



**ECONOMIC AND CREATIVE DEVELOPMENT
MEMORANDUM**

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TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: M. BALOGUN, BUSINESS DEVELOPMENT OFFICER, EXT. 5035

NOTED: S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT

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

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: PEDESTRIANIZATION OF DUNLOP STREET PILOT UPDATE

DATE: SEPTEMBER 14, 2020

The purpose of this Memorandum is to provide members of Council with a status update on the Pedestrianization of Dunlop Street Pilot Project, also known as Open Air Dunlop, in follow-up to Staff Report ECD009-20, Memo A6 200629, and Memo A3 200810 presented to Council on June 29th and August 10th, 2020.

As outlined in the Memorandum below, the Open Air Dunlop proposal seeks to connect elements of *2020 Culture Days – Unexpected Intersections* with the Dunlop Street pedestrianization pilot. The Open Air Dunlop working group which includes staff and members of the Downtown Barrie BIA (BIA), and staff from the Economic and Creative Development Department have been meeting regularly to discuss plans on how to safely program Dunlop Street, with additional support provided by Corporate Communications and the Special Events Team.

Open Air Dunlop is planned to run every Saturday from September 26th to October 17th, 2020. Barrie's Culture Days is extending beyond the traditional one weekend of programming to a month long program of activities from September 25th through October 25th to allow people to participate in, become more aware of and value arts and culture in the City of Barrie.

Open Air Dunlop and Culture Days Programming

Guidelines provided by the Simcoe Muskoka District Health Unit (SMDHU) significantly limits the type of gatherings allowed, and presents challenges when it comes to activating space – whether on Dunlop Street or at Meridian Place. As such, initiatives will be focused on bringing visitors downtown to patron shops and restaurants where they can engage with forms of art in various ways following the theme of Culture Days, *Unexpected Intersections*. In addition, visitors will be provided with online tools to complete self-guided heritage tours and public art tours on foot, or by bicycle.

City staff and the BIA are currently refining plans to accommodate the health and safety measures that are required to be in place, which will be subject to a further review by SMDHU as part of the City's Special Event Permitting process.

All programming and updated information can be found at barrie.ca/culturedays and downtownbarrie.ca.

A call out to businesses with space to share, and artists with artwork to showcase was sent out to support one of the components of Culture Days and Open Air Dunlop, Artists in Biz. This match-making program pairs artists with local businesses to feature artists works. Businesses who showcase artists work will be listed throughout Culture Days, providing an opportunity for drawing in new visitors downtown and to their



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business. Artists will have an opportunity to share their work with new audiences and showcase to the community the diverse calibre of talent that exists in Barrie.

In support to Culture Days and Open Air Dunlop, the BIA has partnered with the Barrie Arts Committee to paint and decorate storefront windows. Online tools will also be provided to support self-guided tours of public art and downtown Barrie history.

Roles and Responsibilities

City of Barrie

- Coordinating City-wide marketing campaign for Culture Days
- Hosting listing of activities online
- Pairing up artists and businesses for Artists in Biz program
- Funding arts and culture activities for Artists in Biz, virtual and self-guided City programming

Downtown BIA

- Coordinating 'Open Air Dunlop' marketing campaign
- Recruiting downtown businesses for Artists in Biz program (showcasing artists work)
- Securing a Special Event Permit for the month of pedestrianization with associated review of plans by SMDHU
- Managing and executing the road closures associated with Open Air Dunlop

Marketing Plan for Open Air Dunlop

The BIA has created a marketing plan to be used in promoting pedestrianization as well as other events being hosted in the fall – details are below with sample images in Appendix 'A':

- Distributing social media kits to their members – hashtags and themes have been developed;
- Providing their members with a Tips & Tricks handout to show how to get involved;
- Issuing a press release to the media;
- Creating two (2) gateway signs and pole covers welcoming people to the downtown, which will be located at Owen Street by Dunlop Street, and Mulcaster Street by Dunlop Street;
- Branding Open Air Dunlop Street as part of the larger "Autumn in the City" campaign, which will include other BIA signature events such as October Tasting Trail, etc.

Economic and Creative Development has engaged the Communications Department to ensure that all pedestrianization messaging is aligned with the BIA.

Financial Review

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.'

The BIA has confirmed a total budget of the project of \$15,000, which will be used to cover costs related to executing the road closures, signage, logistics, PPE and clean-up, in addition to a strong marketing campaign for the events.



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Economic and Creative Development will also be executing a marketing program related to Culture Days that will complement BIA marketing in addition to Culture Days programming. This will be funding from pre-existing budget.

A wholesome report back to Council will be provided after the Open Air Dunlop project to confirm the portion of funds allocated under Council direction that were utilized and associated contribution to the BIA from the Community Benefit Reserve.

Next Steps

The BIA has submitted their special event permit application, which is being reviewed by the City to ensure that all protocols are in place. As well, a list of activities and marketing support will be sent to the SMDHU to ensure there is approval in terms of safely undertaking the Open Air Dunlop pilot.

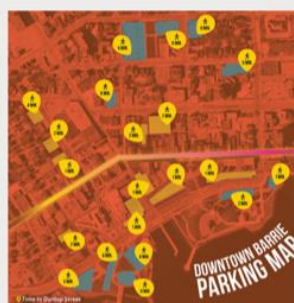
Staff will report to Council via Memo regarding the Open Air Dunlop pilot in November 2020.

APPENDIX 'A'



Autumn in the City and we can't be more excited! Who doesn't love fall in #DowntownBarrie? So much is going on... head to downtownbarrie.ca to find out more!

#AutumnInTheCity #CultureDays
#OpenAirDunlop #OctoberTastingTrail
#SupportLocal #ShopLocal
#SupportSmallBusiness #WeDigDowntown



DYK Downtown Barrie has 2000 public parking spaces? Plus, parking is FREE in the evening and on weekends! Check out this super cute map to see how long it'll take you to walk from a nearby lot to Dunlop Street!

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#CultureDays #OpenAirDunlop
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#ShopLocal #SupportSmallBusiness
#WeDigDowntown



#OpenAirDunlop has partnered with #CultureDays and we've got some awesome things to check out in #DowntownBarrie each Saturday from Sept 26 to Oct 17! Public Art, pop-up musicians, historic walking tours, the #OctoberTastingTrail and more! Head to downtownbarrie.ca for more!

#AutumnInTheCity #CultureDays
#OpenAirDunlop #OctoberTastingTrail
#SupportLocal #ShopLocal
#SupportSmallBusiness #WeDigDowntown



#OpenAirDunlop each Saturday from Sept 26 to Oct 17 is for YOU! A pedestrian-only Dunlop Street is our gift to you. Come see our beautiful new streetscape, our amazing one-of-a-kind shops, our award-winning restaurants and experience your beautiful downtown! See you there!

#AutumnInTheCity #DowntownBarrie
#CultureDays #OpenAirDunlop
#OctoberTastingTrail #SupportLocal
#ShopLocal #SupportSmallBusiness
#WeDigDowntown



So much is happening in #DowntownBarrie!
Get down here and experience the
#OctoberTastingTrail, check out our new
streetscape and walk in comfort on Dunlop
Street! Who doesn't love #AutumnInTheCity?

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#WeDigDowntown



We want you down here! One-of-a-kind
shops, award-winning restaurants, a beautiful
new Dunlop Street... fall is in the air and
you're going to fall in love all over again with
#DowntownBarrie

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