



**RECREATION AND CULTURE
SERVICES
MEMORANDUM**

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: K. ELLIS, MANAGER, RECREATION PROGRAMS AND SPECIAL EVENTS

NOTED: D. BELL, DIRECTOR OF RECREATION AND CULTURE SERVICES

D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: SANTA CLAUS PARADE AND NOELLA TREE LIGHTING

DATE: NOVEMBER 6, 2024

The purpose of this memorandum is to provide members of Council with an update on the Santa Claus Parade and Noella Tree Lighting Celebration.

Kick off the holiday season in Barrie on Saturday, November 16, 2024 with the Santa Claus Parade and Noella Tree Lighting Celebration; a collaboration between the Barrie Chamber of Commerce, Downtown Barrie BIA, and the City of Barrie.

The Noella Tree Lighting Celebration starts at 1pm; when downtown Barrie comes alive with festive music and family activities at Meridian Place while waiting for Santa's arrival later in the evening. Food and toy donations will be accepted, and the tree and wreath lot will be operational.

This year celebrates the 75th Annual Santa Claus Parade featuring the theme *Joy to the World* which celebrates traditional holiday music. The parade will depart from Lakeshore Drive at Tiffin Street starting at 5pm. The route travels Lakeshore Drive north from Tiffin Street to Toronto Street, east on Dunlop Street through the downtown and ends at Poyntz Street.

Once the Parade concludes (between 6:30–7:00 p.m.), Santa will return to Meridian Place to light the holiday tree which will be followed by fireworks and a holiday concert. The lights in Centennial Park and Meridian Place, presented by the Rotary Club of Barrie, will also be lit for the winter season.

Residents and visitors are encouraged to plan their travel accordingly. Access to streets and parking lots east of Lakeshore Drive and south of Dunlop Street will be limited during this time. It is recommended to park west of Lakeshore Drive or north of Dunlop Street. Barrie Transit routes operating out of the Downtown Barrie Terminal will be on detour for the Santa Claus Parade, including Transit ON Demand. Temporary stops and detour route information for November 16th will be available online prior to the event. MyRideBarrie.ca.

More info will be available at www.barrie.ca/events



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