

City of Barrie

Special Events Report

Community Services Committee
November 2016



Special Event Permit Process

- SEO has opened 2017 application process for past events – due December 16, 2016
- Permits by the numbers:
 - 137 events processed in 2015
 - 109 permits issued so far in 2016
 - 6 filming permit requests processed in 2015
 - 11 filming permit requests processed in 2016 so far
- Planning for waterfront construction and impact to events in 2017 is ongoing
- BEAT continues to meet on a monthly basis to review and discuss events

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Community Events Update

- Santa Claus Parade & Tree Lighting
 - November 19th
 - Tree Lighting hosted by BIA
 - 3:30pm to 8pm
 - Memorial Square and Dunlop St. E.
 - Parade hosted by Chamber
 - Marshalling on Lakeshore Dr.
 - Departs at 5pm – north on Bradford St., east on Dunlop St.
 - Closures – Lakeshore Dr. (Southshore to Tiffin, noon to 6:30pm), Dunlop St. E. (Bayfield to Mulcaster, noon to midnight)
 - Communication – pre-warning signs, closure letters to residents & businesses, closure and parking map, web & social media, Chamber & BIA members



Community Events Update

- Rogers Hometown Hockey
 - December 3 & 4, 2016
 - Memorial Square & Chase McEachern Parking Lot
 - Weekend hockey festival – family activities, live entertainment, contests, etc.
 - Live pre-game show and NHL game broadcast with Ron MacLean and Tara Slone
 - Simcoe St. closed both directions during operation for public safety



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Corporate Events Update

- Celebrate Barrie – June 4
- Canada Day – July 1
- Rhythmfest – August 12 & 13
- The Tragically Hip CBC Broadcast – August 20
- Culture Days – September 30, October 1 & 2



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Upcoming Corporate Events

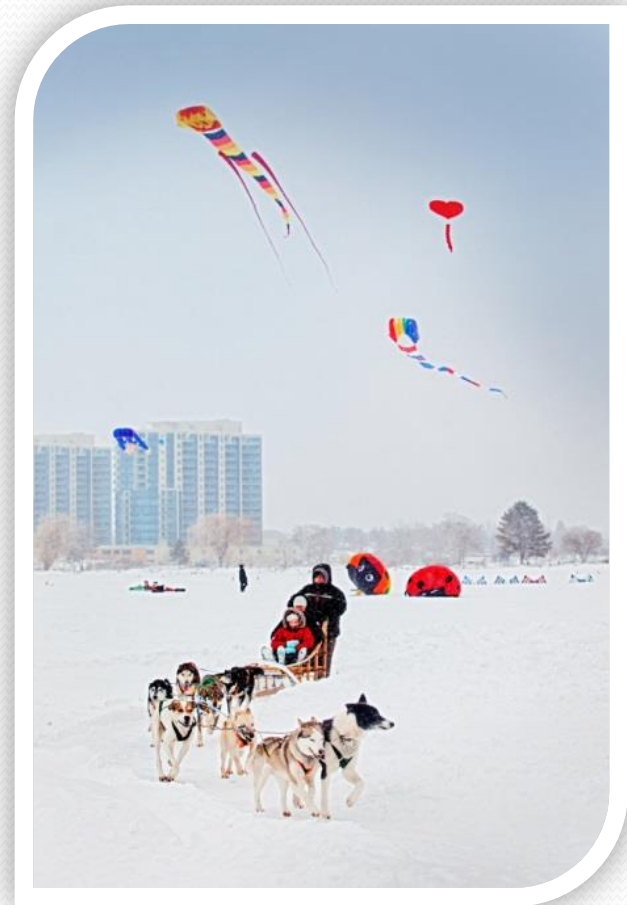
- Downtown Countdown
 - Saturday, December 31, 2016
 - Barrie City Hall
 - 19th annual New Year's Eve celebration – free family tradition in downtown Barrie
 - Over 10,000 attendance
 - Skating, wagon rides, face painting, bonfire, roaming performers, vendors and fireworks
 - Entertainment will be announced on December 5, 2016



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Upcoming Corporate Events

- Barrie Winterfest
 - February 4 & 5, 2017
 - Heritage Park & Memorial Square
 - FEO Top 100 – 8+ years
 - Community tradition and tourism draw – over 20,000 in attendance
 - Ice and snow sculptures, dog sled rides, lumberjack shows, polar bear dip, winter sport demos, and much more
 - Currently confirming programming and seeking sponsorship opportunities



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City of Barrie – Special Events

Feedback & Questions

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