPORATE EVENTS

Updates from Past Corporate Events:

- Downtown Countdown – December 31st – Barrie City Hall
 - City's 20th annual New Year's Eve celebration
 - Due to extremely cold weather conditions, programming was modified for the safety of the public, staff, performers, and stage crew:
 - Family programming was moved inside the Five Points Theatre from 6-8pm – well attended (at capacity) and very positive feedback
 - Fireworks were combined into one large show at 8pm to follow the family programming at the Theatre – viewed by thousands from the warmth of their cars parked around the waterfront
 - City Hall was kept open until 11pm as a warming station
 - Staff are working with Communications to develop a cancellation communications protocol
 - The Special Events team thank and recognize the following partners for their support – Central Ontario Broadcasting (Rock 95 & 107.5 Kool FM), Telus, Downtown Barrie, Barrie Advance, and Sunbelt Rentals Barrie
- Barrie Winterfest – February 3 & 4, 2018 – Heritage Park & locations throughout Barrie
 - Featured snow and ice sculptures themed as mystical creatures, horse-drawn wagon rides, lumberjack shows, axe throwing, helicopter rides, snowshoeing and curling demos, and more
 - Indoor family activities took place through the city, including the Five Points Theatre, Barrie Public Library downtown branch, MacLaren Art Centre, Grey & Simcoe Foresters, and City Recreation Centres
 - After 25 years, Central United Church was no longer able to do the pancake breakfast, so the Barrie Lion's Club took over to continue to the tradition at Collier Street United Church
 - Attracted well over 20,000 in attendance from across the province, including many from Barrie that have made Winterfest a family tradition
 - Winterfest was promoted as a tourism destination through a campaign with Tourism Barrie, as well as through ads in publications such as the Epoch Times – as such it experiences visitation from outside our region and attracts a diverse audience looking for an introduction to the winter experience

- Partnerships are a key success factor for Winterfest, from the many organizations that host events and activities as part of the Winterfest festivities, to local media and sponsors
- The Special Events Team thank and recognize the following sponsors for their support – Telus, Downtown Barrie, IceCulture, Conseil Scolaire Catholique Mon Avenir, and Napoleon

Upcoming Corporate Events:

- Celebrate Barrie – June 2, 2018 – Centennial Park
 - Returning to June date as kick-off to summer and first major event showcasing the new Centennial Park
 - Will include live local entertainment, community groups, heritage village, vendor marketplace, and much more
 - Working with Communications on a re-brand exercise to increase appeal to a broader audience and encourage tourism visitation
- Canada Day – July 1, 2018 – Heritage Park and all waterfront parks
 - Barrie's annual celebration with family activities and vendors in Heritage Park, live entertainment on the Promenade Days stage, and fireworks over Kempenfelt Bay at 10pm.
 - Fireworks viewing is best from Heritage Park, Centennial Park, Allandale Station Park, and Minet's Point Park.
 - Held in partnership with Promenade Days, Downtown Barrie's street festival (June 30-July 2)
 - Will utilize Meridian Place stage for entertainment programming if it is available
 - Five Points Theatre will be open and engaged in programming during Promenade Days to showcase the venue to a new audience