



February 2, 2024

Attention: Mayor Nuttall and City of Barrie Council

Re: Tourism Growth Program Grant Submission in partnership with the City of Barrie (Invest Barrie & Transit/Traffic) - Waterfront-Downtown Shuttle.

The Downtown Barrie BIA has an opportunity to submit an application to the Tourism Growth Program to support the financial requirements associated with piloting a one-year shuttle service along the waterfront and into the downtown.

BIA staff have had preliminary discussions with City staff to explore this pilot program which will support activations within the downtown and along the waterfront and which will allow BIA and City staff to gather data to assess the value of this shuttle service.

We are seeking Council support for the BIA and City staff to work together on delivering the one-year pilot program should our application be successful.

Regards,

Downtown Barrie BIA Board of Management