

City of Barrie Special Events Report

COMMUNITY SERVICES COMMITTEE

MARCH 2018



Special Event Permit Process

- Processing applications and permit for 2018 events
- Permits by the numbers:
 - 112 events were processed in 2017
 - 82 applications have been submitted for 2018 so far
 - 9 film permits were processed in 2017 and 11 location inquiries received
 - 2 film permits have been processed and 4 locations inquiries in 2018 so far
- Meridian Place coming online in summer 2018:
 - Operation and programming model being developed with BIA
 - Increase in permit applications and staff involvement anticipated
 - Several requests to close Simcoe and reverse the space for a large event format
- Streamline permit process with event permit software for 2019 intake
- BEAT continues to meet on a monthly basis to review and discuss events

Upcoming Community Events

- Battle of Atlantic Ceremony – May 6 – Location TBD
 - Alternate location due to Meridian construction
- Barrie Pride Festival & Parade – June 8-10 – Heritage Park
 - Parade route update approved by Transit, Barrie Police, BEAT
 - Tiffin Boat launch>west on Tiffin>north on Bradford>east on Simcoe
- Barrie Boat Show – June 16 & 17 – Heritage Park & Marina Slips
- Craft Beer & BBQ Festival – July 6-8 – Heritage Park & Meridian Place
 - Requires full closure of Simcoe to include Meridian Place
- NEW - Medley Food & Drink Festival – July 20-22 – Allandale Station Park
- NEW - Canadian Sport Fishing League Tournament – July 26-29 – Heritage Park
- Kempenfest – August 3-6 – Centennial Park to Allandale Station Park



Corporate Events Update

- Downtown Countdown – December 31

- Due to extremely cold conditions, programming was modified for safety of public, staff, performers, and stage crew
- Family programming relocated to Five Points Theatre, fireworks combined to one show, City Hall open as warming station
- SEO working with Communications to develop cancellation communications protocol
- Special thanks to sponsors:
 - Central Ontario Broadcasting (Rock 95 & 107.5 Kool FM)
 - Telus
 - Downtown Barrie
 - Barrie Advance
 - Sunbelt Rentals Barrie



Corporate Events Update

- Barrie Winterfest – February 3 & 4
 - Successful event – well attended
 - New programming – axe throwing, curling, inflatable slide
 - Diverse audience seeking winter experience
 - Promoted as tourism destination through Tourism Barrie campaign and ads in publications such as the Epoch Times
- Special thanks to partners and sponsors:
 - Telus
 - Downtown Barrie
 - IceCulture
 - Conseil Scolaire Catholique Mon Avenir
 - Napoleon
 - Partner venues and activity hosts (MacLaren, Library, Barrie Film Festival, Barrie Lion's Club, etc.)
 - Local media
 - City of Barrie Recreation Staff & Barrie Fire



Upcoming Corporate Events

- Celebrate Barrie – June 2 – Centennial Park
 - Kick-off to summer and first major event showcasing new Centennial Park
 - Brand re-fresh with Communications to increase appeal to a broader audience and encourage tourism visitation
 - Live local entertainment, community groups, heritage village, vendor marketplace, etc.
- Canada Day – July 1 – Heritage Park
 - Family activities & vendors in Heritage Park
 - Live entertainment on the Promenade Days stage
 - Fireworks over Kempenfelt Bay at 10pm – best viewed from Heritage Park, Centennial Park, Allandale Station Park, and Minet's Point Park
 - Held in partnership with Promenade Days (June 30-July 2)



Feedback & Questions

