



**RECREATION AND CULTURE
SERVICES
MEMORANDUM**

Page: 1
File:
Pending #:

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: R. BELL, MANAGER OF RECREATION AND CULTURE FACILITIES

NOTED: B. ROTH, DIRECTOR OF RECREATION AND CULTURE SERVICES

D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: 1ST ANNUAL BARRIE BOAT, FISHING AND OUTDOOR SHOW

DATE: JANUARY 20, 2020

The purpose of this Memorandum is to provide members of Council with an update concerning the 1st annual Barrie Boat, Fishing and Outdoor Show which is set to take place between February 7 to February 9, 2020 at the East Bayfield Community Centre. As anticipation builds for this exciting event, Recreation and Culture Services and Access Barrie staff are working closely with the event organizer, Continuum Productions Inc., to finalize the event details.

Together, we have also been working on community engagement efforts geared to groups closely tied to our Community Centre. In consultation with our impacted user groups, Barrie Women's Hockey Association, Barrie Minor Hockey Association, and the Barrie Trojans Swim Club, these community organizations will benefit from a portion of gross sales from a silent auction held over the show weekend, managed by Associated Fundraising Group Inc (AFGI). Each user group has also received \$1,000 worth of event tickets to hand out or to sell for additional fundraising dollars.

Terry Fox Elementary School, located adjacent to the East Bayfield Community Centre, has been supportive by promoting the show to parents and holding a "walk to school week" the aim of which is to reduce concerns of parking lot congestion in school drop-off areas. Event organizers further sought to get the school more involved by proposing a Creative Kids contest to the Principal. We have confirmation that upwards of 100 students will be participating in the contest, creating designs for the show's newspaper ad. The winner's ad will run in eight local papers all across Simcoe County and all ad entries will be on display at the show for kids and parents to come see as part of the show's décor.

To accommodate the show, we have coordinated the closure of the East Bayfield Community Centre with the Fitness Centre maintenance work and have allowed for Aquafit and Swim Team to utilize the facility in the mornings until Friday, February 7, 2020. The Facility will be closed for other regular activities from Tuesday, February 4 to Sunday, February 9, 2020. We will reopen for regular activities on Monday, February 10, 2020.

The Recreation and Culture Services Department would like to invite all members of Council to attend the show. Should a member of Council wish tickets, please contact Rob Bell, Manager of Recreation and Culture Facilities at rob.bell@barrie.ca or 705-739-4220 ext. 4452.