

DOWNTOWN
BARRIE

Unexpected!

CURB APPEAL DIY

2018 EVENT REPORT

CURB APPEAL DIY

EVENT OVERVIEW

The first evening of the Curb Appeal DIY series took place on Wednesday, November 21st from 7pm to 9pm at Homestead Artisan Bakery + Cafe. This intimate and interactive foodie series invites guests from the outdoor harvest tables to the indoor kitchen tables of Barrie's top chefs and teaches them the craft of one of their signature offerings. Guests are invited to learn, taste and be entertained all while getting to know our incredible downtown chefs and the secrets to making their masterpieces.

PARTICIPATING LOCATIONS & DATES

Homestead Artisan Bakery + Cafe

Nov. 21, 7PM - 9PM

The Farmhouse Restaurant

Was to take place on Nov. 28, but was cancelled due to lack of ticket sales.

Projected for Feb/Mar, 2019.



SUPPORTING DETAILS

HOMESTEAD ARTISAN BAKERY + CAFE: SOURDOUGH BREAD

Guests discovered the detailed ins and outs of baking the best sourdough bread in town with Chef Lise Garden at her brand new Homestead! Live music, delicious samples, a tasty bevvy and the opportunity to soak up some sourdough secrets were enjoyed by an intimate group of 21 guests.



Posts: 5
Impressions: 3274
Engagements: 67



Posts: 5
Reach: 3479
Reactions: 36
Engagements: 343



Posts: 5
Likes: 334
Reach: 5896

STATISTICS

\$4,680

Total Earned Media
(Advertising Value
Equivalency)

12,649

Total Media Reach

21

Inaugural
Event Guests

\$1,135.26

Gross Ticket Sales

Website Traffic - Curb Appeal DIY Event Page & Blog Posts

506

Page Views

176

Unique Page
Views

1:04

Average Time on
Page

235

Eventbrite
Page Views