



MEDIA RELEASE

Monday, May 6, 2024

FOR IMMEDIATE RELEASE

City looking for feedback on Culture Plan and Public Art Strategy

Barrie, ON – The City of Barrie is updating its Culture Master Plan and incorporating a Public Art Strategy. This plan will help to shape Barrie’s cultural trajectory over the next decade and guide future decisions, policies, programs and investments to enhance the local creative sector. The public are encouraged to get involved and provide feedback, so the City can better understand the view and values towards culture and public art in Barrie.

“We are excited to work with MASSIVart to update to the City of Barrie's Culture Plan that will include a Public Art Strategy. As Barrie continues to grow and diversify, we think it is the perfect time to build out plans that support the community's arts sector,” said Crystal Pollard, Manager of Small Business & Creative Sector, “In collaboration with MASSIVart, we have integrated a number of ways the community can participate in the development of these plans, and we encourage all community members to take part.”

Community engagement opportunities include:

Engagement Opportunity	Date(s)
Community-wide online survey	Open until June 17
Culture Sector online survey	Open until June 17
Self-Guided Classroom & Youth Partners' Activity (available for download at buildingbarrie.ca/cultureplanupdate)	May 2 to June 1
Pop-up engagement activities at Barrie Public Library - downtown	May 8 10 a.m. to 2 p.m.
Pop-up engagement activities at UPlift Black Centre for Social Justice & Inclusion	May 8 5 p.m. to 9 p.m.
Pop-up engagement activities at Barrie Farmers Market	May 25 9 a.m. to 1 p.m.
Pop-up engagement activities at East Bayfield Community Centre	May 25 3 p.m. to 7 p.m.
Pop-up engagement activities at Barrie Public Library - Painswick	June 11 10 a.m. to 2 p.m.
Pop-up engagement activities at Allandale Recreation Centre	June 11 4 p.m. to 8 p.m.
Pop-up engagement activities at Peggy Hill Team Community Centre	June 15 9 a.m. to 12 p.m.
Pop-up engagement activities at the Barrie Air Show	June 15 2:30 p.m. to 6:30 p.m.



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In 2006, the City of Barrie developed its first culture plan, entitled “Building a Creative Future”. This comprehensive process led to an ambitious set of recommendations for the community primarily focused on the downtown as a focal point as a home for the arts. Since then, the City has made great progress in developing its cultural offerings and services, acting on many of the recommendations from the plan. With the 10-year direction for that plan now expired and the city entering another period of significant growth, it is an opportune time to update the culture plan.

To learn more and take the survey, visit buildingbarrie.ca/CulturePlanUpdate.

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