

Special Events Update City Building Committee

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Why Do Special Events?

Build Community

- Building a diverse, inclusive community
 - Common identity
 - Sense of belonging
 - Celebration and civic pride
- Messaging about Barrie's Future

Community Investment

- Harnessing municipal assets to raise funds for community organizations

Support Economic Objectives

- Tourism Growth & Development
- Expanding talent attraction and retention "stickiness"
- Vibrant waterfront
- Prosperous downtown
- Animating park spaces -> placemaking
- Showcasing Barrie Entrepreneurs and Creative businesses

Role of Invest Barrie - CE Events Team

- 1) **Organize large community events:** keystone & strategic:

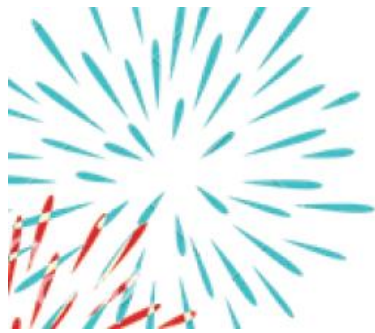
Remembrance Day **Winterfest**
GameON! **Downtown Countdown**
Celebrate Barrie **Snowbirds** **Canada Day**

Events are open to all in the community

- 2) **Manage and curate the events permitting** process for third party events held on municipal property: parks, waterfront, streets

Role of Invest Barrie - CE Events Team

- 3) **Coordinate** across City of Barrie Departments:
Barrie Events Action Team (BEAT)
- 4) **Measure and assess** community and economic benefit
 - Attendance
 - Tourism
 - Spending patterns
 - Hotel stays
 - Social Media reach
 - Talent attraction and retention
 - Volunteer engagement
 - Funds raised



DOWNTOWN COUNTDOWN 2019

WHAT	Largest free, live music New Year's Event in Central Ontario
OBJECTIVES	↑ Regional tourism draw, full downtown activations
INVESTMENT	\$97,000
PARTNERSHIPS	\$40,000 additional cash and in-kind
ATTENDEES	10,000+ over afternoon and evening; 5,000 for midnight 49% Barrie Residents, 51% other
FAVOURITE ELEMENT	Live Music



Follow

Plan your New Year's Eve in #Barrie! Book the @HolidayInn #NewYearsEve Package & ring in #2019 with live music & fireworks at Barrie's #DowntownCountdown. Want to make a weekend of it? Stay an extra night & spend a day skiing or tubing @SkiSnowValley! qoo.ly/u9fbm



The logo for WinterFEST BARRIE features a large, stylized blue 'W' with a snowflake on its right side. To the left of the 'W' are three green arrows pointing upwards and to the right. The word 'WinterFEST' is written in a blue, sans-serif font, with 'Winter' in a solid blue and 'FEST' in a blue font with a white, textured pattern. Above 'FEST' is the word 'BARRIE' in a smaller, blue, sans-serif font.

WHAT	Week-long celebration of Outdoor Activities, across the City
OBJECTIVES	↑ Regional tourism draw ↑ Activations across City Promote winter activities: newcomers int'l students, residents
INVESTMENT	\$127,000
PARTNERSHIPS	\$35,000 additional cash and in-kind
ATTENDEES	23,000+ 38% Barrie Residents, 62% other
FAVORITE	Ice Sculptures
IMPACT	61% shop/dine in downtown 42% spend more than \$50

Tourism Video Campaign:
613,392 Impressions
Reach:
339,363 Social Channels

The Special Events Office was contacted by an individual from Oshawa who was organizing a trip to Barrie for Winterfest with >50 friends and family and they were renting a bus!



"The event is very well organized and executed. Crowds are solid and revenues are strong. The City people are all amazing to deal with. I've done other winter carnivals in Simcoe County and yours is by far the best one. Keep up the great work!"

-Ken Allen; Beavertails

Celebrate Barrie

WHAT	By design, celebration of richness of diversity, changing culture, inclusivity
OBJECTIVES	↑ Engagement of Cultural Groups
INVESTMENT	\$64,000
PARTNERSHIPS	\$15,000 additional cash and in-kind
ATTENDEES	10,000+ 87% Barrie Residents, 13% other
FAVOURITE ELEMENT	Kids Activities & Crafts, NaturePlay
IMPACT	58% shop/dine in downtown 49% spend more than \$50 42 orgs participating Partnership with Ethnic Mosaic Alliance



[Christine Hildebrandt](#) @ChristineHild16 · Jun 1
#CelebrateBarrie with activities that promote linguistic and cultural awareness and celebration in our welcoming community @cityofbarrie. Samosas and Hindi language translations at the #EthnicMosaicAlliance booth, and adding family countries of origin to the world map.



Celebrate Canada

WHAT	Community Celebration
OBJECTIVES	Design integrated experience with Promenade Days & Snowbirds Airshow
INVESTMENT	\$56,000
PARTNERSHIPS	\$20,000 additional cash and in-kind
ATTENDEES	20,000+ events 50,000+ fireworks 42% Barrie Residents, 38% other
FAVOURITE	Kids Activities, Fireworks
IMPACT	70% shop/dine in downtown 49% spend more than \$50 FB – 53,000 impressions, 3.5k responses



Carol Shaw Thank you for such an amazing party. Proof again that Barrie Ontario is the place to be in the summer!!!!

Like · Reply · Message · 5d



What a day it was, Barrie! Happy Canada from all of us to every one of you! Be safe and take a cab home if you need to. Peace out!





Phillip Moore is with Andres Gutierrez and 6 others at Kempenfelt Bay.

14 hrs · Barrie · 🌐



Awesome Canada Day weekend spent in Barrie with good friends! The Rolling Stones, Promenade Days, Centennial Beach and Fire Works! We did it all and we did it well! #Barrie #Canada #IAMCANADIAN



Airshow & Snowbirds

WHAT	Aviation Celebration
OBJECTIVES	↑ Tourism Integrated Experience, Downtown
INVESTMENT	\$65,000
PARTNERSHIPS	\$100,000 additional cash and in-kind
ATTENDEES	70,000+ events 1,300+ Five Points 500+ Meridian – Top Gun Screening



Outcomes:

Letter from Transport Canada

Future Partnership with Borden – Alternating Years

Special Events Permits

WHAT Any third party organized event on municipal property

GROWTH Numbers of Events Permitted

2017	2018	2019 YTD	2019 Forecast
112	140	154	160

IMPACT

	2017	2018	2019 YTD
Funding Raised	\$2.26M	\$3.9M	\$2.3 M
Attendance	N/A	278,695	202,130
Volunteers	490	1,932 volunteers	
Volunteer Hours	N/A	18,277 hours	

Special Events – Going Forward

Always linked to economic objectives

Directly linked to Tourism Master Plan Development

Balance commercial, ticketed events with open, community access events

Identify infrastructure investments needed to engage other areas of the City (Sunnidale, growth lands) -> Official Plan, Capital Planning

Validate Events as a way of building common identity, inclusion in a rapidly diversifying community -> “I Am Barrie” – type of campaign

Develop strategies for raising more revenue and sponsorship

Continue to improve measurement and tracking mechanisms

GROWING RESILIENT, DIVERSE ECONOMY