

SPECIAL EVENT PERMIT PROCESS

- The City's Special Events Office (SEO) has opened the 2018 application process for returning events and applications are due December 15, 2017; new event applications will be considered in January 2018.
- Permits by the numbers:
 - 121 events were processed in 2016; 103 processed so far in 2017
 - 12 film permit requests were processed in 2016; 8 film permits processed so far in 2017 and 10 location inquiries received
- With Meridian Place coming online in 2018, an increase in permit applications is anticipated – an operation and programming model is being developed in conjunction with the BIA and the SEO is working to streamline the Special Event Permit process.
- SEO staff continue to meet regularly with internal stakeholders to review construction projects at Centennial Park and Memorial Square/Meridian Place to ensure that we are up-to-date on the construction schedule 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 community event bookings and road closures/parades as of October 2017 (Appendix A).

Upcoming Events:

- Santa Claus Parade & Noella Kick-off (Tree Lighting) – November 18
 - Noella Kick-off (Tree Lighting) is organized by the Downtown Barrie BIA – due to construction in Memorial Square/Meridian Place, will set-up along Dunlop Street and at the foot of Owen Street.
 - Santa Claus Parade is organized by the Barrie Chamber of Commerce – marshals on Lakeshore Drive, departs at 5:00pm from Bradford Street at Tiffin Street and travels north on Bradford Street, east on Dunlop Street, finishing at Mulcaster Street.
 - Road closures will include:
 - Lakeshore Drive from Southshore to Tiffin – noon to 6:30pm – parade marshaling area
 - Dunlop Street East from Bayfield to Mulcaster – noon to midnight – safety of spectators, reduction in parking enforcement, and post-parade clean-up
 - Remainder of the route will be a rolling closure facilitated by Barrie Police
 - Pre-warning signage will be erected on Dunlop Street 2 weeks in advance of the event, notifications will be distributed by BIA and Chamber, and a marketing campaign will include details about closures and where to park

CORPORATE EVENTS**Updates from Past Corporate Events:**

- See attached Canada 150 infographic, testimonials, and social media posts (Appendix B).
- 2017 marked Barrie's celebration of Canada 150 – programming included:
 - Canada 150 Mural
 - Created by the community (including the Barrie Art Club, Simcoe Community Services, etc.) and is part of the cross-Canada mural that will be assembled digitally
 - Unveiling held in July and mural is on display at East Bayfield Community Centre
 - Barrie Air Show – June 28
 - Highly successful event held in partnership with CFB Borden and Georgian International.
 - Approximately 50,000 viewers gathered around Kempenfelt Bay for performances by the Canadian Forces Snowbirds, CF-18 Demonstration Team, and the Great War Flying Museum, as well as ground displays from CFB Borden.
 - Possible with great support from Lake Simcoe Regional Airport, Barrie Police Service, Barrie Fire & Emergency Services, and Simcoe County Paramedics.
 - Sponsored by Anderson Chiropractic Group, Arnott Construction, Baytowne Hyundai, Bradford Greenhouses Garden Gallery, Braestone Club, C.C. Tatham & Associates, Cravings Fine Food Market & Catering, Elevated Aviation Services, Friday Harbour, G & G Jet Centre, Georgian BMW, Georgian Chevrolet Buick GMC, Georgian Home Comfort, Kenzington Burger Bar, Madison Taylor, Mountain House at Windfall, and TygerShark.
 - Canada Day – July 1
 - Barrie's annual celebration with family activities and vendors in Heritage Park, live entertainment on the Promenade Days stage, and a fireworks over Kempenfelt Bay at 10pm.
 - Generously funded by the Government of Canada through the Celebrate Canada program and sponsored by Tim Hortons.
 - Illuminate Barrie Festival – September 2 & 3
 - Barrie's signature event featuring:
 - ✓ Two large-scale fireworks shows set to music themed for Canada 150 with soundtrack played on Rock 95 and 107.5 Kool FM
 - ✓ Family programming with hands-on activities, educational animal exhibits, and more
 - ✓ Heritage village showcasing life as it might have been in our region in the 19th century

- ✓ Community displays from the Barrie Native Friendship Centre, MacLaren Art Centre, Barrie Public Library, Barrie Curling Club, Golf Ontario, and more
 - ✓ Vendor Market & Innovation Alley showcasing local artisans, small businesses, and innovators
 - ✓ Live entertainment profiling local and Canadian artists
 - ✓ Beer garden highlighting the local craft beer & cider industry – Flying Monkeys, Redline, Barnstormer, and Heritage Estates – featuring a unique collaborative brew created especially for Illuminate Barrie
 - ✓ Partnered with KP9 Interactive (formerly Augmented Marketing) to create an AR app for the event – prompted participants to engage with Innovation Alley vendors to enter a contest and provided an interactive map of the festival
 - Funded in part by the Government of Canada through the Canada 150 program and the Province of Ontario through the Celebrate Ontario program.
 - Sponsored by Alectra Utilities, Bank of Montreal, Bell, Busch Systems, Conseil Scolaire Viamonde, Holiday Inn Barrie and Kiwanis Club of Barrie.
- Art in Unexpected Places – June 30-September 4
 - Temporary public art installations curated by the Barrie Public Art Committee to profile contemporary Canadian artists.
 - Funded by the Province of Ontario and the Barrie Public Art Committee.
 - Sponsored by Pratt Homes, TygerShark, and Downtown Barrie BIA.

Upcoming Corporate Events:

- Downtown Countdown – Sunday, December 31st – Barrie City Hall
 - City's 20th annual New Year's Eve celebration – family friendly, free event.
 - Programming will feature skating on the City Hall rink, Snow Valley's mini tube run, horse-drawn wagon rides, face painting, roaming performers, bonfire warming zone, food vendors, and two fireworks shows.
 - Currently accepting submissions from local bands to perform at the event.
 - Entertainment line-up to be announced in late November.
- Barrie Winterfest – February 3 & 4, 2018 – Heritage Park and venues throughout the community
 - Community tradition with over 25 years of history celebrating the winter season in Barrie and one of Festivals & Events Ontario Top 100 for more than 9 years running.
 - Winterfest 2018 will feature ice and snow sculptures, horse-drawn wagon rides, lumberjack shows, a polar bear dip, winter sports demos, and more, as well as drop-in indoor activities at venues like the Barrie Public Library and the MacLaren Art Centre.
 - Partnerships are a key success factor for Winterfest, from the many organizations that host events and activities as part of the Winterfest programming, to local media and sponsors.
 - The event typically attracts over 20,000 in attendance from across the province and is promoted as a tourism destination through Tourism Barrie's Winter Fun program.