
TO: COMMUNITY SERVICES COMMITTEE
FROM: O. GROVES, MANAGER OF CULTURE
NOTED: Z. LIFSHIZ, EXECUTIVE DIRECTOR OF INVEST BARRIE
C. LADD, CHIEF ADMINISTRATIVE OFFICER
RE: SPECIAL EVENTS QUARTERLY REPORT
DATE: DECEMBER 7, 2016

As per Council Direction Memorandum 14-G-196, please find attached the quarterly Special Events Report to the Community Services Committee for November 2016, as well as a 2016 calendar of community event bookings as of October 2016.


O. Groves, Manager of Culture

SPECIAL EVENTS REPORT TO COMMUNITY SERVICES COMMITTEE

City of Barrie, Department of Culture
Special Events Office

November 2016

SPECIAL EVENT PERMIT PROCESS

- The Special Events Office (SEO) has opened the 2017 application process and applications from past events are due December 16, 2016.
- Permits by the numbers:
 - 137 events processed in 2015; 109 permits issued so far in 2016
 - 6 filming requests processed in 2015 vs 11 filming requests processed in 2016 so far
- SEO meets regularly with internal stakeholders to review waterfront and Lakeshore Drive construction to ensure that we are up-to-date on the construction schedule and any potential impact to events. A number of events will need to be moved to alternate locations in 2017 as construction on multiple projects in key parks is expected to be underway.
- Barrie's Event Action Team (BEAT) continues to meet monthly and engage stakeholders directly involved in facilitating events and issuing permits and approvals.

Upcoming Events:

- Santa Claus Parade & Downtown Tree Lighting – November 19th
 - Tree Lighting, organized by the Downtown Barrie BIA, is annual community kick-off to the holiday season. It takes place in Memorial Square and on Dunlop St. E. at Owen St. from 3pm to 8pm with the countdown to the tree lighting and fireworks taking place upon Santa's arrival with the parade, approximately 6:30pm.
 - The Santa Claus Parade, organized by the Barrie Chamber of Commerce, takes place in conjunction with the Tree Lighting and departs Bradford St. at Tiffin St. at 5pm. The parade marshals on Lakeshore Dr., then travels north on Bradford St. and east on Dunlop St. where it finishes at Mulcaster St.
 - Road closures include Lakeshore Dr. from Southshore to Tiffin (noon to 6:30pm), Dunlop St. E. from Bayfield to Mulcaster (noon to midnight) to allow for safety of parade spectators, reduction of parking enforcement requirements, and post-parade clean-up. Remainder of the parade will be a rolling closure facilitated by the Barrie Police.
 - Closure pre-warning signage will be erected on Dunlop Street 2 weeks in advance of the event. BIA and Barrie Chamber of Commerce will distribute a notification letter to residents and businesses within the closure and route areas. BIA will distribute details to their members via their enewsletter. Access Barrie has produced a map to advise of the parade route, Transit delays and rerouting, and downtown parking locations, which will be distributed via the City's website and social media channels, as well as to BIA and Chamber memberships.
- Rogers Hometown Hockey – December 3rd & 4th
 - Festival celebrating Canada's game with hockey-themed family activities, live entertainment, contests and giveaways, and more throughout the weekend, as well as a live pre-game show and NHL game broadcast with co-hosts Ron MacLean and Tara Slone on Sunday evening.
 - Will take place in downtown Barrie including Memorial Square and Chase McEachern parking lot.

CORPORATE EVENTS

Updates from Past Corporate Events:

- Celebrate Barrie – June 4, 2016
 - 17th annual celebration of our community was a great success with free activities for all ages and approximately 15,000 in attendance.
 - Community group spaces allowed over 40 organizations to share about their mandate, services, programs, and upcoming events by offering hands-on activities for families to participate in.
 - Also featured educational displays, a heritage village and re-enactments depicting life in Barrie in the 19th century, and entertainment line-up featuring local talent.
 - The festivities kicked off Friday evening with the Youth Battle of the Bands where Barrie and area bands with members aged 21 performed in front of a panel of industry judges to win great prizes. The 2016 winner was Renatus. The event closed with a family film, Ratatouille, on the beach in partnership with the Barrie Film Festival.
 - Sponsors are key to success – TD, PowerStream, and the Kiwanis Club of Barrie.
- Canada Day – July 1st
 - Barrie's annual Canada Day celebration featured family activities and vendors in Heritage Park, live entertainment on the Promenade Days stage, and a beautiful fireworks display over Kempenfelt Bay.
 - Weather threatened the daytime programming; however it cleared in time for the fireworks which were still well attended by over 40,000.
- Rhythmfest – August 12 & 13, 2016
 - 7th annual celebration of the universal language of rhythm and culture featured live entertainment, workshops, and vendors.
 - Kicked off Friday evening at Holly Community Park - successfully engaged south end residents with performances and offered an educator's workshop, which was well attended.
 - Festival programming in Heritage Park on Saturday started well with performances such as the Neema Children's Choir; however rain and thunder storms delayed afternoon programming and ultimately caused evening performances to be cancelled due to safety concerns for performers and attendees.
 - The annual Tribute to a Legend of Rhythm was awarded to Dr. Trichy Sankaran, Indian percussionist and one of the foremost virtuosos of the mridangam.
- The Tragically Hip CBC Broadcast – August 20, 2016
 - Thousands gathered together in Heritage Park to watch the CBC Broadcast of The Tragically Hip from Kingston, ON – raised \$1340.15 for the Gord Downie Fund for Brain Cancer Research with the Sunnybrook Foundation.
 - Received generous support from the community to facilitate the project, including the Barrie Film Festival, Upsight & Sound, and Point to Point Communications.
- Culture Days – September 30, October 1 & 2, 2016
 - National celebration of arts and culture providing unique programming in unexpected spaces.
 - Local programming included the MaClaren Art Centre's Carnegie Days, Barrie Farmers' Market Harvest Festival, Huronia Symphony Conduct Us at the Georgian Mall, and Barrie Folk Society performers on Barrie Transit buses.

- Barrie's Busking Out featured local street performers as well as 6 professional buskers activating Barrie's downtown on Saturday October 1st.
- In preparation for Canada 150, Barrie participated in the Canada 150 Mural Mosaic featuring 150 communities from across Canada. Barrie residents were able to paint pieces that make up the mural representing our community. The final mural will be on display in the community – location to be confirmed.
- Barrie's newest public art installation, Dividers Made into a Juncture, was unveiled – it combines 6 different metal fence dividers to create a unique piece that brings people together as a bike rack in front of the downtown branch of the Library.
- Attendance was down due to cold weather and sporadic rain; overall the event was well received.

Upcoming Corporate Events:

- Downtown Countdown – Saturday, December 31st – Barrie City Hall
 - City's 19th annual Downtown Countdown on New Year's Eve – a family friendly, free event.
 - The celebration began in 1998, which very quickly became a tradition for the community and has grown to be one of the largest New Year's Eve events in Central Ontario, attracting well over 10,000 to ring in the New Year in downtown Barrie.
 - Programming will include skating on the City Hall rink, horse-drawn wagon rides, face painting, roaming performers, bonfire, food vendors, and fireworks.
 - Entertainment line-up will be announced in late November.
- Barrie Winterfest – February 4 & 5, 2017 – Heritage Park, Memorial Square, and venues throughout the community
 - Barrie Winterfest is a community tradition with over 25 years of history celebrating the winter season in Barrie.
 - Winterfest has consistently been named one of the Top 100 Events in Ontario by Festivals and Events Ontario for more than 8 years running.
 - Winterfest will feature ice and snow sculptures, horse-drawn wagon rides, dog sled rides, lumberjack shows, polar bear dip, winter sport demos, fire performers, and much more to be confirmed.
 - Partnerships are a key success factor for Winterfest, from the many organizations that host events/activities as part of the Winterfest programming, to local media and sponsors.
 - With typical winter weather, the event attracts well over 20,000 in attendance from across the province. The event is promoted as a tourism destination through Tourism Barrie and ads in publications such as the Epoch Times.

City of Barrie - Community Event Bookings 2016

DATE	EVENT	LOCATION	ORGANIZATION
February 6-7/16	Winterfest	Heritage Park/Memorial Square	City of Barrie
February 13/16	Ice Fishing Tournament	Southshore Centre - Kempenfelt Bay	Canadian Homebuilders Association - Simcoe County
February 20/16	Coldest Night of the Year	City Hall & downtown streets	Youth Haven Barrie
March 8/16	International Women's Day Walk	Sunnidale Park to Sunnidale Bridge	Village of 100
March 20/16	Bunny Hop & Egg Hunt	Heritage Park & waterfront trails	Deaf Access Simcoe Muskoka
March 25/16	Good Friday Ecumenical Walk for Justice	City Hall & Downtown sidewalks	Simcoe County Kairos
April 9/16	MEC Barrie Race ONE: 5K/10K	Heritage Park & waterfront trails	Mountain Equipment Co-op
April 9/16	Humans vs Zombies	Sunnidale Park	Georgian College Event Management program
April 16/16	Spring Thaw 5km Run	Barrie Rowing Club & waterfront trails	Unity Christian High School
April 23/16	Spring Into Clean - Waterfront Clean-Up Day	Heritage Park - all waterfront parks	City of Barrie
April 30/16	Steps for Life Charity Walk	Kiwanis Pavilion & waterfront trails	Threads of Life
May 1/16	MS Walk 2016	The Ranch & downtown sidewalks	MS Society of Canada
May 1/16	Walk so Kids Can Talk	Southshore Centre & waterfront trails	Kids Help Phone
May 1/16	Battle of the Atlantic Remembrance Ceremony	Memorial Square & downtown streets	Navy League of Canada - Barrie Branch
May 1/16	Hike for Hospice	Sunnidale Park & Dorian Parker Centre	Hospice Simcoe
May 4/16	Big Bike for Heart and Stroke	H-Block parking lot & Worsley Street	Heart and Stroke Foundation
May 5/16	Big Bike for Heart and Stroke	PIE & Lakeshore Drive	Heart and Stroke Foundation
May 6/16	Fresh Air Friday Flapjack Flip	Memorial Square	Downtown Barrie BIA
May 11/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Barrie Thunder Classics
May 14/16	Walk for Muscular Dystrophy	Minet's Point Park & waterfront trails	Muscular Dystrophy Canada
May 18/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Barrie Thunder Classics
May 19/16	Home Safe Run	Heritage Park & waterfront trails	Barrie Police Service
May 21/16	March Against Monsanto	City Hall Courtyard & downtown streets	March Against Monsanto Barrie
May 25/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics
May 25/16	Rotary Fun Run & Walk	Southshore Centre, Lakeshore Drive, & waterfront trails	Rotary Club of Barrie
May 27-29/16	Barrie Waterfront Festival	Heritage Park	PLC Solutions
May 28/16	Walk for Lupus	St. Vincent Park & waterfront trails	Lupus Ontario
May 28/16	Suicide Awareness Walk	Waterfront trails (starting at Sheba Shrine)	Suicide Awareness Council Simcoe County

City of Barrie - Community Event Bookings 2016

DATE	EVENT	LOCATION	ORGANIZATION
May 28/16	Annual Plant Sale	Golden Meadow Park	Barrie Garden Club
May 29/16	CARSTAR Walk to Make CF History	St. Vincent Park & waterfront trails	Kinette/Kinsmen Club
May 29/16	Purina Walk for Guide Dogs	Shear Park & surrounding streets	Barrie South Lions Club
May 31/16	Big Bike for Heart and Stroke	299 Lakeshore Drive & Lakeshore Drive	Heart and Stroke Foundation
June 1/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics
June 2/16	Walk for Alzheimer's	Southshore Centre & waterfront trails	Alzheimer Society of Simcoe County
June 3/16	Battle of the Bands - Celebrate Barrie	Centennial Park	City of Barrie
June 4/16	Celebrate Barrie	Centennial Park	City of Barrie
June 4/16	Base Borden 100 Freedom of the City	City Hall & downtown streets	Base Borden/City of Barrie
June 4/16	Grandmothers & Grandothers Walk	St. Vincent Park & waterfront trails	Grandmothers & Grandothers
June 5/16	Barrie Waterfront Half Marathon	Heritage Park, Lakeshore Drive & waterfront trails	Barrie Waterfront Half Marathon
June 5/16	Strides for Change	Centennial Park & waterfront trails	MADD Barrie Simcoe
June 5/16	Gutsy Walk	St. Vincent Park & waterfront trails	Crohn's & Colitis Canada
June 7/16	Ontario Early Years Centre Annual Picnic	Sunnidale Park	Simcoe Community Services
June 8/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics
June 11/16	Walk for ALS	ANAF, city sidewalks & waterfront trails	ALS Ontario
June 11/16	Barrie Pride Parade	H-Block parking lot to Heritage Park	Barrie Pride
June 12/16	Telus Walk to Cure Diabetes	Centennial Park & waterfront trails	JDRF
June 12/16	Barrie High School Sprints	Southshore Centre & Allandale Station Park	Barrie Rowing Club
June 15/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics/Barrie Film Festival
June 16/16	St. John Vianney School Picnic & BBQ	Shear Park	St. John Vianney Parent Council
June 17-19/16	Barrie Jazz & Blues Festival	Heritage Park	Festivent World
June 18/16	Paddlefest	Centennial Park	Mountain Equipment Co-op
June 22/16	Law Enforcement Torch Run for Special Olympics	St. Vincent Park & city streets	Barrie Police Service
June 22/16	Lawn Chair Luminata - Cruise Night & Film	Heritage Park	Downtown Barrie BIA/Thunder Classics
June 25/16	The Farrell's Volley for Johnny	Centennial Park beach volleyball courts	For Parkinson's Canada
June 25-26/16	Amateur Radio Field Day	Allandale Station Park east of Southshore Centre	Barrie Amateur Radio Club
June 26/16	Teach a Kid to Fish Day	Heritage Park & Spirit Catcher Park	Kempfenfelt Rotary Club
June 29/16	Lawn Chair Luminata - Cruise Night & Film	Heritage Park	Downtown Barrie BIA/Thunder Classics

City of Barrie - Community Event Bookings 2016

DATE	EVENT	LOCATION	ORGANIZATION
July 1/16	Canada Day	Heritage Park	City of Barrie
July 1/16	Canada Day Race	Heritage Park	Running Room Barrie
July 1-3/16	Promenade Days	Dunlop Street & Owen Street	Downtown Barrie BIA
July 6/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA
July 7/16	Library on the Loose	Holly Community Park	Barrie Public Library
July 8-10/16	Craft Beer & BBQ Festival	Heritage Park & Simcoe Street	Downtown Barrie BIA
July 9/16	Rally for Kids Volleyball Tournament	Tyndale Park - Volleyball Courts	Barrie Rotaract Club
July 13/16	Lawn Chair Luminata - Cruise Night & Film	Heritage Park	Downtown Barrie BIA/Thunder Classics/Barrie Film Festival
July 14/16	Library on the Loose	Holly Community Park	Barrie Public Library
July 16/16	MS Leap of Faith Beach Volleyball Tournament	Tyndale Park - Volleyball Courts	MS Society Simcoe Cty
July 17/16	Hope City Church Beach BBQ	Tyndale Park	Hope City Church
July 20/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics
July 21/16	Library on the Loose	Holly Community Park	Barrie Public Library
July 21/16	Hot Summer Nights	Pringle Park	Barrie Fire & Emergency Services
July 23/16	Classics in the Park Car Show	Heritage Park	Barrie Thunder Classics
July 23/16	Mental Health in the Park	Sunnidale Park	CMHA Simcoe County
July 23/16	MP John Brassard's Barrie-Innisfil Community BBQ	Tyndale Park	MP John Brassard's Office
July 23/16	Paint the Park	Queen's Park - Skateboard Park	Paint the Park
July 27/16	Lawn Chair Luminata - Cruise Night & Film	Heritage Park	Downtown Barrie BIA/Thunder Classics/Barrie Film Festival
July 28/16	Library on the Loose	Holly Community Park	Barrie Public Library
July 28/16	Hot Summer Nights	Shear Park	Barrie Fire & Emergency Services
July 29-August 1/16	Kempenfest	Centennial Park to Southshore Centre	Kempenfest Barrie Inc.
August 3/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics
August 3/16	Beyond Safe: Candlelight Vigil	City Hall Courtyard	Simcoe Pride
August 4/16	Library on the Loose	Holly Community Park	Barrie Public Library
August 4/16	Hot Summer Nights	Sunnidale Park	Barrie Fire & Emergency Services
August 6/16	MPP Hoggarth Community BBQ	Tyndale Park	MPP Hoggarth's Office
August 7/16	Barrie Triathlon/Duathlon/Kids of Steel	Centennial Beach & Lakeshore Drive	Barrie Triathlon Committee
August 7/16	Big Church Community BBQ	Sunnidale Park	Big Church

City of Barrie - Community Event Bookings 2016

DATE	EVENT	LOCATION	ORGANIZATION
August 10/16	Lawn Chair Luminata - Cruise Night & Film	Heritage Park	Downtown Barrie BIA/Thunder Classics/Barrie Film Festival
August 11/16	Library on the Loose	Holly Community Park	Barrie Public Library
August 11/16	Hot Summer Nights	Shalom Park	Barrie Fire & Emergency Services
August 12/16	Rhythmfest Kick-off	Holly Community Park	City of Barrie
August 13/16	Rhythmfest	Heritage Park	City of Barrie
August 17/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics
August 18/16	Library on the Loose	Holly Community Park	Barrie Public Library
August 18/16	Hot Summer Nights	Batteaux Park	Barrie Fire & Emergency Services
August 20/16	Celebration of The Tragically Hip CBC Broadcast	Heritage Park	City of Barrie
August 21/16	Beach, BBQ, and Baptisms	Tyndale Park	Emmanuel Baptist Church
August 24/16	Lawn Chair Luminata - Film	Centennial Park South	Barrie Fire/Barrie Film Festival
August 24/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics
August 25/16	Library on the Loose	Holly Community Park	Barrie Public Library
August 27/16	Barrie Dragon Boat Festival	Heritage Park & Kempenfelt Bay	Barrie Public Library
August 27/16	Move it for Young Minds	St. Vincent Park & waterfront trails	Mindfulness & Zen-some
August 28/16	BluWave Paddle 4 the Cure	Southshore Centre (boathouse area)	BlueWave/Barrie Canoe & Kayak Club
August 31/16	Lawn Chair Luminata - Cruise Night & Film	Heritage Park	Downtown Barrie BIA/Thunder Classics
September 5/16	Labour Day Picnic	Sunnidale Park	Confederation of Canadian Unions
September 7/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics
September 9/16	Neon Night	Heritage Park & waterfront trails	Canadian Cancer Society
September 10/16	Barrie East End Social	Strabane Park	Barrie East End Symposium
September 10/16	Superwalk for Parkinsons	Heritage Park & waterfront trails	Parkinson Society Central and Northern Ontario
September 11/16	Ovarian Cancer Walk of Hope	Southshore Centre & waterfront trails	Ovarian Cancer Canada
September 11/16	Barrie Kidney Walk	St. Vincent Park & waterfront trails	Kidney Foundation
September 11/16	Ward 2 Corn Roast	Heritage Park	Councillor Rose Romita
September 11/16	Barrie 2 Baycrest Cycling	Heritage Park, waterfront trails, & city streets	Baycrest Foundation
September 11/16	Defeat Depression 1/5/10K Walk	CMHA to waterfront trails	Mood Disorder Society of Canada
September 11 -			
October 2/16	Music Man	City streets, waterfront parks	Talk is Free Theatre

City of Barrie - Community Event Bookings 2016

DATE	EVENT	LOCATION	ORGANIZATION
September 14/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics
September 15/16	Take Back the Night	City Hall Rotunda & downtown streets	& Advocacy Centre
September 15/16	Night Steps Barrie	Southshore Centre & waterfront trails	CNIB
September 17/16	Walk a Mile in Her Shoes	Heritage Park & waterfront trails	Barrie Women & Children's Shelter
September 18/16	Terry Fox Marathon of Hope	Centennial Park & waterfront trails	Terry Fox Foundation
September 18/16	Great Canadian Beaver Race	Heritage Park	Kempfenfelt Rotary Club
September 19-23/16	Learn to Ride a Bike Program	Red Storey Field	Autism Ontario Simcoe County Chapter
September 21/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics
September 23/16	Franco-Ontarian Day Parade	City Hall Courtyard & downtown streets	Conseil Scolaire Viamonde
September 23 - October 2/16	Barrie Fall Fishing Festival	Kempfenfelt Bay	Barrie Huronia Rotary Club
September 24/16	Scavenger Hunt in the Park	Hanmer Park	St. Margaret's Anglican Church
September 24/16	Superhero Stomp	Heritage Park	Candlelighters Simcoe
September 25/16	Friends for Life Walk-a-thon	Sunnidale Park	OSPCA Barrie Branch
September 28/16	Lawn Chair Luminata - Cruise Night	Heritage Park	Downtown Barrie BIA/Thunder Classics
September 29/16	Barrie Centre Cross Country Meet	Sunnidale Park	St. Marguerite d'Youville
October 1/16	Culture Days Busker Festival	Heritage Park & other downtown spaces	City of Barrie
October 2/16	CIBC Run for the Cure	Heritage Park & Lakeshore Drive	Canadian Breast Cancer Foundation
October 5/16	Kids of Steele Invitational Cross Country Meet	Sunnidale Park	Steele Street P. S.
October 11/16	Barrie Northeast Cross Country Meet	Sunnidale Park	Barrie and Northeast Athletic Region
October 13/16	Barrie-Angus Regional Cross-Country Meet	Sunnidale Park	Ferndale Woods Elementary School
October 15/16	A21 Walk for Freedom	Spirit Catcher Park & waterfront trails	A21
October 19/16	Simcoe County High School Cross Country	Sunnidale Park	Simcoe County Highschool Athletics
November 10-11/16	Remembrance Day Vigil	Memorial Square	2919 Royal Canadian Cadet Corps
November 11/16	Remembrance Day Ceremony	Memorial Square & Dunlop Street	Royal Canadian Legion Br. 147
November 19/16	Tree Lighting Celebration	Owen & Dunlop Streets/Heritage Park	Downtown Barrie BIA/City of Barrie
November 19/16	Santa Claus Parade	Downtown streets	Barrie Chamber of Commerce
November 19/16 - February 2017	Festival of Trees	Heritage Park, Five Points Parkette & City Hall Courtyard	Rotary Club of Barrie

City of Barrie - Community Event Bookings 2016

DATE	EVENT	LOCATION	ORGANIZATION
November 26/16	Y4A Get Active Stay Active	Sunnidale Park	Simcoe Muskoka Regional Cancer Program
December 3/16	Santa Shuffle	Heritage Park	Salvation Army
December 3-4/16	Rogers Hometown Hockey	Memorial Square & Chase McEachern lot	Rogers/City of Barrie
December 24/16	Outdoor Christmas Service	Memorial Square	Bethel Community Church
December 31/16	Downtown Countdown	City Hall - Collier & Mulcaster Streets	City of Barrie