



Bracebridge Business Improvement Area

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For Immediate Release”
Bracebridge, ON

The Bracebridge Business Improvement Area (“BIA”) will no longer be hosting the Father’s Day Car Show

The Bracebridge Business Improvement Area (“BIA”) will no longer be hosting the Father’s Day Car Show that has been taking place in its downtown since 2008.

The Show which attracted over 150 special interest vehicles and countless numbers of visitors has been cancelled due to the increased costs and the lack of volunteers to execute it. The Bracebridge BIA Board made the tough decision after months of discussion in late 2022. BIA Manager, Tracy Larkman states “During its strategic plan process the BIA board was asked to re-evaluate all of its current festival and events and it was during this process the board made the difficult decision to cancel the car show and try to find an alternative organization that would be interested in taking it over. Staff reached out to several organizations however to date they have not found a group that has the capacity to take it on.” Furthermore, Lindsay Alexander, BIA Chair said, “The decision to cancel the car show was a tough one as it was loved by so many. However, the increased cost associated with hosting events, the high volume of volunteers needed to run them, plus feedback from our membership helped our board make the decision.”

As part of the BIA’s new strategic plan, the Bracebridge Fire and Ice Festival, Canada Day Celebrations, Midnight Madness and Festival of the Lights will be continued. They are also looking at smaller pop-up activities and beautification projects that visitors can enjoy throughout the entire year. If interested in becoming the host of the Father’s Day Car Show, please contact the Bracebridge BIA at visit@downtownbracebridge.com

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About the Bracebridge BIA – The BIA is comprised of all commercial property owners and business owners within a designated area of Bracebridge. The boundaries lines were set by the Town of Bracebridge in 1981 and amended in 2001. Currently, the BIA extends along Manitoba Street, from Ontario Street to just passed Monck Road. It also includes some streets on both sides of Manitoba Street and extends onto a portion of Ecclestone Drive. We are approximately 200 members strong and have a diverse mix of members which include retail, restaurant, hotel, and specialty services. Furthermore, we are recognized as Muskoka’s Downtown.

For more information Contact

Tracy Larkman- BIA Manager

Bracebridge Business Improvement Area – 705-646-5590

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