



**ECONOMIC AND CREATIVE  
DEVELOPMENT DEPARTMENT  
MEMORANDUM**

Page: 1  
File:  
ECDM10-24  
Pending #: n/a

---

**TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL**

**FROM: K. EATCH, TOURISM COORDINATOR, EXT. 4813**  
**A. CHAPPELL, SUPERVISOR OF SPECIAL EVENTS AND PROGRAMMING**

**WARD: ALL**

**NOTED: S. SCHLICHTER, DIRECTOR OF ECONOMIC & CREATIVE DEVELOPMENT**  
**D. BELL, DIRECTOR, RECREATION & CULTURE**  
**B. ARANIYASUNDARAN, GENERAL MANAGER OF INFRASTRUCTURE & GROWTH MANAGEMENT**  
**D. MCALPINE, GENERAL MANAGER OF COMMUNITY & CORPORATE SERVICES**  
**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: 2024 BARRIE AIRSHOW**

**DATE: JUNE 12, 2024**

---

The purpose of the Memorandum is to provide members of Council with updated information about programming and sponsorship of the 2024 Barrie Airshow.

**BACKGROUND**

On March 27, 2024, Barrie City Council approved an additional \$150,000 be allocated to the 2024 operating budget for a total of \$180,000 to deliver a 2024 Barrie Airshow with up to \$110,000 being funded from the Tourism Reserve and the remaining \$70,000 be raised through sponsorship.

City staff in Recreation & Culture Services and Economic & Creative Development have been working closely and collaboratively with all partners of the Barrie Airshow including representatives from Canadian Forces Base Borden, the County of Simcoe, Lake Simcoe Regional Airport, the Downtown Barrie BIA, Tourism Barrie, as well as additional members of the community.

The safety and security of the Barrie Airshow is critical to its success, and the partnerships with and support from emergency services including the Barrie Police Service, Barrie Fire and Emergency Service, and Simcoe County Paramedic Service is key to this essential component.

The 2024 Barrie Airshow weekend will be from Friday, June 14 to Sunday, June 16.

As a free and accessible family-friendly event, the Barrie Airshow attracts residents from Barrie and Simcoe County communities, the GTA (Greater Toronto Area) and aviation enthusiasts from across Ontario. Over the weekend, tens of thousands of visitors are expected to line the shores of Kempenfelt Bay to enjoy the show as well as the interactive and engaging programming and activations in downtown Barrie.



**ECONOMIC AND CREATIVE  
DEVELOPMENT DEPARTMENT  
MEMORANDUM**

Page: 2  
File:  
ECDM10-24  
Pending #: n/a

**2024 BARRIE AIRSHOW PROGRAMMING**

2024 marks key anniversaries related to Canada’s Military Heritage including the 80th Anniversary of D-Day, the invasion of Normandy, and the 100th Anniversary of the Royal Canadian Air Force. The 2024 Barrie Airshow is one of the many opportunities for residents and tourists to celebrate this significant year.

The Downtown Barrie BIA and Tourism Barrie continue to be supportive partners for the event with the BIA delivering wrap-around programming to drive traffic and engagement, extending stays and spends. Tourism Barrie’s support for experience development and marketing support is necessary to maximize tourist visits and associated spend into the city.

The programming schedule for the 2024 Barrie Airshow weekend includes:

Friday, June 14	
8:00 p.m. - 10:00 p.m.	Free concert at Meridian Place featuring Daniel Romano’s Outfit.
10:00 p.m. - 10:10 p.m.	Drone show brought to you by Pratt Homes and Barn Burner.
Saturday, June 15	
All Day	Open Air Dunlop.
10:00 a.m. - 5:00 p.m.	Displays by CFB Borden at Heritage Park and Meridian Place.  Family activities, displays, merchandise and food vendors at Heritage Park, Meridian Place and along Dunlop Street.
11:00 a.m. – 6:00 p.m.	Licensed area featuring Flying Monkeys Craft Brewery at Heritage Park.  Food vendors at Will Dwyer Park.
12:30 p.m.	Opening address at Heritage Park
1:00 p.m.	2024 Barrie Airshow presented by Pratt Homes.
4:00 p.m.	Borden Volunteer Band at Meridian Place.
8:30 p.m.	Meet-and-greet with Barrie Airshow pilots and performers at Meridian Place.
9:30 p.m. (approx.)	Free screening of <i>Memphis Belle</i> at Meridian Place.
Sunday, June 16	
All Day	Open Air Dunlop.
10:00 a.m. - 5:00 p.m.	Displays by CFB Borden at Heritage Park and Meridian Place.  Family activities, displays, merchandise and food vendors at Heritage Park, Meridian Place and along Dunlop Street.
11:00 a.m. – 6:00 p.m.	Licensed area featuring Flying Monkeys Craft Brewery at Heritage Park.



**ECONOMIC AND CREATIVE  
DEVELOPMENT DEPARTMENT  
MEMORANDUM**

Page: 3  
File:  
ECDM10-24  
Pending #: n/a

	Food vendors at Will Dwyer Park.
12:30 p.m.	Opening address at Heritage Park
1:00 p.m.	2024 Barrie Airshow presented by Pratt Homes.

Military performers for the 2024 Barrie Airshow include:

- Canadian Forces Snowbirds (431 Air Demonstration Squadron)
- CF-18 Demonstration Team
- CAF SkyHawks Parachute Team

Civilian performers of the 2024 Barrie Airshow include:

- Northern Stars Aeroteam, three-plane precision aerobatic team flying the Pitts Special
- Mike Tryggvason, solo aerobatic performer
- Stampede Aviation featuring P51 Mustang and Sea Fury
- Canadian Harvard Aircraft Association featuring a three-plane demonstration.
- Edenvale Classic Aircraft Foundation featuring a Tiger Moth and a PT-26 Cornell

**CARBON OFFSET**

Living Green is partnering with the City of Barrie to encourage Airshow spectators to make a difference to the carbon offset of this event. Spectators are encouraged to donate and help plant 10,000 native trees and support climate action programs and events in Barrie.

**GETTING TO & WATCHING THE BARRIE AIRSHOW**

Barrie Transit will be offering a free park 'n ride shuttle from Allandale Recreation Centre (190 Bayview Drive) through the waterfront and to the downtown on Friday from 7:30 p.m. to 10:30 p.m., on Saturday from 9:50 a.m. to 11:30 p.m., and on Sunday from 9:50 a.m. to 5:00 p.m.

Parking will be available within walking distance along the waterfront and throughout the downtown.

Recommended viewing for the Airshow is at Heritage Park and Will Dwyer Park where there are licensed areas and food vendors. Spectators can also enjoy the show from Centennial Park, Southshore Park, Allandale Station Park, Minet's Point Park, or any of the small parks along the north and south shores of Kempenfelt Bay.

Viewing from the water will be available, however, for the safety of the public and pilots, a safety line will be formed from Brentwood Marine to Johnson's Beach. Water access and water-based activities will be restricted in the area west of the line.

The public can tune into 87.9 FM from the waterfront to follow along with show commentary.

**2024 BARRIE AIRSHOW SPONSORSHIP**

Memorandum ECDM4-24 identified the fundraising goal of \$70,000 in sponsorship including cash and in-kind contributions to support the 2024 Barrie Airshow.

A total of \$109,540.00 of cash sponsorship from local community members has been committed to the 2024 Barrie Airshow led by Presenting Sponsor Pratt Homes. Sponsorship recruitment efforts have been supported Canadian Forces School of Aerospace Technology & Engineering Honorary Colonel Wayne Hay. The extra sponsorship revenue has supported the Friday night drone show programming and



**ECONOMIC AND CREATIVE  
DEVELOPMENT DEPARTMENT  
MEMORANDUM**

Page: 4  
File:  
ECDM10-24  
Pending #: n/a

---

additional civilian performers of the Barrie Airshow. Further, in-kind support has exceeded expectations with new organizations supporting the execution of the Airshow.

In-kind support is being received from the below organizations:

- Coca-Cola
- Metrolinx
- Pure Country 106
- Rock 95 / Kool FM
- Bounce Radio
- Fresh 93.1 / BIG101
- CFRH
- Cooper Equipment Rentals
- Friday Harbour
- NavCanada
- Chartright Air Group
- Air Bravo
- Smart Aviation Maintenance Solutions
- Tourism Barrie

**POTENTIAL IMPACT OF A 2024 BARRIE AIRSHOW**

Hosting an Airshow aligns with Council's strategic priority of "Thriving Community" and its goals of continuing to support a vibrant downtown through activations in partnership with the BIA.

In addition, it allows for the opportunity to develop tourism audiences. The Economic & Creative Development Department and the Recreation & Culture Services Department are working with Tourism Barrie to capture tourism related metrics to measure the economic impact of the event and gain an understanding of the event's tourism audience.

The promotion of aviation and aviation-tech careers helps encourage the development of a diverse and skilled workforce. Hosting an event of this magnitude with the support of CFB Borden and local partners presents an opportunity for the city to showcase itself as a destination for visitors. A successful and well-executed Airshow also instills a deep sense of civic pride among Barrie residents.