



NEW! Lawnchair Luminata Concert Series at Meridian Place Continued Open Air Dunlop Event Support

April 2024

Attn: Mayor Nuttall and City Council

On behalf of the Downtown Barrie BIA Board of Management, we are thrilled to present a proposal for a dynamic partnership with the City of Barrie to launch a series of engaging events at Meridian Place this summer. Our initiative aims to foster community cohesion, support local businesses, and stimulate economic growth through two exciting programs: Lawnchair Luminata Concert Series and the continued evolution of Open Air Dunlop Events.

Lawnchair Luminata Music - NEW!

Building on the success of Lawnchair Luminata Movies, a beloved Wednesday night tradition in partnership with the Barrie Film Festival, we are proud to introduce Lawnchair Luminata Music! This partnership with Hey Bear Productions will bring live music to Meridian Place on two Fridays this summer, expecting an audience of over 4,000+ per performance on the following dates:

- Friday July 26th 2024
- Friday August 23, 2024

Features being considered for this will be based on availability and could include popular Juno Award winning and nominated bands and performers with significant radio and streaming presence.

Open Air Dunlop - NEW THEMED FORMAT!

Originating as a beacon of resilience during the challenges of the pandemic, Open Air Dunlop continues to evolve as a vibrant community gathering. This summer, we are excited to present a series of themed events, each designed to celebrate our diverse culture and support local businesses. Anticipating an average increase of 100% in attendance, or 10,000 people per event, our lineup includes:

- Open Air Dunlop Air Show (in partnership with the City of Barrie)
 - Friday June 14 - Sunday June 16, 2024
- Open Air Dunlop Canada Day Celebration
 - July 1, 2024
- Open Air Dunlop 1st Annual Butter Tart Festival (in partnership with Gotta Luv Butter Tarts)
 - Saturday July 13, 2024
- Open Air Dunlop Car Show (in partnership with Barrie Thunder Classics)
 - Saturday July 27th 2024
- Open Air Dunlop Eats on the Streets (Downtown business collaboration)
 - Saturday August 24, 2024



Funding Support

In addition to the Downtown Barrie BIA's commitment of \$150,000, we seek the City of Barrie's partnership with a funding support of \$200,000. This allocation will cover the costs of both Lawnchair Luminata Music and the logistical facilitation of Open Air Dunlop, as detailed below:

- Open Air Dunlop: \$30,000 (continued support of event logistics)
- Lawnchair Luminata Music: \$170,000 (performers, equipment, and event management fees)

\$5,000,000 of anticipated economic impact from Lawnchair Luminata Music and Open Air Dunlop!

We anticipate a significant economic impact from these events, with over 100,000 visitors expected throughout the season. Based on an average spend of \$50 per person, this translates to a remarkable \$5,000,000 in economic activity. Such investment directly bolsters our main street businesses and strengthens the fabric of our community.

Meridian Place Venue - Over 50 Live Music Performances in Meridian Place to date!

Meridian Place stands as a testament to successful public-private collaboration, serving as a focal point for community engagement and cultural enrichment. To date, over 50 live music performances have graced its stage, featuring acclaimed artists and emerging talents alike, including:

Alex Cuba; Joel Plaskett Emergency; Natalie MacMaster & Band; Donnell Leahy; Dwayne Gretzky; Strumbellas; Aysanabee; Donovan Woods; Jane's Party; Lighthouse; Jeremie Albino; Hollerado; Born Ruffians; The Good Brothers; Dylan Sinclair; Danny Michel; Birds Of Bellwood; Julian Taylor; Lydia Persaud; Logan Staats; Spencer Burton; Samantha Martin & Band; Delta Sugar; Skye Wallace; Harrow Fair; Jerry Leger; Side Hustle; Moscow Apartment; Devin Cuddy Band; My Son The Hurricane; Kelly Prescott; Ariana Gillis; HarpAcash; The Shitty Beatles; PONY; Craig Cardiff; Carleigh Aikins; Lindy; Zaki Ibrahim; Shred Kelly; Madison Violet; David James Allen; Caswell's Community Choir; Tallies; Josh Bogert; Craig Smith; Sun K; James Gray; JD Crosstown; Rebekah Hawker; B Knox; Sammy & Band; Delyn Gray; Corey James Mitchell Band; Johnson Crook; Ferraro; Coldjack; Kat Chabot; Tkaia Green; Rachel Bobbitt; Tania Joy; Reay; High Road Pilots; The Mystics,....

The Future!

In closing, the Downtown Barrie BIA is committed to fostering vibrant, inclusive spaces that bring our community together. With the support of the City of Barrie, we aim to elevate Meridian Place as the premier destination for cultural enrichment and economic vitality. We eagerly anticipate the opportunity to collaborate and create lasting memories for residents and visitors alike.

Respectfully,

Downtown Barrie BIA Board of Management