



**ECONOMIC AND CREATIVE  
DEVELOPMENT  
MEMORANDUM**

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**TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL**

**FROM: STEPHANNIE SCHLICHTER, DIRECTOR, ECONOMIC & CREATIVE DEVELOPMENT**

**NOTED: A.MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT**

**RE: PEDESTRIANIZATION OF DUNLOP STREET PILOT FOLLOW-UP TO STAFF REPORT ECD009-20**

**DATE: MONDAY, JUNE 29<sup>TH</sup>, 2020**

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The purpose of this Memorandum is to provide members of Council with additional information related to the Dunlop Street pedestrianization road closure and logistics information provided in Staff Report ECD009-20 presented to General Committee on Monday, June 22<sup>nd</sup>.

Based upon the proposal provided as Appendix 'A' to Staff Repoert ECD009-20, the BIA was to create a working group with participation from the City with the purpose of developing a potential pilot project that would temporarily pedestrianize a portion of Dunlop Street from Mulcaster Street through to Clapperton Street. This has not yet occurred, given that Council is still contemplating direction on the matter.

Activation and Special Events

The BIA has begun some preliminary assessment of the opportunity. A key success factor for a pilot project will be to activate the downtown area while adhering to COVID-19 safety protocol in order to make it a more lively and welcoming experience for visitors. The BIA has expressed an interest in programming Meridian Place as part of the pedestrianization pilot. Currently, the City has cancelled the issuance of all special events permits, until September 8, 2020 and will need to determine whether a permit will be considered after September 8<sup>th</sup>. The required details will be included in the pilot project summary to be reported back to Council.

Roles and Responsibilities

Per the Staff Report provided to Council, the Downtown BIA will be the project lead and would be responsible for managing the execution of the pilot, including responsibility for executing the road closures, with input, and potential road closure supplies provided by City Operations.

The Downtown BIA would work on a street activation program partnering with the Barrie Farmer's Market to drive traffic to Dunlop Street, which would offer a streetscape similar to Promenade Days where shop owners could extend their store frontage out into the street. They will also seek to garner feedback through pedestrian surveys throughout the pilot program.

The City would provide marketing and communications support within it's existing resources that could include signage to draw visitors downtown, and advertising through its existing print, radio and social media channels. This would be similar to how the City supports Promenade Days or the Dunlop Streetscape project communications.



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Economic and Creative Development would provide support in alignment with their mandate related to economic recovery and supporting the downtown, which would be assessed as part of the pilot development.

### Budget:

As with the City's standard protocol for special events, the BIA would be responsible for special event items related to:

- Securing and managing road closure – typically through independent third party firm.
- Securing medical/first-aid and security services, if required;
- Washroom rentals, if required;
- Securing entertainers and stage equipment if required;
- Assembling and organizing a clean up crew, and any arrangements for City support as part of standard operations;
- Additional health safety equipment that may be required in order to comply with safety procedures due to COVID-19.

For the road closure component, when the City discontinued the provision of those services internally and moved to a third-party provider, there were three special events that the City initially agreed to cover the cost of the road closure service for – Promenade Days, Craft Beer & BBQ and Santa Claus Parade/Treelighting. This is an annual budgeted item that is included in the Special Event budget that would be reviewed by Council on an annual basis. All other events are responsible for their own closures.

Based on previous road closures, estimated costs per closure, range between \$3,500 - \$4,500 for the contracted service. This estimate would need to be verified as part of the overall budget assessments for the pilot program.

It is too early to assess budget, as the working group and associated pilot have not yet been confirmed. In support of recovery planning and supporting the downtown, Staff have suggested a contribution from the City of up to \$10,000 in a 50% matching contribution to support logistics identified above for the pilot project. If the BIA budget exceeds what a \$10,000 contribution would cover, the additional funds would be the responsibility of the BIA or as confirmed by Council, once the pilot program is fully developed.

Staff will report back on the pilot at the next meeting of Council, which will provide another opportunity to update Members of Council on the outcomes from the working group and associated development of a pilot program and an informed associated budget.