



## **Downtown Barrie BIA MAT Fund Request for Summer Concert Series**

**Subject:** Proposal for Downtown Barrie Summer Concert Series

**Date:** January 9, 2025

**To:** City of Barrie – MAT Fund

**From:** Downtown Barrie Business Improvement Area (BIA)

**Request:** \$225,000 from MAT Funding

**BIA Contribution:** The Downtown Barrie BIA will fundraise and return \$100,000 by December 31, 2025.

### **Event Plan: Downtown Barrie Summer Concert Series at Meridian Place**

Building upon the resounding success of our 2024 events, which attracted over 350,000 visitors (including over 30% from outside Barrie) and generated an estimated \$15 million in economic impact for the City, the Downtown Barrie BIA proposes a new signature event for 2025: **The Downtown Barrie Summer Concert Series (final name to be confirmed)**.

This exciting series will feature four live music performances at the award-winning Meridian Place, showcasing the beauty of Kempenfelt Bay and solidifying Barrie's position as a regional hub for live music and cultural experiences.

### **Series Structure:**

- **June:** Summer Kick-Off Concert
- **July/August:** Two Mid-Summer Concerts
- **September:** Season Finale Concert

### **Expected Outcomes:**

- **Attract 100,000+ Visitors:** We anticipate attracting an additional 100,000 visitors to Downtown Barrie through this series.
- **Significant Economic Impact:** Generate an estimated \$3-5 million in economic impact for the City, directly benefiting local businesses and the tourism sector.
- **Enhanced Community Vibrancy:** Create a vibrant and engaging summer atmosphere, enhancing the quality of life for residents and attracting new visitors.
- **Tourism Growth:** Partner with Tourism Barrie to maximize the impact of the concert series on local tourism.

### **Funding Request:**



We are requesting \$225,000 in funding from the MAT Fund to support the production and promotion of this exciting new event series. The Downtown Barrie BIA will actively fundraise and return \$100,000 by December 31, 2025.

**Conclusion:**

The Downtown Barrie Summer Concert Series presents a unique opportunity to further enhance the vibrancy of our downtown core, attract visitors, and stimulate economic growth for the City of Barrie. We believe this initiative will be a resounding success and a valuable addition to Barrie's summer events calendar.

**Sincerely,**

**The Downtown Barrie BIA Board**