



## ECONOMIC AND CREATIVE DEVELOPMENT MEMORANDUM

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

**FROM: S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT**

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

**RE: PEDESTRIANIZATION OF DUNLOP STREET PILOT UPDATE**

**DATE: AUGUST 10, 2020**

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The purpose of this Memorandum is to provide members of Council with a status update on the Pedestrianization of Dunlop Street Pilot Project in follow-up to Staff Report ECD009-20 and Memo A6 200629 provided to Council June 22<sup>nd</sup> and June 29<sup>th</sup>, 2020, respectively.

As outlined in the Memorandum below, a concept for the Pilot has been identified that would align with the City's Culture Days. However, the Culture Development Officer has just returned from lay-off status, and further program and budget development are required in order for Staff to return to Council with a robust pilot program and budget and any associated approvals or direction required to facilitate the pilot project.

The Downtown Barrie BIA (BIA) has created a working group with participation from a City representative from the Economic and Creative Development Department (Business Development Officer) 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. The working group has labelled the pilot project the 'Open Air Dunlop Street' Project and held a meeting on July 15<sup>th</sup>, 2020. Appendix "A" provides a memorandum of the proposal as developed by the Working Group. Below is a summary of the proposal and associated next steps that Staff will be undertaking related to the proposal.

### Open Air Dunlop Proposal

The 'Open Air Dunlop' Proposal seeks to connect 2020 Culture Days with the pedestrianization pilot. Specifically, the theme of Ontario's 2020 Culture Days is Creative Collaboration and Discovery. In line with this theme, the Pedestrianization Working Group is proposing that the roll-out of the Open Air Dunlop pilot project is combined with the City of Barrie Culture Days celebration.

The BIA would like to propose a celebration that would take place across four (4) Saturdays starting either September 26<sup>th</sup> or October 3<sup>rd</sup> that would run through either October 17<sup>th</sup> or October 24<sup>th</sup>, 2020 pending start date. Additional approvals from Council related to the patio removal date may be required the current October 15<sup>th</sup> deadline and will be presented to Council as part of the complete program report back.

### Financial Request

As per Council approved direction in Staff Report ECD009-20, the City's current fiscal contribution is as follows:

'That should a Pilot Program proceed, the City of Barrie contribute up to 50% of costs, to a maximum of \$10,000 to support road closure logistics and additional clean-up to be funded from the Community Benefit Reserve.'



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The proposed commitment of the BIA as identified in their proposal is \$10,000. However, they have proposed that the majority (approximately 71%) of their funds be utilized for marketing, with the remainder of the funds being utilized to offset logistical costs associated with road closures. In addition, they have requested that the City contribute an additional \$5,000 to support logistical costs for road closures over the five proposed Saturday's of the Pilot.

This request is not currently aligned with Council direction and will be reviewed by Staff as part of the program development and report back.

In alignment with Staff Report ECD009-20, the BIA has committed to being the project lead as it relates to executing the Pilot, but their current funding request is currently not aligned with current Council direction.

### Staff Position, Next Steps and Reporting Back to Council

In principle, Economic & Creative Development Staff see synergy and opportunity to align 2020 Culture Days with a Pedestrianization Pilot. Aligning these events provides the opportunity to promote the Arts & Culture sector throughout the extended Ontario Culture Days month long celebration, in addition to championing economic recovery support for this sector, as it has been severely impacted as a result of COVID-19.

The prime City lead and organizer for Culture Days, is the Culture Development Officer, who returned from lay-off on July 21<sup>st</sup>. As such, planning for Culture Days is in it's infancy, staff are not in a position to confirm program elements, partner organizations, or potential activations that could be implemented as part of the Open Air Dunlop pilot project.

Over the coming weeks, the Culture Development Officer will be working to develop Culture Days programming with culture organizations, and will work with the BIA Working Group on collaboration opportunities. Further, Staff will be able to assess technical, logistical and marketing elements that crossover with the Open Air Dunlop pilot project and any associated budgeting efficiencies that could be achieved.

Operations, Communications and other relevant City departments will be consulted as part of the Working Group to support and advise on road closure logistics, required clean-up and overall communications.

Staff will report back to Council in early September with a detailed program for the Open Air Dunlop Pilot project and 2020 Culture Days program.

**APPENDIX 'A'**



**Downtown Barrie Business Association (BIA)**

**Open Air Dunlop (Pedestrianization) Memo**

July 29, 2020

**BACKGROUND**

On Monday, June 29th, Barrie City Council approved a pedestrianization road closure of Dunlop Street East between Mulcaster Street and Clapperton Street with the Downtown Barrie Business Association (BIA) taking the lead on the project. City of Barrie Staff have suggested a contribution from the City of up to \$10,000 in a 50% matching contribution to support logistics of the pilot project.

On Tuesday, July 28th, the Downtown Barrie (BIA) Board of Management passed a motion to allocate \$10,000 for the Open Air Pilot Project (pedestrianization of Dunlop Street East).

The Downtown Barrie BIA has established a working group which met on Wednesday, July 15th and Wednesday, July 29th. The working group would like the below proposal to be considered by Barrie City Council and the City Staff involved.

**OPEN AIR DUNLOP PILOT PROJECT PROPOSAL**

**Current Financial Contributions**

Downtown Barrie Business Association (BIA): \$10,000

City of Barrie: \$10,000

**TOTAL: \$20,000**

The theme of 2020's Culture Days is *Creative Collaboration and Discovery*. In line with this theme, the pedestrianization work group proposes that the Open Air Dunlop pilot project collaborate with the City of Barrie and their plans to celebrate Culture Days over four Saturdays between September 26th until October 24th, 2020.

**The pedestrianization working group is requesting that the City of Barrie, in collaboration with their Culture Days plans, contribute an additional \$5000 to aid in logistical and marketing support.**

Downtown Barrie Business Association (BIA)

93 Dunlop Street East, #102, Barrie, ON L4M 1A8 // info@downtownbarrie.ca // 705-734-1414



## Proposed Financial Contributions

Downtown Barrie Business Association (BIA): \$10,000

City of Barrie: \$15,000

**TOTAL: \$25,000**

The pedestrianization working group is also requesting to work collaboratively with the City of Barrie and Culture Days on the marketing strategy to cross promote downtown Barrie's Open Air Dunlop pilot as one of the destinations for Culture Days.

Please see the estimated breakdown of logistical and marketing expenses as well as the suggested partner responsible for each item on the next page.

## LOGISTICAL COSTS

	Per Closure	Over 4 Saturdays	Responsibility
Stinson/MTS Road Closure (Saturday mobilization, Sunday demobilization)	\$3865.00	\$15,460.00	City funding / BIA project lead
Staffing of Road Closure	\$600.00	\$2,400.00	City funding / BIA project lead
<b>APPROX. TOTAL (before tax)</b>	<b>\$4465.00</b>	<b>\$17,860.00</b>	

The City of Barrie's financial contribution of \$15,000 will be allocated to the logistical costs and the Downtown Barrie BIA will devote \$2860 + ~~hst~~ to cover the difference.

## MARKETING COSTS

	Per Weekend	Over 4 Saturdays	Responsibility
Design, Signage, Advertising, Social Media Kit, etc.	N/A	\$7140.00	BIA funding / BIA project lead



Press Release	N/A	N/A	BIA funding / BIA project lead
<b>APPROX. TOTAL (before tax)</b>	<b>N/A</b>	<b>\$7140.00</b>	BIA

*The Downtown Barrie BIA will allocate its remaining budget toward the marketing costs associated with the Open Air Dunlop pilot project.*

The Downtown Barrie BIA will also be responsible for collecting feedback and data after each Saturday closure. This information will be analyzed and by the pedestrianization working group and will pivot the future dates of the Open Air Dunlop pilot project accordingly.

#### ADDITIONAL OPPORTUNITIES

- Cross promote with the Downtown Barrie BIA October Tasting Trail
- Cross promote with the Barrie Farmers' Market
- Invite local musicians from <https://www.facebook.com/groups/barrieslivemusicshow/> (with 9.7K followers) to sing at Meridian Place & Memorial Square and potentially throughout the downtown
- Reveal of the next phases of the Dunlop Streetscape Construction Project
- If successful, consideration of continuation of pedestrianization as part of the Noella Festival including the Tree Lighting Celebration and Barrie Chamber of Commerce Santa Claus Parade
- Potential to develop a Dunlop Dollars campaign to encourage shopping in our downtown
- Potential to develop a contest with a prize package to encourage shopping in our downtown

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