

Staff Memorandum



To	Finance and Responsible Governance Committee
Subject	Barrie Pride
Date	September 17, 2025
Ward	All
From	K. Datema, Director Recreation Services
Executive Member Approval	J. Schmidt, GM Community and Corporate Services
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this Memorandum is to provide members of the Finance and Responsible Governance Committee with background information relating to Barrie Pride's delegation request for a static event date.

June is Pride month and marks the beginning of Pride Season across Canada which is recognized by the Government of Canada as June-September. Events occur across the country and province during Pride Season rather than identifying a singular date of significance to host events.

Identifying a static date for Barrie Pride presents challenges and potential conflicts amongst other events that take place in June within the City of Barrie. The challenges are as follows:

- There are several Pride-related organizations not represented in Barrie Pride's request, including Fierté Simcoe Pride / Simcoe County Pride, New Path Pride, Barrie LGBTQIA+, PFLAG (Barrie-Simcoe Chapter), Barrie Families Unite, QT Youth Connection, and the Gilbert Centre. Many of these organizations host events throughout Pride Season, and work within our priority scale outlined in the City of Barrie Special Event Policy.
- The Barrie Airshow occurs in June, and the dates are currently determined by the Snowbirds' availability within the month creating potential scheduling conflicts.
- The first weekend in June is traditionally reserved for the Honda Waterfront Run, which attracts over 1,250 participants, many of whom bring family and friends. Approximately 71% of these participants are from out of town, contributing to local tourism.
- Barrie Pride events are primarily resident-focused and do not currently generate significant tourism activity. Replacing events like the Honda Waterfront Run or Barrie Airshow could have a measurable impact on tourism revenue for the City of Barrie and especially local hotels. This concern also applies to any future opportunities to host large-scale tourism-driven events that may be affected by date holds for Barrie Pride.

Barrie Pride and City of Barrie Historical Context:

In 2024, Barrie Pride did not complete the permitting process and proceeded with an unsanctioned event on City property without the required approvals, including permits, insurance, and sign-off from approving organizations such as Barrie Police, Barrie Fire and Enforcement Services.

In 2025, Barrie Pride continued to face challenges with the permitting process and the development of safety and operational plans. The event required substantial support from the City of Barrie Events Team, including multiple one-on-one meetings to assist with permit submissions and communications with approval agencies such as Barrie Police, Barrie Fire, and Enforcement Services. Their permit was in a position to be approved the day before their event. The level of support required has been notably higher than that of any other organization.

Also in 2025, a permit request was submitted for an event at Five Points Theatre in addition to the regular march. However, the event was relocated, and the theatre only notified one week before the event. Unfortunately, the theatre was left unrented.

Regarding the other organizations listed in Barrie Pride's request:

The Barrie Native Friendship Centre is currently part of a working group with the City of Barrie Special Events, Barrie Public Library, and Mamaway Wiidokdaadwin (Barrie Native Friendship Circle) to support Indigenous event planning and permitting and have not indicated that there is a need for any additional support. These events are also booked within our priority scale outlined in the City of Barrie Special Event Policy.

Uplift Black works closely with City staff to support their events, which are often held at Five Points Theatre. They have not made additional requests to City staff beyond this existing collaboration, and their events dates are determined using our priority scale outlined in the City of Barrie Special Event Policy.

The term "historical advocacy group" is not defined or recognized in the City of Barrie Special Event Policy, provincial or federal framework.

Staff recommend that Barrie Pride submit a special event request for 2026 for staff to review and consider. Staff will work with Barrie Pride through the special events policy hierarchy and availability to secure an event date for 2026.

Appendix:

Memo Author:

Kevin Datema, Director Recreation Services

File #:

Pending #:

Not Applicable