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**TO: MAYOR J. LEHMAN AND MEMBERS OF GENERAL COMMITTEE**

**FROM: BRAD MCCONNELL  
FACILITY SUPERVISOR/ MARINA**

**NOTED: RICK PEWS, P.ENG.  
DIRECTOR OF CORPORATE FACILITIES**

**BARB ROTH  
DIRECTOR OF RECREATION SERVICES**

**P. ELLIOTT – SPENCER, MBA, CPA, CMA  
GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES**

**C. LADD, CHIEF ADMINISTRATIVE OFFICER**

**RE: WATERFRONT AND MARINA STRATEGIC PLAN**

**DATE: MAY 8, 2017**

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The purpose of this Memorandum is to provide Council an update on the Commercial opportunities at our Waterfront.

As part of the 2015 Strategic Plan update, the current vision of the waterfront was reviewed and assessed to see if the intent is still applicable to Barrie's current use of the waterfront. The Vision was proposed as follows:

"The Barrie waterfront is the City's greatest asset and attraction, characterized by outstanding natural features, vibrant and diverse public spaces and high-quality water-based facilities. It is a prized and shared resource for recreation, economic development, events and programming on the shores of Kempenfelt Bay. The Barrie waterfront is intimately connected to the City's downtown and neighbourhoods through an interconnected system of trails and parks. The Barrie Waterfront and Marina Strategic Plan reinforces the value of this unique asset and establishes a framework for balancing the many competing interests, uses and facilities that bring life to the waterfront and ensures its continued success as the City grows and evolves over time."

As part of the Waterfront and Marina Strategic Plan, staff has been directed to facilitate commercial opportunities at our waterfront parks and within the Marina. Some of our successes to date include:

- Stand up paddle-boarding at both Centennial Beach and Heritage Park;
- Canoe and kayak rentals at Centennial Beach and
- Hot air balloon rides at various parks.

We have also extended our concession contracts - ice cream vendor and the opening of Kenzington's Burger Bar at Centennial Beach. Within the Marina we have had sailing charters and wakeboarding/wake surfing rentals. We continue to entertain other opportunities such as boat rentals and we are working to contract another tour boat operator for the renovated Bayfield Basin.

New for 2017 we have also been working with an operator to bring an inflatable waterpark to Centennial Beach. This almost 13,000 square foot park will include a number of features attached to each other to create a circuit of activities. Anticipated to open July of 2017 this waterpark will be the first of its kind in Ontario, enhancing our tourism profile and attracting many visitors to our community.

The Waterpark operator's proposal has been reviewed with the City Centre Waterfront Operating Committee and the Recreation Services Department as it directly impacts many different departments.

**Anticipated Waterpark Layout**



We will continue to look for family friendly activities that enhance the recreational, economic, and enjoyment of our greatest asset and attraction.

Should you have any questions, please do not hesitate to contact Brad McConnell, Facility Supervisor – Marina at Ext. 4218.