



2011 THUNDER CLASSICS – MEMO TO COUNCIL

Downtown Barrie Business Association (BIA)

www.downtownbarrie.ca

March 2012

Attention: Mayor and Members of Council

RE: 2011 Barrie Thunder Classics – Wednesday Cruise Night Recap

RECEIVED

MAY 11 2012

CLERK'S OFFICE

This memo is to provide a recap of the 2011 Barrie Thunder Classics – Wednesday Cruise Night that was held as part of our Lawnchair Luminata summer event.

Lawnchair Luminata was developed to 'bridge the gap' between each of the summer weekends. We felt at the time of creating this event that with each weekend being as busy as it is with the many events for people to choose from that there was opportunity to bring people to the Downtown core mid week. This unique collective event brings together an eclectic mix of culture, the arts, entertainment and the waterfront to create the perfect venue for families and friends to enjoy. This collaboration of theatre, music, film and art all set in Heritage Park in Downtown Barrie, is an outdoor series scheduled every Wednesday throughout the summer that is accessible to all with no admission charge.

When we were introduced to the Barrie Thunder Classics Club two years ago we thought this would be a great addition to Lawnchair Luminata. Classic cars have a loyal following, the car owners are meticulous to the touch with their prized possessions and in the 'eclectic mix' of culture we see this as a great 'counter culture'. This proved right as the weekly attendance increased substantially and carried into the regularly scheduled outdoor movies series and performances.

With a picturesque backdrop of Kempenfelt Bay and the urban setting of Downtown Barrie, it couldn't be held in a better location.

With the proposed re-development of Memorial Square we naturally see the Barrie Thunder Classics using the new area to showcase their cars on a weekly basis, until then, Heritage Park provides the best venue location. The Barrie Thunder Classic Car Club adhered to the rules set out to them at the beginning of the season and no issues were brought forth indicating otherwise.

We look forward to another great 2012 season of Wednesday Cruise nights.

Regards,
Craig

Craig Stevens, Managing Director
Downtown Barrie Business Association (BIA)