



ACCESS BARRIE MEMORANDUM

TO: MAYOR, J. LEHMAN AND MEMBERS OF COUNCIL

FROM: R. JAMES-REID, EXECUTIVE DIRECTOR ACCESS BARRIE

NOTED: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: PUBLIC FEEDBACK – PERFORMING ARTS CENTRE AND PERMANENT MARKET

DATE: NOVEMBER 20, 2021

The purpose of this memorandum is to provide members of Council with a high-level summary of public feedback received through two recent surveys conducted by the Performing Arts Centre Task Force and the Market Precinct Task Force, in advance of the special General Committee meeting on November 20, 2021. The Permanent Market survey is still open and will close on November 21, so the results summarized in this memo are not final.

Respondents were asked to fill out the surveys with the assumption that gathering limits and performances will return to a pre-COVID state.

Proposed Performing Arts Centre Survey

The Performing Arts Centre Survey was open from October 6-31, 2021, and received 1,054 responses. The full data and comments were shared with the Performing Arts Centre Task Force and will be used to help inform their final report back to Council. The following is a high-level summary of the feedback received.

When asked what percentage of the arts and cultural activities they attend are in Barrie, 30% of respondents indicated 50-74% of activities they attend are in Barrie while 26% of respondents indicated 0-24% of activities are in Barrie. Of the respondents who indicated they are traveling outside of Barrie to attend arts and cultural activities, 85% indicated they are traveling to the GTA.

When asked what prevents them from participating in arts and cultural activities in Barrie, the top three responses were "Quality of arts and culture facilities" (40%), "Don't know what's going on" (30%) and "Content is not appealing" (27%).

The majority of respondents hear about arts and cultural activities through "word of mouth/family & friends" (77%), Facebook (61%) and websites (55%).

63% of respondents indicated they anticipate participating in arts and cultural activities between 1-3 times per month, assuming gathering limits and performances return to a pre-pandemic state.

On average, respondents indicated they pay approximately \$65 per person for admission to an arts or cultural activity (excluding children's entertainment). Additionally, they pay approximately \$62 per person on other expenses (transportation, food, retail etc.). For admission to children's arts or cultural activities, the average spend per person was \$20 for admission and \$22 on other expenses (transportation, food, retail etc.).

The top three types of programming respondents indicated they would be interested in attending at a new performing arts centre were theatre (93%), movies and film festivals (75%) and contemporary music (70%). Respondents were permitted to choose multiple activities.

When it comes to audience experience, respondents ranked "High caliber performances", "Quality performance area (sound, lights, staging etc.)", "Affordable ticket prices" and "Comfortable seating" as the most important factors.

Permanent Market Survey

The Permanent Market survey opened on October 22, and will close on November 21. There were 1,965 responses as of November 17. The following summarizes the feedback received, as of November 17.

When asked how likely would they be to visit a permanent market in the current location of the Barrie Transit Terminal on Maple Avenue, 34% of respondents indicated "A few times a month" and 32% indicated "Once a week". The majority of respondents indicated they would likely visit a permanent market on a Saturday (74%). 60% of respondents indicated they would be more interested in living downtown if there were a permanent market in the area.

42% of respondents indicated that they visit the Barrie Farmers' Market at City Hall "A few times a year" and on average they spend \$41 per visit. 72% of respondents indicated that they drive their vehicle to get to the Farmers' Market.

The top five goods and services respondents would be most likely to buy/use in a permanent market are "Fresh fruit and vegetables" (95%), "Pastries, baked goods, chocolates, desserts" (87%), "Meat and dairy" (68%), "Takeout meals" (67%) and "Coffee or tea" (59%). Respondents were allowed to choose multiple items.

When asked what other attractions or facilities they would like to see in a permanent market area, the top responses were "Food trucks", "Music performances", "Craft galleries (e.g. potter, glassblower etc.) and "Public art".

When asked to rate the importance of nearby vehicle parking on a scale of 1 to 5 (1 being "not very important" and 5 being "very important"), respondents gave an average rating of 4. The importance of on-site bicycle parking was given an average rating of 3.1.

The following summarizes where respondents indicated they live:

- North or Northwest Barrie (23%)
- Southeast Barrie (21%)
- East Barrie (18%)
- Downtown Barrie (16%)
- Southwest Barrie (14%)
- Outside of Barrie (8%)

Once the Permanent Market survey closes on November 21, full results and comments will be shared with the Market Precinct Task Force to inform their final report back to Council.