

November 23, 2011

MEMORIAL SQUARE – BARRIE WATERFRONT PLAN

LETTER TO COUNCIL

RE: PUBLIC – PRIVATE PARTNERSHIP OPPORTUNITY TO DEVELOP & ENHANCE MEMORIAL SQUARE

The Downtown Barrie Business Association (BIA) would like to put forth an offer of a public-private partnership to expedite the development and enhancement of Memorial Square in Downtown Barrie.

Our current understanding is that the timeline for the Memorial Square development and enhancement is not within the early portion of the 10-year Capital Plan. The BIA would like to partner with the City to establish a mechanism that will directly facilitate the early completion of this project.

To establish the BIA's deep commitment to the development of this remarkable downtown asset we are pledging \$1 million to accelerate the completion of this project.

Further to this commitment and on the recommendation from our Brand Action Plan by Roger Brooks, the BIA has assembled a **Brand Leadership Team (BLT)** consisting of BIA Directors and local stakeholders (property owners, community leaders, business owners) that will oversee this project. In addition, we have established the **BLT-Memorial Square Team** that is directly responsible for this project.

The core goal of **BLT-Memorial Square Team** is to accelerate the completion of the Memorial Square development and to commit to the fundraising of a further \$1 million beyond the BIA's commitment of an equal amount. We see key City Staff as part of this team.

This project is based on the current cost forecast of an estimated upset limit of \$3 million by the City of Barrie staff. The **BLT-Memorial Square Team** with the support of the **BLT** and **BIA** will pursue this project within the following arrangement:

We see five key components in achieving the planning and funding success of this project:

1. **2011-2012:** With approval of the BIA, and in partnership with the BLT, the BLT-Memorial Square Team to fund and engage with the Pre-Design/Design component of the project to advance the conceptual rendering that was approved by Council earlier this year;
2. **2012:** In partnership with the BIA & BLT, the BLT-Memorial Square Team initiate a capital fundraising campaign with a goal of \$1 million;
3. **2012:** Establish a \$1 million bridge-financing mechanism for the BIA contribution through the City of Barrie and for the multiple-year gifting within the fundraising component;
4. **2012:** Secure a City of Barrie contribution of \$1 million, and;
5. **2013:** Construct, complete and develop a program plan for the new Memorial Square.

Ideally, we would like to ask Council for a response to our partnership request by December 12th 2011 in order to facilitate our proposed timelines.

For reference purposes here are the members of the BLT and BLT-Memorial Square Team*

- Janet Kemp, Chairperson BIA, Janet Kemp Ladies Fashion
- Wayne Hay, Vice Chair BIA, Hayco Realty (***BLT – Memorial Square Team***)*
- Tom Ambeau, BIA Director, Gel Creative (***BLT – Memorial Square Team***)*
- Giulia Rinaldi, BIA Director, At The Five, Royal LePage Realty (***BLT – Memorial Square Team***)*
- Adrian Cammaert, BIA Director, MHBC Planning (***BLT – Memorial Square Team***)*
- Barry Peacock, CEO, Kempenfelt Graphics Group (***BLT – Memorial Square Team***)*
- Rob Hamilton, Property Owner (***BLT – Memorial Square Team***)*
- William Moore, Owner, Solutions INK (***BLT – Memorial Square Team***)*
- Mark Porter, Property Owner
- Lance Chilton, Property Owner, Mady Theatre Fundraising Chair
- Glenn Coulson, Mady Theatre Fundraising Coordinator (***BLT – Memorial Square Team***)*
- Richard Forward, GM Infrastructure, Engineering and Culture, City of Barrie
- Sybil Goruk, Executive Director, Chamber of Commerce
- Linda Wilson, Interim Executive Director, Tourism Barrie
- Craig Stevens, Managing Director, BIA

This is a capable, dedicated and motivated team ready and willing to assist and contribute to this partnership.

We look forward to your response.

Regards,

Craig Stevens

Managing Director, Downtown Barrie Business Association (BIA)

On behalf of the,

Downtown Barrie Brand Leadership Team

Downtown Barrie Business Association (BIA) Board of Management