



TO: Mayor Jeff Lehman and Members of General Committee **File: M02-1812**

FROM: R. Q. Williams, MBA, BFA, Director of Culture 

NOTED: R. Forward, MBA, M.Sc., P.Eng., General Manager of Infrastructure, Development & Culture
Carla Ladd, Chief Administrative Officer 

RE: War of 1812 Bi-Centennial Celebrations

DATE: May 7, 2012

I would like to inform you of an exciting event that is being planned for the City of Barrie as we begin the countdown to our annual Celebrate Barrie Festival.

The Government of Canada has declared 2012 – 2014 to be the celebration of the 200th anniversary of the War of 1812. Communities across Canada are being encouraged to join in the celebration of the event often called the Birth of Canada.

The Barrie 1812 War Planning Committee has been active in planning a celebration of the War of 1812 to take place in Memorial Square and Heritage Park. The Planning Committee is comprised of members from Tourism Barrie, the Chamber of Commerce, Downtown Barrie, staff from the Department of Culture and other interested members of our community. The 1812 Celebrations have gained support in Barrie and the surrounding region especially amongst those aware of the significant role that the 1812 War played in the community's journey to become the Barrie we know and love today.

The 1812 War as an historic occasion was instrumental in the growth of the town that eventually became our beloved City of Barrie. The town, as the eastern terminus of the Nine Mile Portage Trail located at Heritage Park in Downtown Barrie, was used during the War of 1812 by the British for the transport of supplies and personnel. Following the war, the route remained active and what was known as "the portage landing" grew into the community known as Barrie.

The Barrie 1812 War Planning Committee has been formulating plans to celebrate this historic occasion since July 2011. They will do so by significantly enhancing the historic content of the annual Celebrate Barrie event.

Enhancements will include a historical encampment, with re-enactments, demonstrations, displays, live entertainment, naval exhibits, replica tall ships, and other 1812 era watercraft. A staged re-enactment of American troops will invade the downtown core and pillage participating merchants. The event will also include a Freedom of the City parade featuring over 1,000 soldiers & personnel from Canadian Forces Base Borden. This is an opportunity to be the kick-off event for our region and we believe that it would be fitting for Barrie to be in that position.

A full program of the proposed activities has been included as Appendix A for Council's information.

Working with the City of Barrie's Culture Department, the Planning Committee applied to the federal government's department of Canadian Heritage for funding support for this initiative. Our application has made it past the first screening and is being considered with other worthy applicants.

Federal representatives first indicated that we would have word on the final results by March 2012. They have been delayed in their process and at this time we are still awaiting that information. The planning and organization of the event was well underway based on the committee's understanding that the

funding announcement would have been made in March and the encouragement of having successfully passed the first round.

Unfortunately, this delay in their process has created an element of risk and the Planning Committee, showing great leadership, is working diligently to mitigate this risk. The event has been scaled down to its core elements while still maintaining the essence of the connection to our history. Sponsorship efforts are ongoing to assist in funding the event. Significant in-kind media support valued at \$45,000 has been secured in addition to a print sponsorship valued at \$5,000. The event has also gained sponsorship support from the Barrie Downtown BIA.

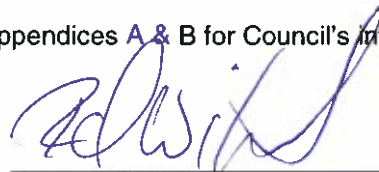
In the event that the City of Barrie is unsuccessful in receiving the Federal grant, staff will identify area's to find savings in their 2012 operating budget to offset the shortfall of \$54,000.

The War of 1812 Bi-centennial Celebrations has the potential to provide increased opportunities for businesses and to positively profile Downtown Barrie. The event will highlight the positive attributes of our City Centre to Barrie residents and those visitors attending the event.

Celebrating the making of Barrie in this way will profile the City of Barrie to the broader marketplace, especially if the committee's strategy is successful and the event does become the regional kick-off of the Bi-centennial Celebrations

The War of 1812 Bi-centennial Celebrations is an opportunity to engage our community in the celebration of a significant historical event in the making of the City of Barrie, while contributing to the vibrancy of the City Centre and creating and reinforcing a sense of place and identity for current and future Barrie citizens.

The event schedule and budget has been included as Appendices A & B for Council's information.



Rudi Quammie Williams
Director of Culture

APPENDIX 'A'

WAR OF 1812 BI-CENTENNIAL CELEBRATIONS

CELEBRATE BARRIE

COMMEMORATING THE WAR OF 1812 BICENTENNIAL

Take a journey back in time as we commemorate the War of 1812 Bicentennial and the founding of our community on the weekend of our community festival, Celebrate Barrie. Experience life during the War of 1812 with special heritage programming that will highlight our local, regional, and national history through re-enactments, activities, displays, and live entertainment. Don't miss this significant celebration!

The History

The Nine Mile Portage, an ancient native trail, once formed a land bridge between Kempenfelt Bay and the Nottawasaga River enabling a continuous trade and transportation route from Lake Ontario through to Georgian Bay for many centuries.

During the War of 1812, the British military improved the route for the transport of supplies and personnel as the lower lakes were occupied by the Americans following the Battle of Put-in-Bay. This land route became strategically important in keeping the captured American Fort of Mackinaw supplied and in British hands.

Following the War, the route remained active and, what was known as "the portage landing", grew into the community we know today as Barrie, Ontario.

1812 Encampment - Heritage Park

Friday, June 1 - 10:00am to 8:00pm
Saturday, June 2 - 10:00am to 8:00pm
Sunday, June 3 - 10:00am to 3:00pm

Historical encampment, re-enactments, demonstrations, displays, live entertainment, Naval exhibits, replica tall ships, and other 1812 era watercraft.

Student Education Day – June 1 – 10:00am to 3:00pm

Elementary students from Barrie and area schools have been invited to attend the encampment as an educational field trip opportunity.

Opening Ceremonies - Heritage Park

Friday, June 1 - 6:30pm
Cannon firing to signify official opening of the event!

Barrie Farmers' Market - Barrie City Hall

Saturday, June 2 - 8:00am to 12:00pm

1812 American Troops Invade Downtown - Dunlop Street

Saturday, June 2 - 11:00am to 1:00pm
American troops invade the downtown core and pillage participating merchants.

Freedom of the City Parade - Barrie City Hall

Saturday, June 2 - 2:00pm to 3:30pm
Featuring over 1,000 soldiers & personnel from Canadian Forces Base Borden. Re-enactors will be marching with the Troops as well!

Sail Past & Salute - Heritage Park

Sunday, June 3 - 1:00pm to 3:00pm
Salute to the Mayor of the City of Barrie, CFB Borden Base Commander, and Commodore of the Barrie Yacht Club. Sail past to include replica vessels and tall ships.

Food & Entertainment - Downtown Barrie

Participating downtown restaurants are offering 1812 inspired menus at special prices throughout the weekend!

APPENDIX 'B'

WAR OF 1812 BI-CENTENNIAL CELEBRATIONS BUDGET

Expenses

Historical Encampment (Re-enactors)	\$50,000
Replica Tall Ships	\$12,000
Event Site Services	\$ 5,000
Media (ad buys and promotional spots)	\$45,000
Printing	<u>\$ 5,000</u>
Total Expenses	\$117,000

Revenues

Celebrate Barrie Re-enactors Budget	\$ 6,000
Student Field Trip Fees	\$ 2,000
Downtown BIA	\$ 5,000
Sponsorship (in kind)	\$50,000
Federal Grant	<u>\$54,000</u>
Total Revenues	\$117,000