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**TO:** GENERAL COMMITTEE

**SUBJECT:** SPECIAL EVENT EXEMPTION – CURB APPEAL AND CRAFT BEER AND BBQ FESTIVAL

**WARD:** ALL

**PREPARED BY AND KEY CONTACT:** L.BABCOCK, COMMUNITY EVENTS PROGRAMMER, X4406

**SUBMITTED BY:** K. DUBEAU, DIRECTOR OF CREATIVE ECONOMY, X4763

**GENERAL MANAGER APPROVAL:** Z. LIFSHIZ, EXECUTIVE DIRECTOR, INVEST BARRIE, X5417

**CHIEF ADMINISTRATIVE OFFICER APPROVAL:** M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**DATE:** JUNE 11, 2018

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**RECOMMENDED MOTION**

1. That staff in the Creative Economy Department be directed to grant the required exemptions to the Special Event Policy and work towards the issuance of Special Event Permits with the Downtown Barrie Business Association (BIA) as required on an annual basis for the operations of the Craft Beer and BBQ Festival and, when required, Curb Appeal events subject to ongoing approval from BEAT.

**PURPOSE & BACKGROUND**

2. The purpose of this staff report is to present to City Council for its consideration a proposed exemption to the following items in the Special Event Policy:
  - a) 6.1.5. "Full closure of Municipal Property or its amenities is not permitted. This includes but is not limited to beaches, playgrounds, concessions, washrooms, and splash pads."
  - b) 6.1.6. "A Special Event on Municipal Property shall not charge a general admission fee or solicit the general public for funds or membership,"

to allow the BIA to operate both Curb Appeal on June 22<sup>nd</sup>, 2018 and the Craft Beer and BBQ Festival from July 6<sup>th</sup> to 8<sup>th</sup>, 2018 as gated and/or ticketed events on sections of Meridian Place based on the site maps provided in Appendix "A" and Appendix "B".
3. Further, this staff report is to present to City Council an amendment to section 5 of the Municipal Alcohol Policy and add Meridian Place as one of the designated Parks where alcohol is permitted when sanctioned by the City through the Special Event Permit Process.
4. The Creative Economy Department recommends that the BIA be granted the required exemptions to the Special Event Policy and that staff work with the BIA through the existing Special Event Permit process.

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## Background

5. In May of 2014 City Council approved the City of Barrie Special Event Policy to significantly improve the efficiencies in which staff process and oversee special events. The established standards and criteria in that document provide a foundation for approving and managing the events and festivals that provide benefit to the community.
6. One of the objectives of the Special Event Policy was to achieve a balance between use of Municipal Property for event programming and general public use with the intention being that public spaces would remain such and that events would be inclusive and accessible. In order to achieve this objective, section 6.1 of the Special Event Policy outlined 10 General Conditions for Approval including items 6.1.5 and 6.1.6 as outlined above.
7. In the past, concerns had been received from the public and City Council about events using Waterfront Parks specifically those that had fenced and closed off access to Centennial Beach for a ticketed event during the summer months.
8. In the case of Curb Appeal, it is an event that takes place twice annually but does *not* always take place on City property as it does not have a fixed location and has used both private and public property in previous years. Although the event is ticketed, the event showcases local downtown Barrie restaurants and funds generated through ticket sales are used to add additional programming to Downtown Barrie's other activities including but not limited to Promenade Days, Craft Beer and BBQ Festival and many others that are free and open to the public.
9. The Craft Beer and BBQ festival has taken place in Heritage Park for at least the past 15 years and although the event has always been fenced, there is no ticket fee charged to enter the event. The only "tickets" required were for those choosing to purchase alcohol. All other aspects of the event remained open to the general public. The fencing and gating were and remain a requirement of the AGCO in order to meet safety standards for liquor service.

## ANALYSIS

10. The plan for the 2018 Craft Beer Festival (July 6-8) is to extend the site to incorporate the newly constructed Meridian Place as shown in Appendix "B" and while this will require additional fencing up to and behind the stage; the event would still remain free and open to the public except to those wishing to purchase beer tickets and the beer garden will remain at the back of Heritage Park where it has previously been located as shown in the 2017 Craft Beer and BBQ site map included as Appendix "C". As in previous years, the fencing and gates are safety and control mechanisms required by the AGCO in order to allow alcohol sales at the event. There would be no impact to public access to Memorial Place.
11. For the Curb Appeal event (June 22, 2018), Meridian Place was purposefully selected as the site this year because of the role that Downtown Barrie played in fundraising the capital required to construct the space. Part of that fundraising initiative involved pursuing sponsorships and contributions from community members and businesses. A significant part of the aim with this year's Curb Appeal will be to offer those community supporters and business sponsors of the construction phase of the project a unique opportunity to view the space and to be acknowledged for their contributions, prior to the formal grand opening, scheduled for June 29<sup>th</sup>, 2018.
12. Both proposed sites were discussed with BEAT and conditionally approved pending approvals from the AGCO and BFES. On Friday, May 25<sup>th</sup>, Creative Economy Staff and Downtown Barrie staff met with the AGCO to confirm requirements for the two events and were able to effectively address concerns related to the site. And on Tuesday, May 29<sup>th</sup> Barrie Fire confirmed that the fencing of

Simcoe Street for the Craft Beer and BBQ Festival did not create any issues provided access is maintained from Mulcaster and Bayfield streets.

13. If the required exemptions are approved, Event Staff will work with the Downtown BIA to proceed through the existing Special Event Permit process and, provided that all City requirements are met, staff would then issue the required Special Event Permit.

### **ENVIRONMENTAL MATTERS**

14. There are no environmental matters to consider.

### **ALTERNATIVES**

15. There is one alternative available for consideration by General Committee:

#### **Alternative #1**

General Committee could direct staff not to authorize the required exemptions to allow the BIA to operate the listed events in Meridian Place as shown Appendix "A" and "B".

This alternative is not recommended as both Curb Appeal and the Craft Beer and BBQ Festival are long-standing events that attract significant audiences to the downtown. Additionally, this year's Curb Appeal will also serve as an opportunity to acknowledge and thank community supporters and sponsors of the Meridian Place project. This alternative will result in a lost opportunity for many of our local food & beverage producers as well as the lost opportunity for both Downtown Barrie and the City to celebrate the unique partnerships and funding efforts that resulted in the development being completed.

Should General Committee choose this alternative, the Curb Appeal event would likely need to shift to private property so that the required exemptions to the Special Event Policy would no longer apply and Craft Beer and BBQ Festival would default to the same site plan as was used in previous years.

### **FINANCIAL**

16. There are no financial implications for the Corporation resulting from the proposed recommendation.

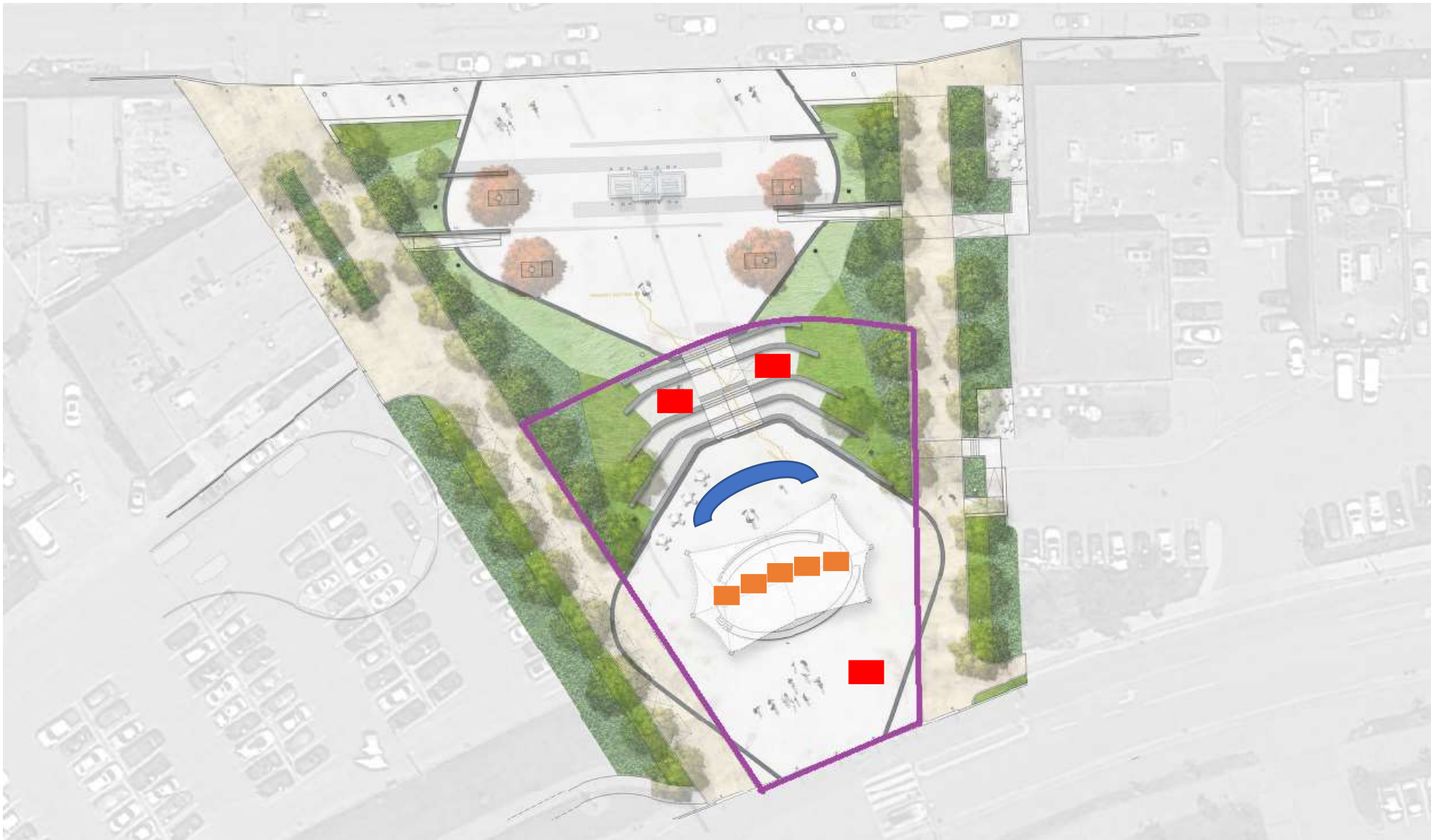
### **LINKAGE TO 2014-2018 STRATEGIC PLAN**

17. The recommendation included in this Staff Report support the following goals identified in the 2014-2018 City Council Strategic Plan:
  - ☒ Vibrant Business Environment
  - ☒ Inclusive Community
18. Barrie is host to a variety of festivals and events that are vital to the Barrie's ongoing development as a vibrant community, promote community connections and enrich shared public spaces. The approval of the exemptions for these two events would provide the following economic benefit to residents and businesses:

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- a. The events would serve to increase civic pride by showcasing the City's newly constructed Meridian Place, which will serve as the central hub for our downtown and augment the visitor experience to both our downtown and community as a whole.
  - b. Both events serve to showcase our waterfront and enhance the city's profile and specifically the Craft Beer and BBQ Festival provides a promotional and revenue opportunities for local beer producers and other food-based businesses.

Attachments: Appendix "A" – Site Plan for Curb Appeal on June 22<sup>nd</sup>, 2018  
Appendix "B" – Site Plan for Craft Beer and BBQ Festival from June 6<sup>th</sup> to 8<sup>th</sup>, 2018  
Appendix "C" – Site Plan from 2017 edition of the Craft Beer and BBQ Festival, held July 7<sup>th</sup>-9<sup>th</sup>, 2017

**2018 Downtown Barrie Curb Appeal Layout**  
**Meridian Place Memorial Square (65 Dunlop Street East)**



**Legend**

----- = 4' crowd barricade

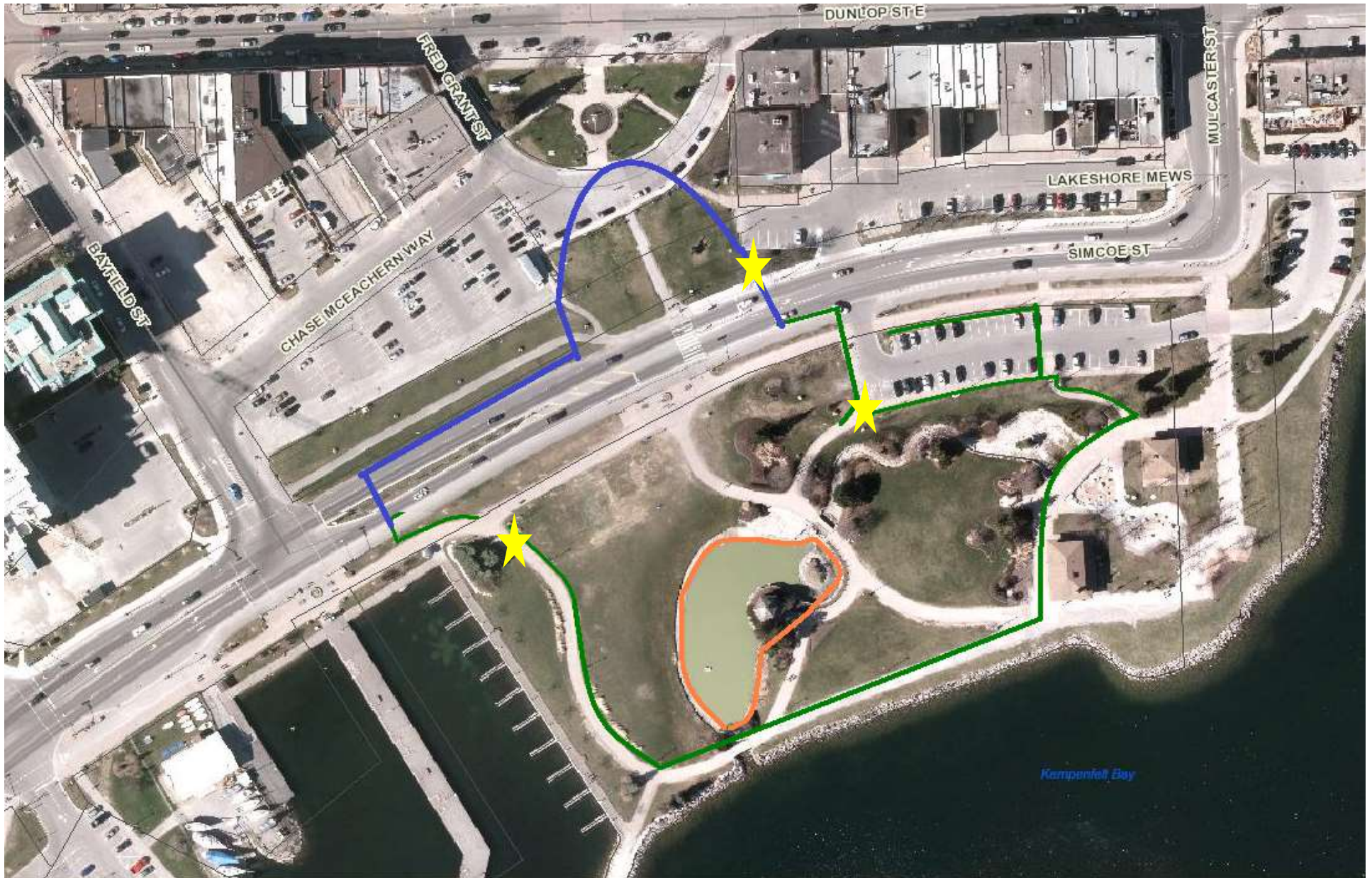
■ = 10'x10' Tent

⌒ = Dining Table

■ = Chefs Station



**2018 Downtown Barrie Craft Beer & BBQ Festival - Fencing Layout**  
**Heritage Park (5 Simcoe Street) & Heritage Park Parking Lot**



**Fencing Legend**

----- = 6'x8' fence pannel

----- = 4'crowd barricadel

----- = 6'x8' fence pannel (NEW AREA)

★ = secured entrance



**2017 Downtown Barrie Craft Beer & BBQ Festival - Environment Management Plan - Site Layout**  
**Heritage Park (5-9 Lakeshore Drive) & Heritage Park Parking Lot**



- Legend:**
- = 6'x8' fence panel      - - - - - = crowd barricade      ★ = Secured Entrance & Exit      ★ = Barrie Police Paid Duty (Cruiser)      🚑 = First Aid Trailer
  - 📦 = Beer Ticket Tent/Lost & Found      📦 = Wristband Station      🍷 = Craft Beer Provider      🍷 = Non-Alcoholic Drink Provider      🍷 = BBQ Vendor
  - 🍷 = Food Vendor      🍷 = Local Specialty Food Vendor      🍷 = Non Food Vendor      🍷 = Spill Kit      🍷 = 40 yard bin (ie dumpsters)
  - 📦 = Rothsay Grease Drums      📦 = 200galon Wastewater holding tank      📦 = Multi-person Sinks      📦 = Portable Toilets      📦 = Accessible Portable Toilets
  - 📦 = ATM      📦 = Refrigerated Trucks      📦 = CRS Sea Can / Rotary Trailer