

DOWNTOWN ORILLIA MANAGEMENT BOARD

Regular Board Meeting

Tuesday Feb. 21, 2023 – 5:30 p.m.

DMB Boardroom, Downtown Orillia Office

23 Mississauga Street West

(Accessible Entrance is Located at the Front Entrance off Mississauga Street)

A G E N D A

Page

Open Session

Chair – Michael Fredson

Call to Order

Approval of Agenda

Disclosure of Interest

Deputations

1. Business Development Manager, Ryan Lay – re Projects and 2023 Downtown Initiatives.

Minutes

1. January 17, 2023 – Regular Board Meeting.
2. February 15, 2023 – Special Board Meeting.

Closed Session

There are no Closed Session items for this meeting.

Correspondence - Information Items

1. Office of the Mayor – re 2023 Tag Days.

Correspondence - Action Items

1. Roots North – re Request for Sponsorship.

Reports

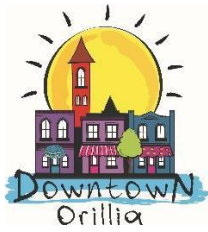
1. DMB Manager – re Financial Report.
2. DMB Manager – re Staff Responsibilities.
3. Events and Marketing Coordinator – re Events and Marketing.

Page

Date of Next Meeting

Tuesday March 21, 2023, at 5:30 pm at the Downtown Orillia Management Board Office Boardroom.

Adjournment



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

Minutes of the meeting of the Downtown Orillia Management Board, January 17, 2023 at 6:00 p.m.

Present: Michael Fredson, Chair
Jeff Gilbert, Vice Chair
Doug Cooper, Treasurer
Councillor David Campbell
Megan Murray, Director
Darcy Macdonell, Director
Kaylea McCarron, Director

Absent: Stevie Baker, Director

Also Present: Dina Tzirakos-Hawker, Manager
Samantha Yandt, Events & Marketing Coordinator

Open Session

The Manager of the DMB opened the session and conducted the election of Chair.

Chair - Election

Moved by Campbell, seconded by Macdonell:

THAT the Downtown Orillia Management Board appoint Michael Fredson as Chair of the Board for the 2023 term.

Carried.

Call to Order

Michael Fredson assumed the Chair.

The meeting was called to order at 6:20 p.m.

Moved by Macdonell, seconded by Cooper:

THAT the Downtown Orillia Management Board appoint Jeff Gilbert as Vice Chair of the Board for the 2023 term.

Carried.

Moved by Campbell, seconded by Macdonell:

THAT the Downtown Orillia Management Board appoint Doug Cooper as Treasurer of the Board for the 2023 term.

Carried.

Approval of Agenda

Moved by Campbell, seconded by Macdonell:

THAT the agenda for the Downtown Orillia Management Board meeting held on January 17, 2023, be approved as distributed.

Carried.

Disclosure of Interest

None.

Deputations

None.

Minutes

1. November 9, 2022 – Board Meeting Minutes.

Moved by Gilbert, seconded by Macdonell:

THAT the minutes of the Downtown Orillia Management Board meeting held on November 9, 2022 be adopted, having been printed and distributed.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Office of the City Clerk – 2023 Budget Deliberations – New Date for Agencies, Boards and Committees.

Moved by Macdonell, seconded by Gilbert:

THAT the 2023 Budget Deliberations new date change from February 1st, 2023, to February 6th, 2023, be received.

Carried.

Correspondence - Action Items

1. Office of the City Clerk – Committee Meeting Dates and Chair for 2023.

Moved by Campbell, seconded by Murray:

THAT the Downtown Orillia Management Board hold its 2023 regular monthly board meeting on the third Friday at 5:30 pm of each month.

Carried.

Reports

1. DMB Event & Marketing Coordinator – re Board Policies and Best Practices.

Moved by Murray, seconded by Gilbert:

THAT the Downtown Orillia Management Board receive the Board Policies and Procedures update;

AND THAT the DOMB Code of Conduct be reviewed and signed by all members of the Downtown Orillia Management Board.

Carried.

2. DMB Manager – re Financial Report.

Moved by Cooper, seconded by Murray:

THAT the Financial Report dated January 13, 2023 for the period of December 2, 2022, to January 10, 2023, be received;

AND THAT staff be authorized to proceed with payments in the amount of \$6,178.37 from the 2023 DMB Budget.

Carried.

3. DMB Event & Marketing Coordinator – re 2023 Marketing Plan.

Moved by Cooper, seconded by Murray:

THAT the draft 2023 Downtown Orillia Marketing Plan be received;

AND THAT staff be directed to incorporate the following changes and additions in the final proposal to be presented at the February Board meeting.

Carried.

Moved by Cooper, seconded by Murray:

THAT the Downtown Orillia Management Board approve the purchase of a DSLR camera, for \$529.00 +HST, from the Promotions GL.

Carried.

Moved by Cooper, seconded by Murray:

THAT the short name of 'Downtown Orillia Management Board', change on social, and media platforms to the Downtown Orillia Business Improvement Area, also known as the DO-BIA be approved;

AND THAT staff proceed to work with Bylaw, the Clerks division, and the appropriate avenues to update the Short Title from Orillia Downtown Management Board, as referenced in section 100.2.4 of the Municipal Code, to Downtown Orillia - BIA, also known as DO-BIA.

Carried.

4. DMB Manager – re Winter Maintenance.

Moved by Cooper, seconded by Murray:

THAT the Winter Maintenance update be received.

Carried.

5. DMB Manager – re Streets Alive Update.

Moved by Campbell, seconded by Macdonell:

THAT the Streets Alive update be received;

AND THAT the DOMB office staff assemble a committee to assist with the Streets Alive program.”

Carried.

6. DMB Manager – re Streets Alive Update.

Moved by Campbell, seconded by Cooper:

THAT the Signage Bylaw Enforcement update be received.”

Carried.

Adjournment

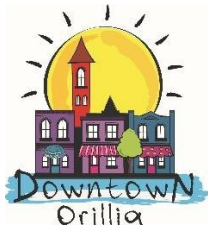
Moved by Cooper, seconded by Murray.

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 8:30 p.m.

M. Fredson
Chair.



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

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Present: Michael Fredson, Chair
Jeff Gilbert, Vice Chair
Doug Cooper, Treasurer
Councillor David Campbell
Megan Murray, Director

Absent: Darcy Macdonell, Director
Kaylea McCarron, Director
Stevie Baker, Director

Also Present: Dina Tzirakos-Hawker, Manager
Samantha Yandt, Events & Marketing Coordinator

Open Session

Chair- Michael Fredson

Call to Order

The meeting was called to order at 5:44 p.m.

Approval of Agenda

Moved by Gilbert, seconded by Cooper:

THAT the agenda for the Downtown Orillia Management Special Board meeting held on February 15, 2023, be approved as distributed.

Carried.

Disclosure of Interest

None.

Deputations

None.

Minutes

None.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

None.

Correspondence - Action Items

1. Office of the City Clerk – Budget Committee Request for Comments - Parking.

Moved by Cooper, seconded by Murray:

THAT, further to the information dated February 7, 2023, from The Office of the City Clerk regarding the 2023 Parking Budget and proposed changes, the Downtown Orillia Management Board provides the following comments:

-The Board supports the recommendation of increasing parking fees for both on street meter parking and off-street pay and display parking, however there is a way to optimize a parking strategy to increase revenue while providing better service to the public, tourists, and the community that lives and works downtown

-Since the motion was introduced, the DOMB has heard from many businesses downtown who were concerned over the blanket implementation of this recommendation and have since provided alternative revenue suggestions for parking in the downtown.

-The Board has also heard from employees from downtown business who have expressed concern over now losing approximately 1 hour of wages per day to pay for parking required for them to work downtown. This will effectively double their monthly parking expenditures.

-based on this input we respectfully request that the parking increase not be implemented until such time as a report can be prepared by the Parking Advisory Committee in conjunction with the Downtown Orillia Management Board for council's consideration. The report will reference the City of Orillia's Multi Modal Transportation Study of 2019, the Waterfront and Downtown Area Traffic and Parking Study, as well as local and global studies that have proven successful for increased levels of serviceability and revenue for the municipality, and the. All of which will support increased parking revenue.

Carried.

Reports

None

Adjournment

Moved by Cooper, seconded by Murray.

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 8:20 p.m.

M. Fredson
Chair.



Office of the Mayor

T: 705-325-2447
F: 705-325-5178
✉ mayor@orillia.ca
🌐 orillia.ca
📍 50 Andrew St. S., Suite 300,
Orillia, ON L3V 7T5

January 25, 2023

Brae Montgomery
Fundraising Committee for Bamboo Sharks
Cheer Sport Sharks Orillia

Sent via email to: braemontgomery@gmail.com

Dear Brae Montgomery:

Re: 2023 Tag Days

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that the Cheer Sport Sharks Orillia are authorized to hold Tag Days on Friday, March 24, 2023, and Saturday, March 25, 2023.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Executive Assistant to Mayor and Council

:rb

Attach.: Tag Days Policy 1.10.3.1.

Copy to: Downtown Orillia Management Board
Orillia Detachment - O.P.P.



CITY OF ORILLIA POLICY MANUAL

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|-------------|----|--------------------------------|------------------|
| Part | 1 | General Government | 1.10.3.1. |
| Section | 10 | Regulatory | |
| Sub-Section | 3 | Tag Days, Flags, Proclamations | |
| Policy | 1 | Tag Days | |

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1. The Tag Day Policy shall be administered by the Clerk's Division. All actions and decisions of the Clerk's Division may be appealed to Council.
2. Tag Days shall be allowed every weekend.
3. Organizations will not be assigned more than one Tag Day weekend in any calendar year with the exception of the Salvation Army...and the Muskoka North Simcoe Unit of the Canadian Cancer Society (maximum of 2).
4. Tag Days shall be assigned on a first come first serve basis for the current year.
5. Applicants shall forward their request to the Mayor's office no later than 2 weeks prior to the event.
6. Applications shall not be considered prior to December 31 for Tag Days for the following year.
7. Subject to Clause (8) herein, Tag Days will be assigned as requested. If more than one organization has requested the same date and a compromise cannot be negotiated between the applicants, the dates shall be assigned to the organization that first requested the date.
8. Assigned Tag Days shall be deemed to include the Friday and Saturday.
9. Subject to receipt of a letter of application for tag days, the following tag days will be reserved for the following organizations each year:
 - i) **Cancer Society:**
The first Friday and Saturday of April each year be reserved as the regular tag day for the Canadian Cancer Society, unless Easter falls on that weekend in which case the tag day will be assigned to the weekend following.
 - ii) **Orillia & District Literacy Council Inc.:**
The first Friday and Saturday of May each year.
 - iii) **Multiple Sclerosis Society:**
The second Friday and Saturday in May (Mother's Day weekend).
 - iv) **Information Orillia**
The third Friday and Saturday in June.

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The second Friday and Saturday of August
- vi) **Scottish Festival Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday before the Scottish Festival in July (weekend immediately following Canada Day).
- vii) **99th Lynx Squadron, Royal Canadian Air Cadets:**
The third Friday and Saturday in October.
- viii) **Scouts Canada:**
The second Friday and Saturday in October (Thanksgiving Weekend).
- ix) **Poppy Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday of the weekend preceding Remembrance Day (November 11).
- x) **Salvation Army:**
The month of December for the Salvation Army Christmas Kettles.

THAT...the **Navy League of Canada, NLCC 199 Orillia** be authorized to tag more than one tag day weekend to a maximum of two, in any calendar year.

(R. 2009-252 09.10.05)
 (R. 2009-331 09.11.30)
 (R. 2010-93 10.03.29)
 (R. 2011-28 11.01.31)
 (R. 2013-279 13.09.16)
 (R. 2015-38 15.02.09)
 (R. 2016-31 16.02.08)
 (R. 2016-73 16.04.25)
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 (R. 2019-94 19.05.06)
 (R. 2021-97 21.07.19)



Office of the Mayor

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F: 705-325-5178
✉ mayor@orillia.ca
🌐 orillia.ca
📍 50 Andrew St. S., Suite 300,
Orillia, ON L3V 7T5

January 24, 2023

Brittnee Dunn
Competitive Supervisor
Mariposa Gymnastics Club

Sent via email to: competition.mariposa@gmail.com

Dear Brittnee Dunn:

Re: 2023 Tag Days

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that the Mariposa Gymnastics Club are authorized to hold Tag Days on Friday, September 15, 2023, and Saturday, September 16, 2023.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Executive Assistant to Mayor and Council

:rb

Attach.: Tag Days Policy 1.10.3.1.

Copy to: Downtown Orillia Management Board
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4. Tag Days shall be assigned on a first come first serve basis for the current year.
5. Applicants shall forward their request to the Mayor's office no later than 2 weeks prior to the event.
6. Applications shall not be considered prior to December 31 for Tag Days for the following year.
7. Subject to Clause (8) herein, Tag Days will be assigned as requested. If more than one organization has requested the same date and a compromise cannot be negotiated between the applicants, the dates shall be assigned to the organization that first requested the date.
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The first Friday and Saturday of May each year.
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The second Friday and Saturday in May (Mother's Day weekend).
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📍 50 Andrew St. S., Suite 300,
Orillia, ON L3V 7T5

January 30, 2023

Rick Purcell
Sponsor Chairperson
99 Lynx Orillia
Royal Canadian (Air) Cadet Squadron

Sent via email to: rpurcell@on.aibn.com

Dear Mr. Purcell:

Re: 2023 Tag Days

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that the 99 Lynx Orillia Royal Canadian (Air) Cadet Squadron are authorized to hold Tag Days on Friday, February 24, 2023 and Saturday, February 25, 2023.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Executive Assistant to Mayor and Council

:rb

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📍 50 Andrew St. S., Suite 300,
Orillia, ON L3V 7T5

January 24, 2023

Amy Watt
Board of Directors
Fundraising Co-ordinator
Orillia Channel Cats

Sent via email to: channelcatfundraising@gmail.com

Dear Amy Watt:

Re: 2023 Tag Days

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that the Orillia Channel Cats are authorized to hold Tag Days on Friday, October 27, 2023, and Saturday, October 28, 2023.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Executive Assistant to Mayor and Council

:rb

Attach.: Tag Days Policy 1.10.3.1.

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Orillia, ON L3V 7T5

January 24, 2023

Cathy Graham
Program Manager
Orillia and District Literacy Council Inc.

Sent via email to: cathyg@odlc.ca

Dear Cathy Graham:

Re: 2023 Tag Days

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that the Orillia and District Literacy Council Inc. are authorized to hold Tag Days on Friday, May 5, 2023, and Saturday, May 6, 2023.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Executive Assistant to Mayor and Council

:rb

Attach.: Tag Days Policy 1.10.3.1.

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The third Friday and Saturday in June.

CITY OF ORILLIA POLICY MANUAL

| | | | |
|-------------|----|--------------------------------|------------------|
| Part | 1 | General Government | 1.10.3.1. |
| Section | 10 | Regulatory | |
| Sub-Section | 3 | Tag Days, Flags, Proclamations | |
| Policy | 1 | Tag Days | |

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The month of December for the Salvation Army Christmas Kettles.

THAT...the **Navy League of Canada, NLCC 199 Orillia** be authorized to tag more than one tag day weekend to a maximum of two, in any calendar year.

(R. 2009-252 09.10.05)
 (R. 2009-331 09.11.30)
 (R. 2010-93 10.03.29)
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 (R. 2016-73 16.04.25)
 (R. 2018-159 18.08.16)
 (R. 2019-94 19.05.06)
 (R. 2021-97 21.07.19)



Office of the Mayor

T: 705-325-2447
F: 705-325-5178
✉ mayor@orillia.ca
🌐 orillia.ca
📍 50 Andrew St. S., Suite 300,
Orillia, ON L3V 7T5

January 24, 2023

Tracy King
Orillia Minor Lacrosse

Sent via email to: tappsdance@gmail.com

Dear Ms. King:

Re: 2023 Tag Days

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that the Orillia Minor Lacrosse are authorized to hold Tag Days on Friday, May 26, 2023, and Saturday, May 27, 2023.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Assistant to Mayor and Council

:rb

Attach.: Tag Days Policy 1.10.3.1.

Copy to: Downtown Orillia Management Board
Orillia Detachment - O.P.P.



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🌐 orillia.ca
📍 50 Andrew St. S., Suite 300,
Orillia, ON L3V 7T5

January 24, 2023

Tracy King
Tapps Performing Arts

Sent via email to: tappsdance@gmail.com

Dear Ms. King:

Re: 2023 Tag Days

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that the Tapps Performing Arts are authorized to hold Tag Days on Friday, October 13, 2023, and Saturday, October 14, 2023.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Assistant to Mayor and Council

:rb

Attach.: Tag Days Policy 1.10.3.1.

Copy to: Downtown Orillia Management Board
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DOMB Committee

January 15, 2023

Dear Esteemed Members of the DOMB,

I am writing this letter on behalf of Roots North Music Festival organizing committee. We are in the process of planning the 9th Annual Roots North Music Festival and are putting together our sponsorship opportunities. 2023 sees us planning a four day event April 20-23, 2023 in Downtown Orillia and Area. Our main stage is once again the St. Paul's Centre and we will be utilizing approximately 18+ businesses Saturday in the Downtown Core and Area as free auxiliary venues for shows and events. Our festival showcases some of Canada's brightest stars, emerging musicians, and many of our immensely talented local acts. We will be providing opportunities for audience engagement and participation and will be actively promoting Orillia throughout the weekend. Our festival audience reaches throughout the Province with over 50% of our paid tickets sold out of town. Our festival is consistently selling out and we have been showcased as one of the top 10 festivals in Ontario via BlogTO and featured on CBC Radio. Our festival ads are run in Exclaim! Magazine which has a "national monthly reach with 100,000+ CCAB audited circulation", we are once again looking to set-up a two month billboard ad run on Highway 11 that prominently reads Downtown Orillia, local ad runs in North Simcoe Life (hard copy) and orilliamatters (digital ad), along with our own social media outreach which historically sees in excess of 11,000+ impressions beginning in February and leading up to April's festival date.

Our event is firmly rooted during the shoulder season so that we are not infringing on already existing programming opportunities and to ensure the success of our event. We are continuing to look at ways to provide the most value to our customer and community sponsors.





Finally, all sponsorships (both monetary and in-kind) are recognized on all of our promotional material, consistently throughout the festival weekend by our concert MC's, visually on our concert backdrop, and via all of our social media platforms.

If you have any questions or concerns please connect with us to discuss.

Our Festival Organizing Committee is committed strategically and financially to the success of this program and wants to provide a platform to showcase Orillia.

Thank you for your time and I look forward to connecting,

A handwritten signature in black ink, appearing to read 'Kevin Jon Gangloff'.

Kevin Jon Gangloff
Roots North Music Festival
(705) 795-5384
kevingangloff77@gmail.com
www.rootsnorthmusic.ca





Business Sponsorship Level

Platinum Sponsor

\$1500

- Your business logo featured on festival poster / website
- 6 festival passes
- Acknowledgment across all of our social media platforms
- Your business banner displayed at festival (provided by you)
- Special on- stage recognition of your business as Platinum Sponsor

Gold Sponsor

\$900

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Silver Sponsor

\$475

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Bronze Sponsor

\$275

- Your business logo (small) on festival poster / website
- 2 festival passes
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Individual Sponsorship

Friend of the Festival

\$120

- 1 festival pass
- Your name recognized on festival program



DMB Staff and Committee Report
January 17, 2023

Reports

1. DMB Manager, Dina Hawker - Financial Report

Recommendation

"THAT the Financial Report dated February 15, 2023, for the period of January 17, 2023, to February 15, 2023, be received;

AND THAT staff be authorized to proceed with payments in the amount of \$5,753.75 from the 2023 DMB Budget.

| Invoice From | Amount | Minus HST Discour | Purchase Description | Date | Account | Invoice # | P/O Number |
|--------------------------------|--------------------|--------------------|------------------------------------|------------|---------------------|------------|------------|
| OBIAA | \$ 1,262.70 | \$ 1,137.10 | Ontario BIA Association Membership | 2023-01-12 | GEN OFFICE SUPPLIES | 21-034 | M/C |
| Costco Gas | \$ 80.01 | \$ 72.05 | Truck Gas | 2023-01-13 | GEN MTCE SERV VEHCL | | M/C |
| Creative Nomad Studios | \$ 1,158.25 | \$ 1,043.04 | Office Lease and Shed Rent | 2023-02-01 | GEN LEASES PROP | 998 | 80145 |
| Imperial Coffee & Services INC | \$ 654.95 | \$ 589.80 | Clear Garbage Bags | 2023-01-10 | GEN OFFICE SUPPLIES | 103511 | 84885 |
| Best Buy | \$ 598.84 | \$ 539.27 | DSLR Camera | 2023-01-23 | GEN ADV PROMOTIONS | 245336060 | M/C |
| Pure Country 106 | \$ 272.84 | \$ 245.70 | Ads | 2022-11-29 | XMAS MISC EXP | 1801950-1 | 84887 |
| BOUNCE Radio 104.1 | \$ 272.84 | \$ 245.70 | Ads | 2022-11-29 | XMAS MISC EXP | 1802040-1 | 84886 |
| Pure Country 106 | \$ 34.10 | \$ 30.71 | 2022Christmas Radio Ads | 2023-01-29 | XMAS MISC EXP | 1801950-3 | 84888 |
| BOUNCE Radio 104.1 | \$ 34.10 | \$ 30.71 | 2022Christmas Radio Ads | 2023-01-29 | XMAS MISC EXP | 1802040-3 | 84889 |
| Costco Gas | \$ 80.01 | \$ 72.05 | Truck Gas | 2023-01-27 | GEN MTCE SERV VEHCL | | M/C |
| Home Hardware | \$ 19.74 | \$ 17.78 | Windshield washer fluid, batteries | 2023-02-07 | GEN MTCE SERV VEHCL | 625242 | 84890 |
| Microsoft Exchange | \$ 36.16 | \$ 32.56 | Microsoft subscription | 2023-02-02 | GEN LICENCE AND REG | E0400LVU68 | M/C |
| Microsoft Exchange | \$ 28.82 | \$ 25.95 | Microsoft subscription | 2023-02-02 | GEN LICENCE AND REG | E0400LWOCU | M/C |
| Wells Fargo | \$ 1,220.39 | \$ 1,099.00 | Printer Lease (retropay 6mos) | 2023-02-08 | GEN LEASES EQUIP | | 84891 |
| | | \$ - | | | | | |
| | | \$ - | | | | | |
| | | \$ - | | | | | |
| | | \$ - | | | | | |
| TOTAL | \$ 5,753.75 | \$ 5,181.43 | | | | | |

2. DMB Manager – re Staff Responsibilities

Recommendation

“THAT the 2023 Presentation of staff responsibilities be received.”

3. DMB Event & Marketing Coordinator – re 2022 Marketing Plan.

Recommendation

“THAT the 2023 Downtown Orillia Event and Marketing Plan and proposed schedule be received;

AND THAT staff be directed to proceed with the 2023 Event and Marketing plan.”



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Roots North Music Festival
c/o Downtown Management Board
33 Mississaga St. E, Orillia, ON

DOWNTOWN ORILLIA'S

EVENT PROPOSAL

CANDLELIGHT PARADE



Candlelight Parade Overview

| | |
|-----------------------------|--|
| EVENT NAME | Children's Candlelight Parade |
| DATE AND TIME | November 17, 2023 at 7:00pm |
| VENUE | Mississaga St (at Front St intersection) - Parade route leads up the street to the Orillia Opera House grounds |
| NUMBER OF ATTENDEES | 700-900 |
| APPROXIMATE AMOUNT REQUIRED | \$1078.00 |

Candlelight Parade Description

Brief Description

Bring the Christmas spirit to life as we light up the downtown!

Join the countdown to light the Opera House tree, enjoy free hot chocolate, treats, and Christmas Carols, plus meet SANTA!

The Candlelight Parade will begin at the Front St Intersection, promptly at 7pm, so please get there early to pick up your candles before the parade starts.



Proposed Program

| Start Time | End Time | Activity |
|------------|----------|-----------------------|
| 6:20pm | 6:30pm | Close road to traffic |
| 6:30pm | 7:00pm | Hand out candles |
| | | |

| | | |
|--------|--------|--|
| 7:00pm | 7:15pm | Parade follows fire truck up Mississaga St towards the Opera House |
| 7:15pm | 7:20pm | Greeting from Mayor |
| 7:20pm | 7:20pm | Countdown to tree lighting |
| 7:20pm | 8:30pm | Direct foot traffic to Christmas Market in the Library Courtyard |
| 8:30pm | 8:40pm | Re-open roads to traffic |

Budget Breakdown

| EVENT ITEM | COST |
|--------------------------------------|------------------------------|
| Music Entertainment & Hot Chocolate | Free Salvation Army Donation |
| Replacement Battery Operated Candles | \$300.00 |
| Santa | \$678.00 |
| Social Media Advertising | \$100.00 |
| TOTAL | \$1078.00 |

DOWNTOWN ORILLIA'S

EVENT PROPOSAL



Car Show Event Overview

| | |
|-----------------------------|--|
| EVENT NAME | 23rd Annual Classic Car Show |
| DATE AND TIME | August 19th, 2023 |
| VENUE | Downtown Orillia (Mississauga St & Peter St) |
| NUMBER OF ATTENDEES | 25,000 - 30,000 |
| APPROXIMATE AMOUNT REQUIRED | \$20,000 |

Car Show Description

Brief Description

A jaw-dropping collection of 350 classic cars line the Downtown streets! Enjoy live entertainment, great dining, shopping and the largest car show in the region! Mississauga St from Albert St to Front St, and Peter St from Colborne St to the Canada Post Office will be lined with classic cars, restaurant patios, food vendors, and live music throughout the day.

Proposed Program

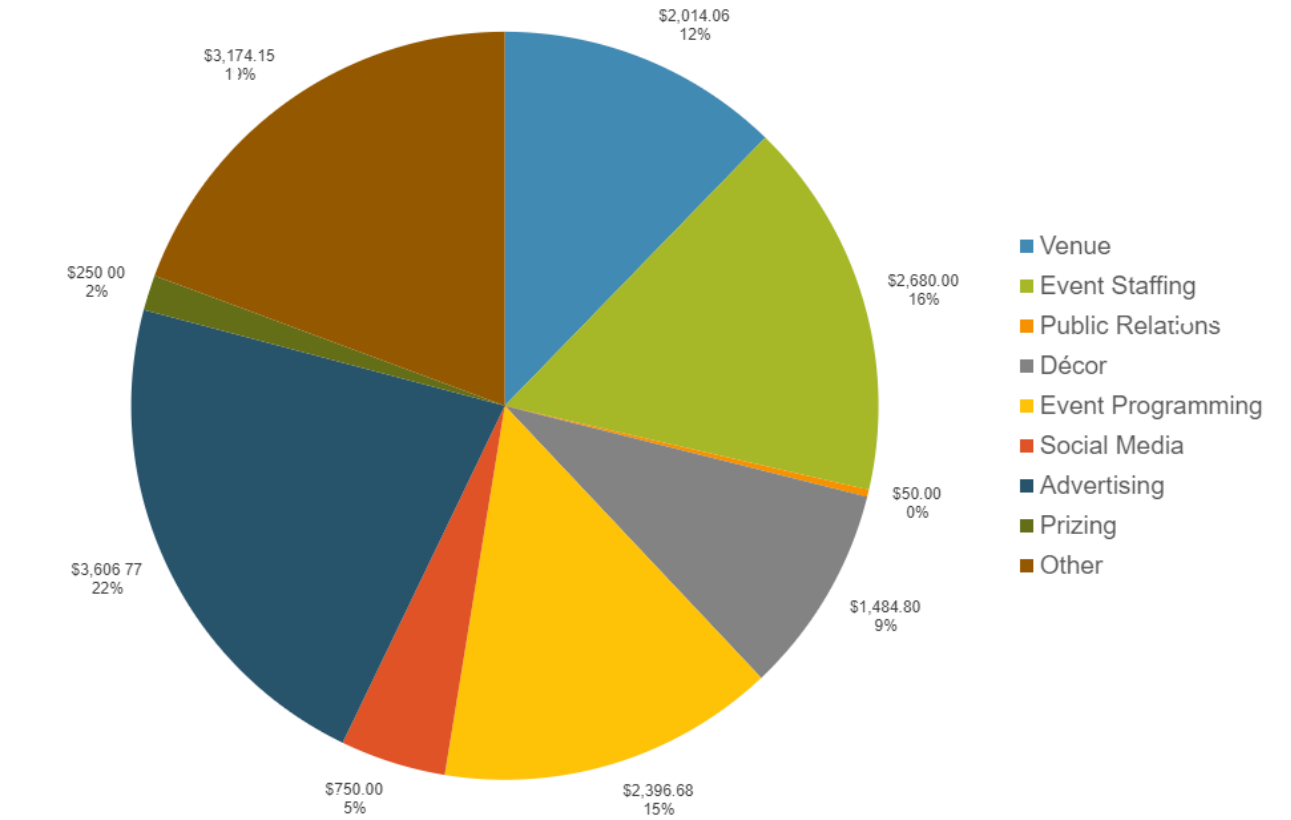
| Start Time | End Time | Activity |
|------------|----------|--------------------------------------|
| 4:00am | 7:00am | Set up venue, close roads to traffic |
| 7:00am | 9:00am | Car Show Registrants arrival |
| 9:00am | 5:00pm | Car Show |
| 5:00pm | 6:30pm | Tear down |
| 6:30pm | 7:00pm | Reopen the streets to traffic |

Budget Breakdown

| CATEGORY | PROJECTED SUBTOTAL |
|---|--------------------|
| Venue | \$2,014.06 |
| Street Closure | \$- |
| Float Money | \$400.00 |
| Stage Rental | \$361.60 |
| Speaker and Mic | \$100.00 |
| Portable Washroom Rentals (Jenco or Winter) | \$1,101.75 |
| Home Depot | \$50.71 |
| Event Staffing | \$2,680.00 |
| Registration Help Donation | \$2,000.00 |
| Judges | \$680.00 |
| BIA Staff | \$- |
| Public Relations | \$50.00 |
| Announcements | \$- |
| Graphics - Logo Redesign | \$50.00 |
| Media Releases | \$- |
| Décor | \$1,484.80 |
| Updated Lamppost Banners x 4 | \$400.00 |
| Sponsor Posters | \$245.78 |
| Updated Barricade Banners x 9 | \$839.02 |
| | |

| | |
|--------------------------------|------------|
| Event Programming | \$2,396.68 |
| Tents x5 | \$492.68 |
| Performer - Rob Watts Band | \$904.00 |
| Performer - Bogeys | \$400.00 |
| Performer - Orillia Big Band | \$400.00 |
| Performer - Dray Tony | \$200.00 |
| Social Media | \$750.00 |
| Instagram | \$250.00 |
| Facebook | \$250.00 |
| TikTok | \$- |
| LinkedIn | \$- |
| Google Ads | \$250.00 |
| Advertising | \$3,606.77 |
| OrilliaMatters | \$565.00 |
| DT Stores Poster Prints | \$25.00 |
| OrilliaToday | \$902.87 |
| Radio | \$1,200.00 |
| OldAutos Publication | \$663.90 |
| Orillia Lake Country & Tourism | \$- |
| Explore Orillia | \$250.00 |
| Prizing | \$250.00 |
| Door Prizes | \$250.00 |

| | |
|----------------------------|--------------------|
| Other | \$3,174.15 |
| Dash Plaques | \$2,469.05 |
| Trophies | \$670.10 |
| Dash Licenses (Card Stock) | \$35.00 |
| TOTAL | \$16,406.46 |



Sponsorships

Sponsorship opportunities are acquired for the Classic Car Show. In past years, approximately \$10,000 has been given in sponsorship.



Great Easter Egg Hunt Event Overview

| | |
|-----------------------------|--|
| EVENT NAME | Great Easter Egg Hunt |
| DATE AND TIME | April 8th, 2023, 9:30am |
| VENUE | Downtown Orillia (Mississauga St & Peter St) |
| NUMBER OF ATTENDEES | 700 |
| APPROXIMATE AMOUNT REQUIRED | \$900 |

Easter Egg Hunt Description

Brief Description

Meet the Easter Bunny and scour downtown in search of colourful eggs, beginning at 9:30 am at the Orillia Opera House. Trade your eggs in for tasty chocolates at the egg exchange located at the historic Orillia Opera House! The Easter Egg Hunt will begin at 9:30 am rain or shine so please be sure to dress weather appropriate and bring a basket to collect eggs in. All ages welcome!

Proposed Program

| Start Time | End Time | Activity |
|------------|----------|--|
| 8:30am | 9:00am | Set up venue, volunteers disperse eggs throughout the downtown |
| 9:00am | 9:30am | Easter Bunny arrives |
| 9:30am | 11:00am | Easter Egg Hunt |
| 11:00am | 11:30am | Tear down |

Budget Breakdown

| ITEM | COST |
|---------------------------|-------|
| Easter Egg Chocolates | \$450 |
| Plastic Egg Replacements | \$75 |
| Easter Bunny Impersonator | \$250 |
| Social Media Advertising | \$100 |
| TOTAL | \$875 |

Partnerships

The Orillia Public Library will be hosting kids crafts for Easter, the Farmers Market will have Easter egg themed hunts for kids indoors. We will create a schedule of all the Easter activities for kids going on in the area during the Easter long weekend.

Downtown Ladies Night

| | |
|-----------------------------|---|
| EVENT NAME | Ladies Night |
| DATE AND TIME | Saturday September 16 th TIME- evening |
| VENUE | No full street closure- some partial for performances |
| NUMBER OF ATTENDEES | Unknown |
| APPROXIMATE AMOUNT REQUIRED | 1k – open to sponsorship |

Ladies Night

Brief Description

- Tickets will be sold for ladies night
- Will tie in service industry, restaurant and retailers
- Entertainment in shops, and some street performers
- Door crasher prizes including downtown dollars
- Some props to be obtained from Darcy Hoover to make the event more animated



Movie Night Event Overview

| | |
|---|--|
| EVENT NAME | Cinema in the Courtyard |
| DATE AND TIME | July & August 2023 |
| VENUE | Orillia Public Library Courtyard |
| NUMBER OF ATTENDEES | 75-100 |
| APPROXIMATE AMOUNT REQUIRED PER MOVIE NIGHT | \$2000.00 (per movie night with no sponsors. \$1200.00 if sponsors are acquired) |

Movie Night Description

Brief Description

Enjoy a movie night under the stars in Downtown Orillia! Cinema in the Courtyard will feature a kids craft put on by the Orillia Public Library, free popcorn, hot dogs, and beverages. Attendees will bring their own chairs, blankets, etc., and set up in rows in front of the inflatable screen.

Proposed Program

| Start Time | End Time | Activity |
|------------|----------|--|
| 2:30pm | 3:00pm | Chalk spray rows for seating & screen area |
| 7:00pm | 7:45pm | Set up craft area, set up screen |
| 08:00pm | 8:30pm | Orillia Public Library Kids Craft |
| 8:30pm | 10:30pm | Movie Duration |
| 10:30pm | 11:00pm | Event tear-down |

Budget Breakdown

| EVENT ITEM | COST |
|---|--------------|
| CRITERION SCREEN RENTAL (includes set up, takedown, movie rights, music before/after movie, bubble machine) | \$1200 + HST |
| CHALK SPRAY | \$20 |
| POPCORN & DRINKS | \$300 |
| DIGITAL ADVERTISING | \$200 |
| TOTAL | \$1720 + HST |

- Hot dogs were provided by Oscar's Variety at no cost to the BIA

Downtown Makers Market

| | |
|-----------------------------|---|
| EVENT NAME | Makers Market |
| DATE AND TIME | July 22, 2023 10 am -3pm |
| VENUE | Closure dependent on sign up for event- the goal is an entire DT road closure. Peter street is TBD- sidewalk bylaws can be waived for that section or in areas of low interest. |
| NUMBER OF ATTENDEES | Unknown |
| APPROXIMATE AMOUNT REQUIRED | 5k and or sponsorship |

Makers Market

Brief Description

Create a large interactive Farmers Market/ Makers Market which showcases our merchants, their vendors, our farmers market and our artisanal skillset downtown.

Schedule multiple interactive tutorials, outdoor classes, interactive demonstrations at cascading times throughout the day.

ie: jewelry making, clock repair, flower arrangements, woodworking, outdoor yoga, interactive music, oyster shucking, wine tasting, street entertainment etc

Allow patios to open

Set up stage in courtyard for event long entertainment.

Budget Breakdown

| EVENT ITEM | COST |
|--|----------|
| Music Entertainment | 2k |
| Street Entertainment | 2-3k |
| Offset cost- external vendors /sponsorship | Unknown |
| Social Media Advertising | \$500.00 |
| TOTAL | \$4500 |

Downtown Pride

| | |
|-----------------------------|--|
| EVENT NAME | Pride |
| DATE AND TIME | Throughout June |
| VENUE | Rolling closure for Parade Closure on Mississaga between Albert and West for Fashion Show |
| NUMBER OF ATTENDEES | Unknown |
| APPROXIMATE AMOUNT REQUIRED | 2-3k – sponsorship opportunity available |

PRIDE

Brief Description

- Committee Created which involves CDC, Arts Orillia, Community Members, Culture and Tourism, Library and Merchant Representation
- Details to come regarding specifics
- Month will include family pride, parade, fashion show of local merchants and inclusive designers, drag trivia, music etc