

SPECIAL EVENT PERMIT PROCESS

- The City's Special Events Office (SEO) is currently processing 2017 applications and permitting is underway (applications are processed on an ongoing basis).
- Permits by the numbers from 2016:
 - 121 events total were processed in 2016
 - 73 applications have been submitted so far in 2017
 - 12 film permit requests were processed in 2016
 - 3 film permits processed so far in 2017 and 5 location inquiries received
- See attached calendar of community event bookings and road closures/parades as of April 2017.
- SEO staff continue to meet regularly with internal stakeholders to review construction projects at Centennial Park, Heritage Park, Marina transient docks, and Memorial Square/Meridian Place to ensure that we are up-to-date on the construction schedule and any potential impact to events. The SEO is working with all events impacted by construction to find alternative locations and/or dates.
- Barrie's Event Action Team (BEAT) continues to meet monthly and engage stakeholders directly involved in facilitating events and issuing permits and approvals.

Upcoming Events:

- Barrie Pride Parade & Festival – June 10
 - Parade route will remain the same as 2016 – H-block, Clapperton, McDonald, Mulcaster, Collier, Bayfield, Simcoe, ending at Heritage Park.
 - Following the parade, there will be a festival in Heritage Park where they will have displays, family programming, entertainment, and a licensed area.
- Barrie Boat Show – June 16-18
 - Ongoing construction project at Marina Transient Docks. Brad McConnell, Marina Coordinator, has approached contractor about prioritizing the 16 slips on the east side.

CORPORATE EVENTS

Updates from Past Corporate Events:

- Downtown Countdown – Saturday, December 31st – Barrie City Hall
 - City's 19th annual New Year's Eve celebration attracted well over 10,000 to downtown Barrie, and is one of the largest New Year's Eve events in Central Ontario.
 - Programming included skating on the City Hall rink, horse-drawn wagon rides, face painting, roaming performers, bonfire, food vendors, and two fireworks shows.
 - Entertainment line-up featured Splash N' Boots, The Pick Brothers Band, and Sloan. Local band, Cardinal Street, was selected from over 30 submissions to perform in front of a hometown crowd.

- Barrie Winterfest – February 4 & 5, 2017 – Heritage Park, Memorial Square, and venues throughout the community
 - In March, at the Festivals & Events Ontario Conference in Sault Ste. Marie, Winterfest was named as one of the Top 100 Events in Ontario – Winterfest has received this honour for over 9 years running.
 - Winterfest 2017 featured ice and snow sculptures themed for Canada 150, horse-drawn wagon rides, lumberjack shows, a polar bear dip, snowshoeing, family performers, and more.
 - The MacLaren Art Centre offered family crafts and a performance by the Simcoe Contemporary Dancers, the Barrie Public Library had story-time and crafts, Central United Church hosted the 25th annual Winterfest Pancake Breakfast, and Grey & Simcoe Foresters' Museum offered tours.
 - Partnerships are a key success factor for Winterfest, from the many organizations that host events and activities as part of the Winterfest programming, to local media and sponsors.
 - The event attracted well over 20,000 in attendance from across the province. Each year the event is promoted as a tourism destination through Tourism Barrie and ads in publications such as the Epoch Times and we continue to see this event grow in popularity especially with visitors from outside our region.

Illuminate Barrie – Canada 150:

- Canada 150 Air Show – June 28
 - Kick-off to Barrie's Canada 150 festivities, featuring the Snowbirds, CF-18, and Vimy Flight in a spectacular evening show over Kempenfelt Bay, as well as static displays from Base Borden.
 - Key viewing areas will include the south shore of Kempenfelt Bay along Allandale Station Park, Minets Point Park, and Heritage Park.
 - In partnership with Base Borden and Georgian International.
- Canada Day – July 1
 - Barrie's annual celebration with family activities and vendors in Heritage Park, live entertainment on the Promenade Days stage, and a fireworks over Kempenfelt Bay at 10pm.
 - Key viewing areas will include the south shore of Kempenfelt Bay along Allandale Station Park, Minets Point Park, and Heritage Park.
 - Held in partnership with Promenade Days, Downtown Barrie's street festival (June 30 - July 2).
- Illuminate Public Art Exhibition – July-September
 - Profiling contemporary Canadian artists in locations throughout downtown Barrie over the summer months.
 - Curated and supported by the Barrie Public Art Committee.
- Vague de Cirque – Late August
 - Presented by Barrie Theatres, featuring contemporary acts inspired by traditional European circus arts – acrobatics, comedy, and audience interaction.
- Illuminate Barrie Festival – September 2 & 3
 - Signature event featuring two large-scale fireworks shows set to music and themed for Canada 150, Canada-inspired family programming, a local vendor market, live entertainment, VIP seating, licensed area, heritage village, and more.

- Note that Celebrate Barrie will return to Centennial Park in June 2018.
- Info about Barrie's Canada 150 plans can be found at www.barrie.ca/events.

Other Upcoming Corporate Events:

- Youth Battle of the Bands – May 13
 - Local bands with members aged 21 and under will compete for prizes at the Mady Centre from 7pm to 10pm.
- Rhythmfest – August 18 & 19
 - 8th annual celebration of the universal language of rhythm and culture in Heritage Park.
 - Friday evening will kick-off with an educator's workshop and performances from 5pm to 9pm.
 - Festival programming will take place all day Saturday from 11am to 9pm and will include performances, interactive workshops, and vendors.