

City of Barrie Special Events Report

COMMUNITY SERVICES COMMITTEE

NOVEMBER 2017



Special Event Permit Process

- 2018 application process is open for recurring events – due December 15, 2017
- Permits by the numbers:
 - 121 events were processed in 2016; 103 processed so far in 2017
 - 12 film projects processed in 2016; 8 film projects processed so far in 2017 and 10 location inquiries received
- An increase in inquiries and event permits is expected with Meridian Place coming online in 2018 – operation and programming model being developed with BIA and SEO would like to streamline permit process
- BEAT continues to meet on a monthly basis to review and discuss events

Community Events Update

Santa Claus Parade & Noella Kick-Off November 18th

- Noella Kick-Off (Tree Lighting)
 - Hosted by Downtown Barrie BIA
 - 3:30pm to 8pm
 - Foot of Owen Street & Five Points Parkette
- Santa Claus Parade
 - Hosted by the Barrie Chamber of Commerce
 - Marshalling - Lakeshore Dr. at Minets Point Rd.
 - Departs 5pm – north on Bradford St, east on Dunlop St. to Mulcaster St.
 - Closures – Lakeshore Dr. (Southshore to Tiffin, noon to 6:30pm), Dunlop St. E. (Bayfield to Mulcaster, noon to midnight)
 - Communication – pre-warning signs, notification to residents & businesses, closure and parking map, web & social media, Chamber and BIA members



Corporate Events Update



Barrie Air Show | Illuminate Barrie Festival | Public Art

Attendance

160,120 People attended our
Canada 150 Initiatives:



Barrie Air Show:
50,000

Illuminate Barrie Festival:
110,000

Public Art Walking Tours:
120



Volunteers



30

Volunteers were engaged between all 3 Canada 150 Initiatives



Community Engagement



days of place making through public art in downtown Barrie:

- Soapbox:** 105 Days
- Rabbit:** 68 Days
- Blue Shore:** 68 Days
- Quadriga (Variant):** 18 Days
- Limelight:** 4 days

69 
Local Small Businesses & Innovators were engaged through the Illuminate Barrie Festival

60%

of vendors responded that they had higher than expected sales during the Illuminate Barrie Festival

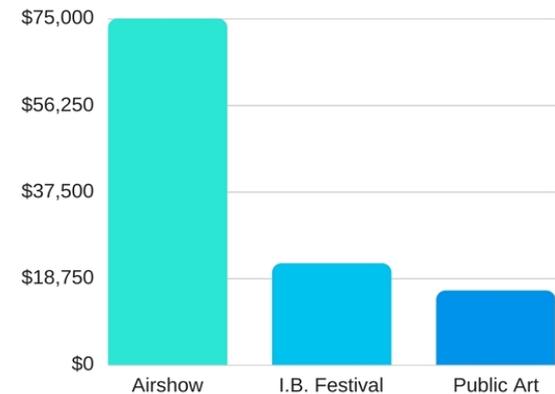


Sponsorship



\$113,100

was raised through Cash and in-Kind Sponsorship

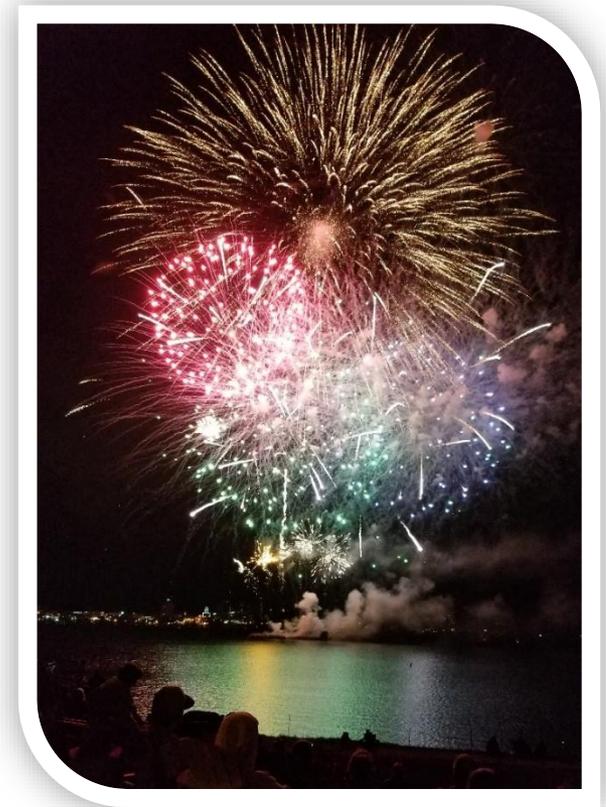
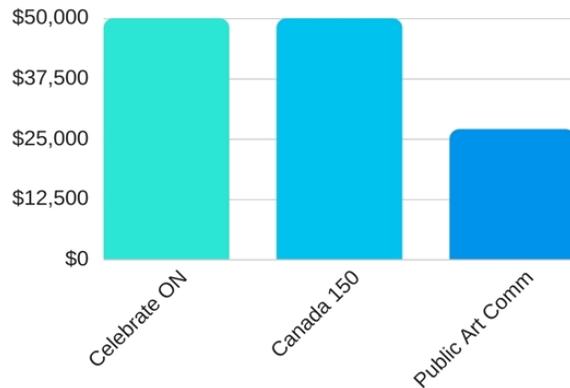


37
Sponsors were engaged in total including cash and in-kind sponsorship across all 3 initiatives.

Funding

\$127,000

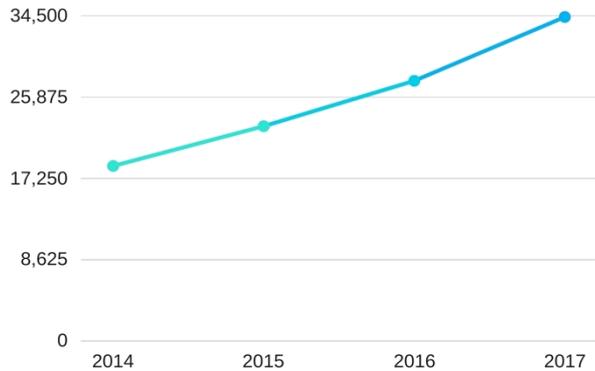
in **funding** was leveraged



Social Media

25%

increase in unique page views of the Festivals and Events Landing Page due to Canada 150 programming and marketing



115k

Unique Facebook Views

75%

Heard of Illuminate through Facebook, 36% through radio ads, and 29% through Word-of-Mouth

Hey!



Thank you to the City of Barrie and The Snowbirds ❤️ amazing show!



Like Comment Share

Keltie Town and 18 others

Illuminate Barrie Festival: Survey Findings

ILLUMINATE BARRIE

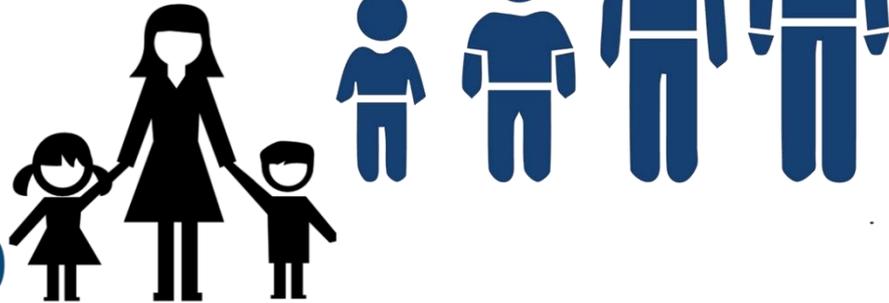
277

SURVEYS COLLECTED
FROM THOSE WHO
ATTENDED

52%

of survey respondents
were between 25 and
45 years of age

60%



of survey respondents said they had
at least 1 child with them at Illuminate
Barrie. 40% of attendants had 2 or
more kids under 18 with them.

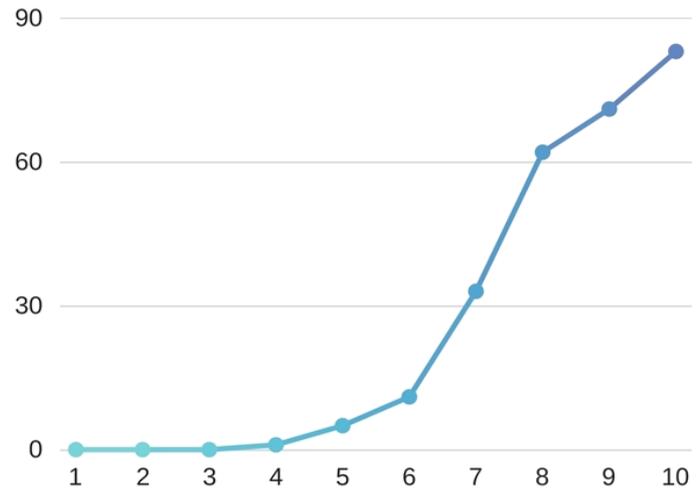
Illuminate Barrie Festival: Survey Findings

91.3%

of survey respondents think that
Illuminate Barrie should become
an annual event and would
attend in the future.

89%

Ranked their
Experience a
7/10 or Higher



Upcoming Corporate Events

Downtown Countdown

- Sunday, December 31st – Barrie City Hall
- 20th annual New Year's Eve celebration – free family tradition in downtown Barrie
- Over 10,000 in attendance
- Skating, wagon rides, face painting, bonfire, roaming performers, and fireworks
- Entertainment will be announced end of November

Winterfest

- February 3 & 4, 2018
- Heritage Park & partner venues throughout the community
- FEO Top 100 – 9+ years
- Community tradition and tourism draw – over 20,000 in attendance
- Ice and snow sculptures, lumberjack shows, polar bear dip, winter sport demos, and much more
- Currently confirming programming and seeking sponsorship opportunities



Feedback & Questions



Economic Impact • Citizen Engagement • Strong Community