

From: Adrian Caraballo
Sent: Wednesday, April 9, 2025 5:33 PM
To: Office of the Mayor <OfficeoftheMayor@barrie.ca>
Cc: Sergio Morales <Sergio.Morales@barrie.ca>
Subject: Carnival Barrie 2025 - Request for Direction

Dear Mayor Nuttall,

I am writing to seek your support and direction regarding the potential consideration towards a financial contribution by the City of Barrie to Carnival Barrie 2025 – Aug 30th & 31st, 2025.

After an incredibly successful 2024—marked by an 85% increase in both revenue and attendance and recognition by FEO (Festival and Events Ontario) as a “Top 100 Events” in Ontario—we are poised to elevate the event even further and deepen its impact on the community and local economy.

We are proud to announce LIUNA 183 (Labourers International Union of North America - Barrie) as our new “Presented By” Sponsor for 2025. This partnership represents more than just financial support—it is a strategic collaboration with a shared goal of promoting Barrie as a desirable place to live and work.

We plan to support this sponsor by incorporating a “Move to Barrie” programming initiative, Integrating into Carnival Barrie, an aim to attract new residents, particularly skilled workers in the construction and trades sector, directly supporting the City and Invest Barrie’s labour market strategies. which I would be pleased to discuss with you further.

To support this growth, we respectfully request a municipal contribution of \$50,000.00 to \$10,000.00 to help offset critical hard costs, including increased security, enhanced staging, extensive flood lighting for safety, portable toilets, fencing, parking, and waste management.

Carnival Barrie is uniquely positioned to advance several of the City of Barrie’s strategic priorities:

- **Waterfront Activation:** We are proud to return to Will Dwyer Park for the third consecutive year, enhancing one of Barrie’s most treasured assets – a waterfront with vibrant cultural programming.
- **Downtown Revitalization:** In partnership with Downtown BIA, we are exploring ways to participate in Open Air Dunlop and present a sample of Carnival Barrie on the Meridian Stage—bringing vibrancy and foot traffic to the heart of the city possibly by the early summer.
- **Tourism & Visitor Economy Growth:** Taking place over the Labour Day long weekend, we will be maintaining Carnival Barrie as a multi day event helping fill a shoulder-season gap, drive hotel stays, and supports local businesses—key pillars of a thriving visitor economy.

- Supporting the City of Barrie/Invest Barrie's strategies in talent recruitment in the construction and trades industry, which is in alignment with the LIUNA 183 sponsors to "Move to Barrie" programming mentioned above

We believe in the mantra of "Today's Visitor is Tomorrow's investor" and our long-term vision is to ensure that Carnival Barrie remains a FREE to families, safe and friendly celebration of Latin cultures rooted in the values of inclusivity, community pride, and economic impact. However, to maintain and grow this vision sustainably, we need the City's support.

I would greatly appreciate the opportunity to discuss the City's potential investment and how we can work together to ensure Carnival Barrie continues to contribute meaningfully to our city's cultural and economic fabric.

I could be available to meet with you at your convenience.

Thank you for your time and consideration.

Warm regards,

Adrian Caraballo

Executive Director