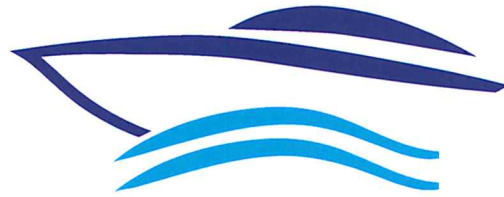




BARRIE
BOAT SHOW



A VIEW FROM THE WATER



BARRIE
BOAT SHOW

WEB: WWW.BARRIEBOATSHOW.COM

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THE OPPORTUNITY

Pride Marine Group, in partnership with the Downtown Barrie BIA and in collaboration with Tourism Barrie, is excited to develop an in-water boat show that will become an annual destination event, drawing attention to our beautiful waterfront and acting as a conduit to our downtown core.

Our 'View from the Water' campaign will capture and capitalize on the latest developments around Lake Simcoe and Kempenfelt Bay to the benefit of all citizens of Barrie. Our objective is to create an event that will launch the newly developed Transient Docks on June 16th to 18th with a public ribbon cutting ceremony.

There are a number of economic influences and capital projects currently underway that provide the impetus for the launch of the BBS; some of these include:

- Redeveloped Meridian Place as the conduit to the waterfront
- Friday Harbour development and destination boating from 1000 boat slips
- Parks Canada 150 anniversary with free Trent waterway passage in 2017
- A stable business economy with boat sales up 25+% in North America
- New investor traffic brought on by sought after and targeted transient traffic

THE ISSUE

The current view from the water to Barrie for the Ontario boater and, in particular, a tourism boater, lacks appeal, as the marketing focus has largely been on the view from land to water.

Solution:

The Barrie Boat Show will help refocus the view from water to land, to develop the emerging markets that have a positive economic impact on the economy of Barrie.

This initiative is rooted in a 5 year plan centered on building an annual destination event. The Barrie in-water boat show will highlight Barrie's redeveloped waterfront. Increased marketing and targeted marketing to the boater will have a positive economic impact and influence on traffic to Barrie via the water. The Barrie Boat Show Partnership will become the catalyst for connecting and marketing to all stakeholders around this exciting new event.

The event shall have the following characteristics:

- Free access to the public
- Providing high traffic volume to the downtown core from new boaters/day boaters
- Promoting Barrie as a day boating destination

Positioning:

Two key events provide extra opportunity to add to the appeal and success of a water-based public event. With the 150th birthday of Canada occurring in 2017, we can look at the kick-off of The Barrie Boat Show as the beginning and rebirth of the newly designed Transient Marina in June 2017. Additionally, Friday Harbour's grand opening this summer will provide for new boating traffic/customers with high disposable income.

OUR COMPETITIVE ADVANTAGE

The Barrie Boat Show will help develop downtown Barrie as a true boaters destination on Lake Simcoe and the Trent Severn waterway and will put us at the forefront and on the radar of boaters from all areas.

Our target market will be Eastern Ontario from as far as the 1000 Islands region to the east, Georgian Bay to the north and west and the GTA market to the south. Barrie's central location on Kempenfelt Bay in Lake Simcoe is what makes it an ideal destination. Now is the time to develop a unique in-water boat show experience that capitalizes on the Friday Harbour influence and the transient boater traffic.

THE MODEL

The entire show will take place over 48 hours from June 16th at 2 p.m. to June 18th at 2 p.m. The target location of the initial Barrie Boat Show will be the existing 20 slips located adjacent to Heritage Park.

Additionally, we would like to have access to set up on the grassland area to the east of the slips and bordered by the walking path which heads from Simcoe Street to the waterfront paths. As target demographics are almost identical, there is an opportunity to work with the Barrie Jazz and Blues Festival in order to enhance attendance for both events (the BJB is already scheduled for the same weekend).

Important criteria to remember:

- Free to the public

- Funded by sponsorship and vendor participation

- Corporate community involvement

- The potential to develop the BBS into a large annual attraction to the benefit of Barrie and the surrounding community

Why Pride Marine Group as the leader of this new initiative?

- Recently awarded the #1 position in Canada out of the Top 100 Dealers awards

- Recently awarded as the #8 position in North America out of the Top 100 Dealers awards

- Annual participant of Toronto International Boat Show holding 30% of all leased floor space and 30% of boat sales.

- Local family owned and operated for over 30 years, Pride Marine Group is a local success story in Muskoka and Simcoe County.

- Largest dealer in Canada representing the top brands in the industry

- \$60MM in revenue across 9 locations in Ontario

THE ASK

The execution of this exciting initiative requires a public private partnership. The public contribution is straightforward and would involve the Barrie Boat Show gaining exclusive use of the Transient docking facilities numbered 1-20 on the existing plan for 2017 and the adjacent land bordered by the Memorial Place walking path from 9 a.m. June 16th to 5 p.m. June 18th.

Government Docks

Bayfield Street Terminus

Date Drawn: APRIL 6, 2010
Aerial: April 2007
Note: Drawing Not To Scale

