



Monday March 13 2023

Attention: City of Barrie Mayor, Council

In Request Of: Continued financial support for Open Air Dunlop road closure & security contribution

On behalf of the Downtown Barrie Business Improvement Area (BIA) Board, we would like to provide this letter requesting the continued support that the City of Barrie has provided for the Open Air Dunlop event that will occur over 10 Saturdays during the 2023 Spring, Summer and Fall seasons in Downtown Barrie.

Open Air Dunlop attracted approximately 100,000 visitors to the Downtown to experience a truly unique 'pedestrian streetscape'. A streetscape that can very quickly and easily become a 'public venue' and permits any activity normally conducted inside to happen outside in a safe, fun and family friendly environment. Utilizing the typical visitor spend of \$40 per visit that represents \$4,000,000 of local economic impact supporting our local businesses and economy.

In addition, the support that the City of Barrie has provided in the past has allowed the BIA to hire and schedule local artists, performers and community groups to participate, activate and provide entertainment for Open Air Dunlop.

We respectfully request that the City of Barrie Council consider continued support of \$3000 per Saturday for a total of \$30,000 (10 Saturdays) to support the ongoing logistics and facilitation of the road closure and supporting security of what is becoming a 'regularly attended event' for our community that continues to support our home grown local businesses.

Signed on behalf of
Downtown Barrie BIA Board