



CREATIVE ECONOMY DEPARTMENT MEMORANDUM

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: A. DONNELLY, COMMUNITY EVENTS COORDINATOR, EXT 4506

NOTED: K. DUBEAU, DIRECTOR, CREATIVE ECONOMY DEPARTMENT
Z. LIFSHIZ, EXECUTIVE DIRECTOR OF INVEST BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: 2019 SPECIAL EVENTS UPDATE – ALL WARDS

DATE: MAY 13, 2019

The purpose of this Memorandum is to provide members of Council with an update on 2019 events, including:

- A short overview of the Special Event Permit Process and Policy;
- A 2019 calendar of community events as of April 29th, 2019;
- A list of event road closures and parades as of April 29th, 2019; and
- An update on the Special Event Permit application process.

When hosting an event on Municipal property, event organizers must go through an approval and permit process as outlined in the Special Event Policy. Barrie's Event Action Team (BEAT) meets monthly and is made up of representatives from City Departments and other community organizations responsible for approving, permitting, and supporting aspects of special events. The Special Events Office supports event organizers and City staff through the process to ensure events happening on Municipal property are safe and successful.

Please find attached both the 2019 calendar of community events for which permits are being processed, and a list of event-related road closures and parades as of April 29th, 2019. As the event permitting process receives continuous intakes, the calendar will be updated throughout the year and available from the Special Events Office. Where a proposed event requests an exemption from an aspect of the Special Events Policy that would have community impact or that staff have not been delegated authority to grant, it would be brought to the Executive Management Team (EMT) and/or Council for review along with recommendations from staff and BEAT.

The Special Events Office has recently launched an effort to transition the Event Permitting process to Eproval, a digital platform that will assist in improving efficiency for the application and approval of events and filming taking place on Municipal property. The Special Events Office is working with event organizers and City stakeholders to transition 2019 events to the new system.

In addition to permitting 100+ events and film projects annually, the Special Events Office also produces the City of Barrie's corporate community events and festivals (including the Downtown Countdown, Winterfest, Celebrate Barrie, Canada Day, Game On!, etc.) and produces the annual *Barrie Events & Culture Guide*. To contact the Special Events Office: 705-739-4285 or events@barrie.ca.