

City of Barrie

Special Events Report

Community Services Committee

May 2016



Special Event Permit Process

- SEO currently processing 2016 applications
- Permit numbers:
 - 137 events processed in 2015
 - 106 applications received for 2016 so far
 - 6 filming permit requests processed in 2015
 - 4 filming permit requests processed in 2016 so far
- Planning for waterfront construction and possible impact to events in 2016 and 2017 is under way
- BEAT continues to meet on a monthly basis to review and discuss events

Road Closures

- Road closure
 - Long term with fixed closures devices
 - Processed through Right of Way Activity Permit process
- Rolling Closure
 - Short duration
 - Facilitated by Police
 - Best suited to compact events that move – parades and marches



Road Closures

- Vetted through BEAT (Police, By-Law, Road Operations, Engineering, and Downtown BIA)
- Consider public safety, parking enforcement, impact to residents/businesses, resources required, etc.
- SEO staff trained in Book 7 requirements to work with ROWA office to assist
- Pre-warning signage erected one week in advance



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Corporate Event Updates

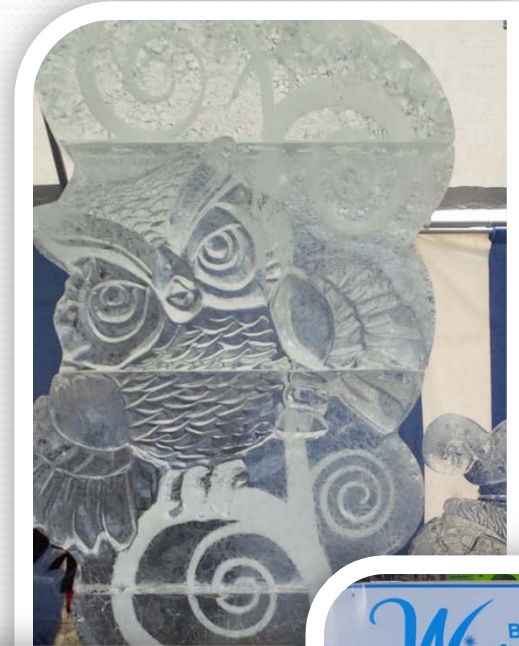
- Downtown Countdown – December 31
 - 18th annual free celebration
 - Increased exposure due to higher profile headline act – The Sheepdogs
 - Sponsors – Central Ontario Broadcasting (\$9,000 plus \$20,000 in-kind value) and Downtown Barrie (\$2,500)



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Corporate Event Updates

- Barrie Winterfest – February 6 & 7
 - Named *Top 100 Event in Ontario* by FEO
 - Over 20,000 in attendance
 - Some activities cancelled due to weather
 - Community partnerships key to success
 - Sponsors – Downtown Barrie (\$5,000), PowerStream (\$2,500), IceCulture (\$21,000 in kind value)



Upcoming Corporate Events

- Celebrate Barrie
 - June 4th
 - 17th annual free community festival
 - Inflatables, educational displays, heritage village, local entertainment, over 50 community groups providing activities
 - Youth Battle of the Bands – Friday evening kick-off
 - Family film – Saturday evening
 - TD is a presenting partner - \$30,000 sponsorship



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Upcoming Corporate Events

- Canada Day
 - July 1st
 - Family activities, entertainment, and fireworks (10pm)
 - Held in partnership with BIA's Promenade Days (July 1-3)
- Rhythmfest
 - August 12th @ Holly Community Centre
 - August 13th @ Heritage Park
 - Live entertainment, workshops, and vendors
 - Drum solo competition and tribute to Canadian legends of rhythm



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City of Barrie – Special Events

Feedback & Questions

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