
TO: GENERAL COMMITTEE

SUBJECT: TROUBADOUR FESTIVAL IN MERIDIAN PLACE

WARD: 2

PREPARED BY AND KEY CONTACT: L. BABCOCK, COMMUNITY EVENTS PROGRAMMER, EXT. 4406

SUBMITTED BY: K. DUBEAU, DIRECTOR OF CREATIVE ECONOMY

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

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

RECOMMENDED MOTION

1. That exemptions from the Special Event Policy as part of the issuance of a Special Event Permit to HeyBear Productions, as required for the operation of the Troubadour Festival being held at Meridian Place on September 22, 2018 be approved:
 - a) Section 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"; and
 - b) Section 6.1.6. "A Special Event on Municipal Property shall not charge a general admission fee or solicit the general public for funds for membership".
2. That Meridian Place be added under Section 5 of the Municipal Alcohol Policy as a designated park where alcohol is permitted with sanctioned by the City through the Special Event Permit Process.

PURPOSE & BACKGROUND

3. 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 HeyBear Productions to operate the Troubadour Festival on Saturday, September 22, 2018 as a gated and ticketed event in Meridian Place based on the site map provided in Appendix A.
4. Further, this staff report is to also request an exemption 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.

5. The Creative Economy Department recommends that HeyBear Productions be granted the required exemptions to the Special Event Policy and that staff work with the organizers through the existing Special Event Permit process.

Background

6. 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.
7. 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 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.
8. 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.
9. In 2018 multiple gated, ticketed events have taken place following Council approval, either along the waterfront or in Meridian Place including both Curb Appeal, the Craft Beer and Barbecue Festival as well as Medley Food and Wine Expo at the Southshore Centre. These events have been well received by the community, and have generated increased activity in the downtown.

ANALYSIS

10. The plan for the Troubadour Festival is to use Meridian Place as shown in "Appendix A" for an outdoor ticketed concert on Saturday September 22nd, as part of the full festival weekend from September 21st to 23rd. It will include other concerts inside a number of downtown venues including Donaleigh's, Homestead Bakery and more. While the planned concert will require the space to be fenced to up to and including the stage and west promenade in keeping with AGCO requirements for licensed events in public spaces; the event would still allow for pedestrian access from Dunlop Street to Simcoe along the East Promenade.
11. Interested attendees will have the opportunity to purchase tickets for individual shows at the various venues or for the full festival weekend, with ticket prices varying from \$12.50 for certain individual shows to \$78.50 for the full festival. An individual ticket price for just the concert in Meridian Place on the evening of the 22nd will be \$42.50.
12. The proposed site was discussed with BEAT and the Meridian Place Working Group on August 15th and granted conditional approvals pending Council approvals. Event staff will work with the event organizers, the AGCO and Barrie Police to ensure that all fencing and safety requirements for the proposed liquor license will be appropriately addressed through the permitting process.
13. Although the event is ticketed, the event showcases local downtown Barrie restaurants, music venues and supports the ongoing efforts in fostering a local music strategy, by helping to strengthen industry networks, providing professional development opportunities for local musicians and songwriters through workshops and by creating a unique experience for tourists.

14. As part of the Festival, the organizers are going to be offering free community workshops designed to benefit the local music community and industry. One of the planned workshops will feature prominent songwriters from Nashville, TN and be focused on song-writing development and opportunities for local and young musicians and the other will be discussing “What makes a music city?”
15. Lastly, the lineup for the concert in Meridian Place includes several high-profile Canadian performers including Joel Plaskett Emergency, Hollerado and Born Ruffians providing an opportunity to showcase the newly finished Meridian Place and to encourage Barrie’s downtown as a destination for tourists and visitors.
16. The Creative Economy Department will also be operating our Game On event focused on video game technology at the Five Points Theatre on the 22nd in an existing partnership with the Barrie Public Library’s Comic-con. There is a synergy between the audiences that are interested in technology and independent music that will generate a hub of activity in the Downtown Core on that date.
17. If the required exemptions are approved, Event Staff will work with the festival organizers 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

17. There are no environmental matters to consider.

ALTERNATIVES

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

Alternative #1

General Committee could direct staff not to authorize the required exemptions to both the Special Events Policy and Municipal Alcohol Policy to allow HeyBear Productions to operate the Troubadour Festival in Meridian Place as shown Appendix “A”.

This alternative is not recommended as this event will serve to bring a new audience into downtown for an experience in Meridian Place, but also draw potential new audiences into the multiple downtown venues, creating additional value to those businesses. Secondly, by combining indoor and outdoor performances, free song-writing and music workshops, the Troubadour festival aligns directly with the establishment of the Downtown Creative Corridor and the proposed Central Ontario music strategy. This alternative would result in a lost opportunity for many of our music venues as well as the lost opportunity for the City to showcase Meridian Place not only as a unique event venue but as the central gathering space within Barrie’s downtown core.

Should General Committee choose this alternative, the Troubadour festival would have to seek an indoor venue elsewhere, outside of Barrie’s downtown as there are currently no downtown venues large enough to accommodate a concert of the scale being proposed.

FINANCIAL

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

LINKAGE TO 2014-2018 STRATEGIC PLAN

20. The recommendations included in this Staff Report support the following goals identified in the 2014-2018 City Council Strategic Plan:

- Vibrant Business Environment
- Inclusive Community

21. 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:

- a) The event 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) The event will serve to showcase our downtown and align to the ongoing development of the Downtown Creative corridor through by offering a variety of both free and ticketed programming in multiple downtown venues, including not only Meridian Place but many local businesses and will provide opportunities for local musicians to access ongoing professional development opportunities they would otherwise not have access too.

Attachments: Appendix "A" – Proposed Site Plan for Troubadour Festival Closure on September 22nd, 2018

APPENDIX "A"

Proposed Site for Troubadour Festival Closure

