
TO: GENERAL COMMITTEE

SUBJECT: BARRIE AIR SHOW

WARD: ALL

PREPARED BY AND KEY CONTACT: A. DONNELLY, COMMUNITY EVENTS COORDINATOR, CREATIVE ECONOMY, EXT 4506

SUBMITTED BY: K. DUBEAU, DIRECTOR, CREATIVE ECONOMY

GENERAL MANAGER APPROVAL: S. SCHLICHTER, ACTING EXECUTIVE DIRECTOR, INVEST BARRIE

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the Barrie Air Show be approved to return in 2019.
2. That staff in Creative Economy work with partners and stakeholders to facilitate the necessary logistics with review and approval from Barrie's Event Action Team.
3. The funds in the amount of \$65,000 be allocated from the Tourism Reserve Fund, to support the necessary staff resources required to deliver the event.

PURPOSE & BACKGROUND

Report Overview

4. The purpose of this Staff Report is to obtain Council approval for the return of the Barrie Air Show in 2019 and the allocation of funding necessary to deliver the event.
5. On June 28, 2017, the City of Barrie successfully hosted the Barrie Air Show as part of our Canada 150 celebrations, in partnership with CFB Borden and Georgian International. The show featured the Canadian Forces Snowbirds, CF-18 Demo Team, and WWI planes from the Great War Flying Museum.
6. Community feedback and participation was outstanding. There were over 40,000 in attendance, filling the waterfront parks and gathering in nearby buildings and on rooftops. Attendance included visitors from all over Central Ontario and a following of aviation enthusiasts. Many businesses in Barrie's downtown benefitted from the large audiences and from the Canadian Forces Snowbirds pilots spending time in the downtown area after the show.
7. The City of Barrie has been presented with the opportunity to again host the Canadian Forces Snowbirds for a return performance in 2019. The Downtown Barrie Business Association would like to partner with the City of Barrie in presenting the return of the Barrie Air Show.
8. The Barrie Air Show would be free and accessible for all to attend, attracting Barrie and area residents, visitors from the GTA and Central Ontario, and aviation enthusiasts from across those geographies.

9. A representative of the Canadian Forces Snowbirds will be in Barrie in late January to have an advance meeting with key stakeholders. Should the event be approved, a media event would be coordinated for that time to make the official show announcement to the public.

ANALYSIS

10. The return of the Barrie Air Show is an opportunity to acknowledge and celebrate the strong connection between the City of Barrie and CFB Borden, as well as to celebrate aviation science and the history of military aviation and technical training at CFB Borden.
11. The CFB Borden Air Show takes place in June of every other year with the last show taking place in 2018 and the next in 2020. Therefore, there is no air show currently scheduled to occur in Barrie or Simcoe County in 2019.
12. There are currently no other shows on the Canadian Forces Snowbirds 2019 schedule in Central Ontario with the next closest being Toronto on Labour Day weekend as part of the Canadian National Exhibition. Although visible from Toronto waterfront parks, the best viewing areas for this event are ticketed.
13. Barrie's waterfront is the ideal location for this type of show as it is perfectly positioned to allow for 360 degree viewing from land and water. Centennial and Heritage Parks, Meridian Place, South Shore and the Five Points can be programmed with complimentary activities, creating a strong engagement for residents and tourists.
14. The Air Show has the potential to attract an audience from all over Central Ontario and aviation enthusiasts from an even larger geography. Tourism Barrie would be engaged to assist in promoting Barrie as an overnight destination for air show attendees and aviation enthusiasts.
15. There is currently a significant talent shortage in aviation related career fields both in Canada and globally, that is projected to grow in the next ten years. The Air Show will have the potential to showcase and inspire the pursuit of aviation related careers, both commercial and military.
16. There is an opportunity to add other performers to the Air Show, as well as to coordinate complimentary programming that will further showcase aviation- and technology-based careers. Additional aviation- and tech-related programming could include military ground displays, aviation displays and demonstrations, and other supplementary activities for the public in Heritage Park, Meridian Place, and/or Five Points Theatre.
17. City of Barrie Special Events Staff are experienced in Air Show logistics, having organized the 2017 Barrie Air Show, and would lead the coordination of show logistics and risk management with assistance from key stakeholders including other City staff, CFB Borden, Lake Simcoe Regional Airport, and local emergency services.
18. The scope and scale of coordination required of Events Staff for this event is significantly higher than for regular events. Additional resource support would be required due to the addition of this event during the spring/summer months, a time when resources are already operating at maximum capacity. Additional event resource support would ensure that existing projects and processes can continue with minimal impact, including Battle of the Bands (May TBD), Celebrate Barrie (June 1), Canada Day (July 1), and Kempenfest (August 2-5), as well as operating and programming Meridian Place and permitting all other events happening on municipal property through the Special Event Permit process. Additional budget is also required to provide for higher staffing levels in other related departments for services support for the Air Show, in particular, Police, Fire, Facilities and Parks.
19. Based on the 2017 Barrie Air Show, the event would require an estimated base operating budget of approximately \$80,000 for show requirements (logistics, site services, team hosting, marketing, and programming), and an additional \$45,000 for City events staff resources.

20. A budget contribution of \$65,000 by the City of Barrie would provide \$45,000 for City events staff, \$10,000 towards site services and logistical support from other City departments, and \$10,000 towards marketing and programming.
21. The Downtown Barrie Business Association would consider to launching a sponsorship campaign to contribute towards the remaining cost of the Air Show, should it be approved.
22. The City of Barrie and Downtown Barrie Business Association would take a collaborative approach to marketing with support from Tourism Barrie and other partners.
23. Partnerships and planning committees would be formed to engage key stakeholders to assist in hosting a safe and successful Air Show.
24. The City of Barrie instituted a Municipal Accommodation Tax (MAT) effective January 1st, 2019 with the purpose of supporting tourism as an economic driver. Per Council Motion 18-G-150, the City retains 50% of the MAT, which is directed to Tourism Reserve Fund, with the purpose to fund capital or operating projects that will have a positive impact on the tourism sector through asset development, product development or strategic initiatives.
25. Given that the Barrie Air Show will attract a significant tourist audience in addition the local community, allocating funding from this reserve to support the Barrie Air Show is consistent with the intent of the MAT, namely to support tourism-focused events, programming and infrastructure.

ENVIRONMENTAL MATTERS

26. There are no environmental matters related to the recommendation.

ALTERNATIVES

27. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could not approve the Barrie Air Show.

This alternative is not recommended as the City of Barrie would miss an opportunity to provide unique programming for the community, showcase our waterfront and attract a tourism audience to our downtown centre. Further, this event celebrates the history and connection with CFB Borden, and showcases Barrie's connection to aviation opportunities, through the Lake Simcoe Regional Airport, and promotes interest in aviation and technology related careers.

Alternative #2

General Committee could alter the proposed recommendation and approve the Barrie Air Show, but not approve or reduce the funding support.

Although this alternative is available, it is not recommended as it would negatively impact the City's ability to host the Air Show. Investment into the site requirements, and City staff resources are critical to provide technical and logistical support for this complex event. Creative Economy would have to explore what existing projects and events would not be offered to allow for staff to have the time to participate in the coordination of the Air Show. Current allocations through the spring and summer are Celebrate Barrie, Canada Day/Promenade Days, events permitting and Meridian Place support. All of those functions are established events and services that the community expects to continue without interruption.

FINANCIAL

28. The costs associated with the Barrie Air Show were not included in the 2019 Business Plan because the opportunity was not known at the time that the 2019 Business Plan was created.
29. The Downtown Barrie Business Association would consider coming on board as a presenting partner with the City of Barrie and has agreed to spearhead a sponsorship campaign to contribute towards the costs of the event.
30. The MAT came into effect on January 1st, 2019. Tourism Barrie was designated as the MAT collection agent on behalf of the City. Given that the MAT has just been implemented and that Tourism Barrie is providing quarterly remittances to the City, the City is expecting to receive their first MAT allocation on April 30th, 2019. The amount of the remittance is not yet known, as it is dependent upon local hotel occupancy. Based on historic occupancy and room rates, Tourism Barrie has estimated that the City's portion of the MAT to be approximately \$600,000 per annum.
31. The proposed Barrie Air Show is consistent with the intended use of the Tourism Reserve Fund and represents approximately 10% of the expected funds to be generated for the City by the MAT. Utilizing the Tourism Reserve Fund to support the Barrie Air Show would result in no impact to the tax base or 2019 operating budget.

LINKAGE TO 2018-2022 STRATEGIC PLAN

32. The recommendations included in this Staff Report support the following goals identified in the 2018-2022 Strategic Plan:
 - ☒ Growing Our Economy
 - ☒ Building Strong Neighbourhoods
33. Hosting the Barrie Air Show will meet the Council objectives of supporting events, developing tourism, pursuing strategic partnerships and through the promotion of aviation and aviation-tech related careers, encourage the development of a skilled workforce. It will also provide an opportunity to promote the Lake Simcoe Regional Airport and the future growth plans.
34. The Barrie Air Show would generate business and engagement in the downtown, encouraging both residents and visitors to experience the vibrant downtown neighbourhood.