
TO: COMMUNITY SERVICES COMMITTEE

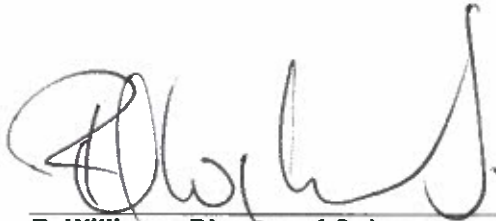
FROM: R. WILLIAMS, DIRECTOR OF CULTURE

NOTED: Z. LIFSHIZ, EXECUTIVE DIRECTOR OF INVEST BARRIE
C. LADD, CHIEF ADMINISTRATIVE OFFICER

RE: SPECIAL EVENTS QUARTERLY REPORT

DATE: DECEMBER 8, 2015

As per Council Direction Memorandum 14-G-196, please find attached the quarterly Special Events Report to the Community Services Committee for December 2015, as well as a 2015 calendar of community event bookings as of November 2015.



R. Williams, Director of Culture

SPECIAL EVENTS REPORT TO COMMUNITY SERVICES COMMITTEE

City of Barrie, Department of Culture
Special Events Office

December 8, 2015

SPECIAL EVENT PERMIT PROCESS

- The City's Special Events Office (SEO) is currently accepting 2016 Applications from returning event organizers. Once the calendar is populated with these bookings, any new bookings will be considered.
- SEO continues to connect regularly with internal stakeholders to review waterfront and Lakeshore Drive construction. Any potential impacts to events are being planned for and event organizers have been informed. A number of events will need to be moved to alternate locations in 2016 and 2017.
- Barrie's Event Action Team (BEAT) continues to meet monthly and engage stakeholders directly involved in facilitating events and issuing permits and approvals.
- See attached up-to-date calendar of community event bookings as of November 25, 2015.

Updates from Past Events:

- Barrie New Music Fest:
 - Staff met with organizer to review the concerns shared at the September Community Services Committee – this included sound levels, content (language), and the extension to 11pm
- Tree Lighting Celebration and Santa Claus Parade:
 - Partnership between Barrie Chamber of Commerce and Downtown Barrie BIA
 - Concerns raised regarding the closure of Dunlop Street
 - A few years ago, there were safety concerns for families waiting for the parade along Dunlop Street - efforts were made to provide a safer environment
 - All stakeholders (BIA, Chamber, By-Law, Transit, and Police) are involved in determining the closure arrangements
 - An earlier closure decreases the need to ticket and tow vehicles and provides By-Law with the time needed in order to enforce to ensure that the road can be clear in time for the parade
 - Cross streets remain open until the parade arrives and nearby parking lots are still accessible
 - Pre-warning signs are placed around the downtown perimeter 2 weeks in advance, BIA sends notification via newsletter, City posts closures on social media and on the website, etc.
 - Committee debrief meeting to take place and will include representation from the BIA, Chamber of Commerce, Barrie Transit, By-Law, Police and the Special Events Office
- Festival of Trees:
 - Project of the Rotary Club of Barrie to beautify downtown during the winter season
 - Lights and light displays in Heritage Park, Five Points Parkette, and at City Hall
 - On now through Family Day, February 15

Upcoming Events:

- Santa Shuffle – Salvation Army – Heritage Park & waterfront trails – December 5
- Ice Rink Season Opener – Downtown Barrie BIA – City Hall Rink – December 12
- Outdoor Christmas Service – Bethel Community Church – Memorial Square – December 24

CORPORATE EVENTS

Updates from Past Corporate Events:

- Culture Days – September 25-27
 - Featured a busker festival and food truck rally, as well as folk singers on Barrie Transit, walking tours with Barrie's Town Crier, and cardboard art for kids

Upcoming Corporate Events:

- Downtown Countdown – December 31st – Barrie City Hall
 - City's 18th annual Downtown Countdown on New Year's Eve – a family friendly, free event.
 - The celebration began in 1998, which very quickly became a tradition for the community and has grown to be one of the largest New Year's Eve events in Central Ontario, attracting well over 10,000 to ring in the New Year in downtown Barrie.
 - Programming will include skating on the City Hall rink, horse-drawn wagon rides, face painting, roaming performers, bonfire, food vendors, and fireworks.
 - Entertainment line-up was announced November 30. The event will be headlined by The Sheepdogs with Sun K, Dead Mechanics, and family entertainers Judy & David.
- Barrie Winterfest – February 6 & 7, 2016 – Heritage Park, Memorial Square, and venues throughout the community
 - Barrie Winterfest is a community tradition with over 25 years of history celebrating the winter season in Barrie
 - Winterfest has consistently been named one of the Top 100 Events in Ontario by Festivals and Events Ontario.
 - Winterfest will feature ice and snow sculptures, horse-drawn wagon rides, dog sled rides, lumberjack shows, polar bear dip, winter sport demos, fire performers, and much more to be confirmed.
 - Partnerships are a key success factor for Winterfest, from the many organizations that host events/activities as part of the Winterfest programming, to local media and sponsors.
 - With typical winter weather, the event attracts well over 20,000 in attendance from across the province. The event is promoted as a tourism destination through Tourism Barrie and ads in publications such as the Epoch Times.

City of Barrie - Community Event Bookings 2015

DATE	EVENT	LOCATION	ORGANIZATION
February 7-8/15	Winterfest	Heritage Park/Memorial Square	City of Barrie
February 14/15	8th Annual Ice Fishing Tournament	Southshore Centre - Kempenfelt Bay	Canadian Homebuilders Association - Simcoe County
February 21/15	Coldest Night of the Year	Central United Church & downtown streets	Youth Haven Barrie
March 21/15	Shoreline Clean-up	Sophia Creek, Queen's Park	Great Canadian Shoreline Clean-up
April 3/15	Good Friday Ecumenical Walk for Justice	City Hall & Downtown sidewalks	Simcoe County Kairios
April 4/15	MEC Barrie Race ONE: 5K/10K	Heritage Park & waterfront trails	Mountain Equipment Co-op
April 18/15	Spring Thaw 5km Run	Centennial Park & waterfront trails	Unity Christian High School
April 25/15	Spring Into Clean - Waterfront Clean-Up Day	Centennial Park - all waterfront parks	City of Barrie
May 2/15	Steps for Life Charity Walk	Kiwanis Pavilion & waterfront trails	Threads of Life
May 3/15	MS Walk 2015	Eastview/downtown streets	MS Society of Canada
May 3/15	Walk so Kids Can Talk	Southshore Centre & waterfront trails	Kids Help Phone
May 3/15	Battle of the Atlantic Remembrance Ceremony	Memorial Square & downtown streets	Navy League of Canada - Barrie Branch
May 3/15	Hike for Hospice	Sunnidale Park & Dorian Parker Centre	Hospice Simcoe
May 7/15	Big Bike for Heart and Stroke	Memorial Square & downtown streets	Heart and Stroke Foundation
May 9/15	Spring Thaw Pancake Breakfast	Memorial Square	Downtown Barrie BIA
May 9/15	Save the Mothers Walk	Centennial Park	Save the Mothers
May 11 - June 13/15	Nine Mile Portage	St. Vincent Park	Theatre by the Bay
May 14/15	Home Safe Run	Heritage Park & waterfront trails	Barrie Police Service
May 20/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
May 22-24/15	Barrie Waterfront Festival	Centennial Park	PLC Solutions
May 23/15	Barrie East End Social	Strabane Park	Barrie East End Symposium
May 23/15	Walk for Lupus	Heritage Park & waterfront trails	Lupus Ontario
May 23/15	Walk for Muscular Dystrophy	Minet's Point Park & waterfront trails	Muscular Dystrophy Canada
May 23/15	Barrie High School Sprints	Southshore Centre & Allandale Station Park	Barrie Rowing Club
May 23/15	March Against Monsanto	City Hall Courtyard & downtown streets	March Against Monsanto Barrie
May 27/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
May 27/15	Rotary Fun Run & Walk	Southshore Centre, Lakeshore Drive, & waterfront trails	Rotary Club of Barrie
May 30/15	Suicide Awareness Walk	Waterfront trails (starting at Sheba Shrine)	Suicide Awareness Council Simcoe County

City of Barrie - Community Event Bookings 2015

DATE	EVENT	LOCATION	ORGANIZATION
May 30/15	BCC Youth Cup/Para/Crit	King Street	Barrie Cycling Club
May 31/15	Great Strides Walk for Cystic Fibrosis	Heritage Park & waterfront trails	Kinette/Kinsmen Club
May 31/15	Purina Walk for Guide Dogs	Shear Park & surrounding streets	Barrie South Lions Club
June 1/15	Bike Week Breakfast	City Hall Courtyard & Rotunda	Barrie Cycling Club
June 2/15	Ontario Early Years Centre Annual Picnic	Sunnidale Park	Simcoe Community Services
June 3/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
June 5/15	Battle of the Bands - Celebrate Barrie	Centennial Park	City of Barrie
June 6/15	Celebrate Barrie	Centennial Park	City of Barrie
June 6/15	Grandmothers & Grandothers Walk	St. Vincent Park & waterfront trails	Grandmothers & Grandothers
June 7/15	Barrie Waterfront Half Marathon	Heritage Park, Lakeshore Drive & waterfront trails	Barrie Waterfront Half Marathon
June 7/15	Strides for Change	Centennial Park	MADD Barrie Simcoe
June 7/15	Gutsy Walk	St. Vincent Park & waterfront trails	Crohn's & Colitis Canada
June 10/15	Pan Am Torch Relay	City Streets & City Hall	Pan Am Committee/City of Barrie
June 10/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
June 11/15	Curb Appeal and Meridian Place Groundbreaking	Memorial Square	Downtown Barrie BIA
June 13/15	Walk for ALS	Centennial Park & waterfront trails	ALS Ontario
June 13/15	Barrie Pride Parade	Centennial Park South to Heritage Park	Barrie Pride
June 13/15	Family Fun Day	Sunnidale Park	Oasis of Hope Church
June 14/15	Telus Walk to Cure Diabetes	Centennial Park & waterfront trails	JDRF
June 17/15	Lawn Chair Luminata - Cruise Night & Film	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics/Barrie Film Festival
June 18-21/15	Barrie Jazz & Blues Festival	Heritage Park	Festivent World
June 20/15	Paddlefest	Centennial Park	Mountain Equipment Co-op
June 24/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
June 27/15	Stroll & Roll for Stroke Recovery	Sunnidale Park	Barrie Stroke Recovery Association
June 27-28/15	Amateur Radio Field Day	Park east of Southshore Centre	Barrie Amateur Radio Club
June 28/15	Teach a Kid to Fish Day	Heritage Park & Spirit Catcher Park	Kempenfelt Rotary Club
June 28/15	Bike-a-thon for Diabetes	St. Vincent Park & Northshore Trail	Canadian Diabetes Association
July 1/15	Canada Day	Heritage Park & Memorial Square	City of Barrie
July 1/15	Canada Day Race	Heritage Park	Running Room Barrie

City of Barrie - Community Event Bookings 2015

DATE	EVENT	LOCATION	ORGANIZATION
July 1-5/15	Promenade Days	Dunlop Street & Memorial Square	Downtown Barrie BIA
July 2/15	Hot Summer Nights	Batteaux Park	Barrie Fire & Emergency Services
July 8/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA
July 9-12/15	Craft Beer & BBQ Festival	Heritage Park & Simcoe Street	Downtown Barrie BIA
July 9/15	Hot Summer Nights	Centennial Park	Barrie Fire & Emergency Services
July 11/15	Rally for Kids Volleyball Tournament	Tyndale Park - Volleyball Courts	Barrie Rotaract Club
July 15/15	Lawn Chair Luminata - Cruise Night & Film	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics/Barrie Film Festival
July 16/15	Hot Summer Nights	Pringle Park	Barrie Fire & Emergency Services
July 17-18/15	Barrie New Music Fest	Heritage Park	Admiral Entertainment
July 18/15	MS Leap of Faith Beach Volleyball Tournament	Tyndale Park - Volleyball Courts	MS Society Simcoe Cty
July 18/15	Mount Zion Gospel Concert	Centennial Park	Mount Zion Church
July 20-24/15	Camp Trillium Day Camp	St. Vincent Park	Camp Trillium
July 20-24/15	Roll with Jumstart	Lampman Lane Park & Andrew Hunter Elementary	Jumstart & Andrew Hunter Elementary School
July 22/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
July 23/15	Road to Recover 2	Memorial Square & city streets	Ruck to Remember
July 23/15	Hot Summer Nights	Sunnidale Park	Barrie Fire & Emergency Services
July 25/15	Classics in the Park Car Show	Heritage Park & Memorial Square	Barrie Thunder Classics
July 25/15	Paint the Park	Queen's Park - Skateboard Park	
July 26/15	5K Around the Bay	Heritage Park	Dragon Boat Barrie
July 29/15	BIS/MOD Annual Picnic	St. Vincent Park	Brain Injury Services Muskoka Simcoe
July 29/15	Lawn Chair Luminata - Cruise Night & Film	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics/Barrie Film Festival
July 30/15	Hot Summer Nights	Golden Meadow Park	Barrie Fire & Emergency Services
July 31 - August 3/15	Kempenfest	Centennial Park to Southshore Centre	Kempenfest Barrie Inc.
August 5/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
August 5/15	Beyond Safe: Candlelight Vigil	City Hall Courtyard	Simcoe Pride
August 6/15	Hot Summer Nights	Shear Park	Barrie Fire & Emergency Services
August 7/15	Rhythmfest Kick-off	Holly Community Park	City of Barrie
August 8/15	Rhythmfest	Heritage Park	City of Barrie
August 8/15	MPP Hoggarth Community Picnic	St. Vincent Park	MPP Hoggarth

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DATE	EVENT	LOCATION	ORGANIZATION
August 9/15	Barrie Triathlon/Duathlon/Kids of Steel	Centennial Beach & Lakeshore Drive	Barrie Triathlon Committee
August 12/15	Lawn Chair Luminata - Cruise Night & Film	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics/Barrie Film Festival
August 13/15	Hot Summer Nights	Painswick Park	Barrie Fire & Emergency Services
August 19/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
August 19/15	Lawn Chair Luminata - Film	Centennial Park	Downtown Barrie BIA/Barrie Fire/Barrie Film Festival
August 21-22/15	Barrie Dragon Boat Festival	Heritage Park	Barrie Public Library
August 22/15	Dive 4 a Cause	Centennial Park	Etobicoke Underwater Club
August 23/15	Hope City Church Beach BBQ	Tyndale Park	Hope City Church
August 26/15	Lawn Chair Luminata - Cruise Night & Film	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics/Barrie Film Festival
August 27/15	Hot Summer Nights	Red Fern Park	Barrie Fire & Emergency Services
August 29/15	Yoga Moves for Young Minds	St. Vincent Park & waterfront trails	Mindfulness & Zen-some
August 30/15	Beach, BBQ, and Baptisms	Tyndale Park	Emmanuel Baptist Church
August 30/15	BluWave Paddle 4 the Cure	Southshore Centre (boathouse area)	BlueWave/Barrie Canoe & Kayak Club
September 2/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
September 7/15	Labour Day Picnic	Sunnidale Park	Confederation of Canadian Unions
September 9/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
September 11/15	Neon Night	Heritage Park & waterfront trails	Canadian Cancer Society
September 12/15	Superwalk for Parkinsons	Heritage Park	Parkinson Society Central and Northern Ontario
September 13/15	Ovarian Cancer Walk of Hope	Southshore Centre & waterfront trails	Ovarian Cancer Canada
September 13/15	Barrie Kidney Walk	St. Vincent Park & waterfront trails	Kidney Foundation
September 13/15	Ward 2 Corn Roast	Heritage Park	Councillor Rose Romita
September 14/15	Battle of Britain Flag Raising	Memorial Square	RCAF 441 Huronia Wing
September 16/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
September 16/15	Law Enforcement Torch Run for Special Olympics	St. Vincent Park & city streets	Barrie Police Service
September 17/15	Take Back the Night	City Hall Rotunda & downtown streets	& Advocacy Centre
September 19/15	Walk a Mile in Her Shoes	Heritage Park	Barrie Women & Children's Shelter
September 20/15	Terry Fox Marathon of Hope	Centennial Park & waterfront trails	Terry Fox Foundation
September 20/15	Battle of Britain Parade	Memorial Square	RCAF 441 Huronia Wing
September 20/15	Friends for Life Walk-a-thon	Sunnidale Park	OSPCA Barrie Branch

City of Barrie - Community Event Bookings 2015

DATE	EVENT	LOCATION	ORGANIZATION
September 20/15	Great Canadian Beaver Race	Heritage Park	Kempenfelt Rotary Club
September 20/15	Barrie 2 Baycrest Cycling	Heritage Park, waterfront trails, & city streets	Baycrest Foundation
September 23/15	Lawn Chair Luminata - Cruise Night	Heritage Park & Memorial Square	Downtown Barrie BIA/Thunder Classics
September 24/15	Simcoe County High School Cross Country Meet	Sunnidale Park	Simcoe County District School Board
September 24/15	Shoreline Clean-up	Centennial Park	Coca Cola
September 25/15	Franco-Ontarian Day Parade	City Hall Courtyard & downtown streets	Conseil Scolaire Viamonde
September 25 -			
October 4/15	Barrie Fall Fishing Festival	Kempenfelt Bay	Barrie Huronia Rotary Club
September 26/15	Culture Days Busker Festival & Food Truck Rally	Heritage Park & Memorial Square	City of Barrie
October 2/15	CTV Barrie's 60th Anniversary Newscast	Kiwanis Pavilion	CTV Barrie
October 3/15	Autumn Harvest - Cider and Sweets	Memorial Square	Downtown Barrie BIA
October 3/15	Scavenger Hunt in the Park	Hanmer Park	St. Margaret's Anglican Church
October 4/15	CIBC Run for the Cure	Heritage Park & Lakeshore Drive	Canadian Breast Cancer Foundation
October 7/15	Gross Country Meet	Sunnidale Park	St. Marguerite d'Youville
October 8/15	Gross Country Meet	Sunnidale Park	Steele Street P. S.
October 13/15	Gross Country Meet	Sunnidale Park	Barrie and Northeast Athletic Region
October 15/15	Gross Country Meet	Sunnidale Park	Barrie-Angus Region
November 5/15	Shoreline Clean-up	Kempenfelt Park to Johnsons Beach	Home Depot
November 7/15	Shoreline Clean-up	Heritage Park	Barrie Scouts
November 10-11/15	Remembrance Day Vigil	Memorial Square	2919 Royal Canadian Cadet Corps
November 11/15	Remembrance Day Ceremony	Memorial Square & Dunlop Street	Royal Canadian Legion Br. 147
November 21/15	Tree Lighting Celebration	Memorial Square	Downtown Barrie BIA/City of Barrie
November 21/15	Santa Claus Parade	Downtown streets	Barrie Chamber of Commerce
November 21/15 -	Festival of Trees	Heritage Park, Five Points Parkette & City Hall	
February 15/16	Santa Shuffle	Courtyard	Rotary Club of Barrie
December 5/15	City Hall Ice Rink Season Opener	Heritage Park	Salvation Army
December 12/15	Outdoor Christmas Service	Memorial Square	Downtown Barrie BIA
December 24/15	Downtown Countdown	City Hall - Collier & Mulcaster Streets	Bethel Community Church
December 31/15			City of Barrie