



**ECONOMIC AND CREATIVE DEVELOPMENT  
MEMORANDUM**

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

**FROM: A. DYKE, CULTURE DEVELOPMENT OFFICER, X4593  
C. MASTERS, DEVELOPMENT ASSISTANT, X5293**

**NOTED: S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT  
A. MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH  
MANAGEMENT**

**RE: CULTURE DAYS - UNEXPECTED INTERSECTIONS UPDATE**

**DATE: OCTOBER 19, 2020**

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The purpose of this Memorandum is to provide members of Council with a status update on Culture Days programming for 2020, which began on September 25<sup>th</sup> and runs through to October 25<sup>th</sup>.

Culture Days programming, despite looking very different in 2020, has been activating businesses, supporting artists and engaging community members through self-guided and virtual activities. The arts and culture community in Barrie have been able to share their works through different forms of expression while partaking in the Artists in Biz program, Downtown Window Decorating, various public art projects, and through online recordings and activities.

**Culture Days Programming - Early Successes**

Below is an update on key Culture Days programs and early successes. A listing of these programs and activities can be found on [barrie.ca/culturedays](http://barrie.ca/culturedays).

*Artists in Biz Program* – This is a new program introduced for 2020 that matches artists looking to display their works with local businesses looking to showcase local artists works in their places of business. With support from the Barrie Art Committee, through displayed artwork and custom creations with Downtown Window Decorating, Artists in Biz has resulted in 17 local matches including businesses from food, retail and manufacturing sectors.

Local manufacturer, SBS DriveTec shared the following program benefits:

*“Since Sierra Van Arragon has beautifully displayed her pieces of art around our facility, we are noticing less people on their phones during down time. People are walking around the building, really looking at the art and bringing up conversations about what inspires them and how they view expressions of creativity. These conversations have sparked something big; they’ve built stronger friendships, introduced commonalities and ultimately, has boosted our workplace morale...”*

Artist Melissa Gil is matched with Quesada on Bayfield street, where they are putting efforts forth to support youth through a “Buy Art Get Free Meal” project.

*“I am very lucky to have been given this opportunity to not only be a part of Artists In Biz, but work with Kunal/Quesada and make an impact on the community. The Artists In Biz program helps not only by allowing myself to gain recognition, but it also attracts more people to the restaurant and hopefully leads to them returning as regular customers. I was inspired to do this because I had been looking for art opportunities in the City for a while in hopes of sharing my art with the community. This is important to me because, not only is Art a huge part of my life, but so is putting a smile on people’s faces...”*

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*Online Public Art Story Map* - With the support of the City's GIS Team and Access Barrie, an online story map has been created for Barrie's public art installations that serves as a virtual tool to promote residents and visitors to tour downtown in guided self discovery and be educated on the various public art installations throughout the City. The story map also includes the newest and largest site specific commissioned piece of public art to date for the City, *The Horn and The Heart*, by John McEwen. The storymap is located on the City's Discover Barrie web portal and showcased on [barrie.ca/culturedays](http://barrie.ca/culturedays).

*Open Air Dunlop* – The pedestrianization of Dunlop Street pilot program, Open Air Dunlop, has experienced early success drawing residents downtown to explore the newly completed downtown streetscape, shop, dine and enjoy artists works in windows and displays. The BIA has promoted their 'Autumn in the City' campaign with the October Tasting Trail and is encouraging downtown visitors to maintain distancing and health protocols. Early feedback is overwhelmingly positive, and a detailed report back on the Open Air Dunlop Street project will be provided once the pilot is complete.

*Online Showcase of Local Creatives* – Economic and Creative Development are working with HeyLocal and Tourism Barrie to showcase local creative businesses through Culture Days-specific campaigns. Tourism Barrie are featuring a Culture Days landing page on their website highlighting the many arts, music and creative shops, activities, and experiences found within Barrie, encouraging residents to visit local businesses when safe to do so. Through the new partnership with HeyLocal, local artisans and creative businesses with online retail are being encouraged to sign up for HeyLocal, an online platform that brings the idea of vendor markets into people's homes. It is expected that this platform will have wholesome listing of arts-based and creative businesses that will extend beyond Culture Days in and into the holiday shopping season, further encouraging the community to support local.

*Partner-hosted Programming* – Many creative organizations are supporting Culture Days and providing unique programming throughout the month. Partners include: the Barrie Public Library, Downtown BIA, Ontario Musicians Cooperative, MacLaren Art Centre, Barrie Film Festival, Talk is Free Theatre, Xcelerate Summit, Barrie Arts Committee, UPLift Black, Making Change, Theatre by the Bay, Simcoe Contemporary Dancers, Barrie Indian Association, Barrie Public Art Committee and more. By engaging community groups and organizations in programming, Culture Days is giving artists and cultural organizations the opportunity to create new works, engage with the public and earn much-needed revenue.

**More to Experience:**

Throughout the remainder of the Culture Days there will be many opportunities to engage in self-guided and online arts and culture activities. Examples include: online heritage tours, new mural displays in the downtown, dance performances and workshops ranging from dance, virtual forest bathing through to ethically sourced textiles and much more. The Steel Spirit is bringing their art exhibit online, where first responders will showcase their artwork while sharing their experiences through story-telling. These activities are highlighting the diversity in culture and creativity that Barrie has to offer.

All programming and listings of Artists in Biz can be found online at [barrie.ca/culturedays](http://barrie.ca/culturedays).