

DOWNTOWN
BARRIE
Unexpected!



**CURB
APPEAL**

CURB APPEAL

2019 EVENT REPORT



EVENT OVERVIEW

Curb Appeal shines the light on a unique pocket of real estate in Barrie's downtown core each year. Some of the city's best chefs are selected to showcase their world-class talents. Each of the five courses is paired with wine or beer to complement their flavours. Curb Appeal is a highly-anticipated event that is limited to 150 tickets and each year they sell out faster than the year before. This event always gives back to the community and this year, with its location at the historic Barrie Armoury, a bonus cash bar in the Officer's Mess raised funds that were directed toward the benefit of current serving members of the Grey and Simcoe Foresters.

EVENT PURPOSE

Curb Appeal is meant to capture people having a great time in an unusual and unique location within downtown Barrie creating a sense of _curb appeal_ that tells a positive story. Much of the marketing collateral, including the event video, contributes to a post-event marketing campaign used to maintain momentum through the year.



5 COURSES • 5 CHEFS • 1 AMAZING MEAL

THE CHEFS & THEIR COURSES:

FIRST COURSE:

Sarah Jones // Groovy Tuesday's Bistro: Smoked salmon stuffed endive with dill cream cheese mousse, pickled onions and beet puree

SECOND COURSE:

Amanda Rider // Dunlop Street Diner: Yellow fin tuna sashimi roll with wasabi spring pea puree

THIRD COURSE:

Kevin Isherwood // Common Good Cafe & Social House: Braised Korean-style short rib with kimchi slaw

FOURTH COURSE:

Randy Feltis // The Farmhouse: Turkey roulade stuffed with mushroom duxelle, spring pea and mint puree with braised leeks

FIFTH COURSE:

Michelle Huggins // Lazy Tulip Cafe: Flourless chocolate espresso cake with rhubarb compote

WITH:





SUPPORTING DETAILS

- Event Date: Friday, June 14, 2019
- Three Ticket Release Dates (one for Curb Appeal Insiders and two for public)
- Curb Appeal Insiders consist of 529 contacts who have previously attended the event or have signed up for the Curb Appeal Insiders email list
- Live Music provided by Angie Nussey and Family of Things

Sponsors:

The Residences at Five Points (Gold Platter Presenting Sponsor)
Audi Barrie/Volkswagen Barrie (Gold Platter Product Sponsor)
Jennifer Cameron, Your Home Girl (Silver Spoon Sponsor)
MediPharm (Silver Spoon Sponsor)
Catherine Staples Interiors (Bronze Bowl Sponsor)
Solid Ground Mortgages (Bronze Bowl Sponsor)
Coulson & Associates (Bronze Bowl Sponsor)

Sponsored Wine provided by Peller Estates

Sponsored Beer provided by Flying Monkeys Craft Brewery

GUEST EXPERIENCE:

"Take us back Tuesday! Curb Appeal was such a great night! It's always such a treat to get to work with other local chefs and restaurateurs."

Groovy Tuesday's Bistro

What's your favourite thing about Curb Appeal?

"Getting all of your friends together for a wonderful night out, where you get to try the best of Barrie's food, celebrate our wonderful chefs and just great friendships."

Angela Baldwin

STATISTICS



Posts: 9
Engagements: 406
Reach: 6163
AVE: \$3081.50



Posts: 9
Likes: 504
Comments: 17
Reach: 12,786
AVE: \$6393.00



Posts: 9
Engagements: 122
Impressions: 4439
AVE: \$2219.50



Guest Generated Content on Instagram

Posts: 5
Likes: 187
Reach: 3060
AVE: \$1530.00



Website Re-Launch Date: May 29, 2019
Page Views (post event Jun 17-July 17): 1094

eventbrite Page Views: 799

Approx.

2 MIN

Average ticket sell out
time

529

of Curb Appeal Insiders
(increase of 11%)

\$11,694

Social Media
AVE

23,388

Social Media
Total Reach

Curb Appeal Insiders Highlight

53.8%*

Average Curb Appeal
Insiders Open Rate

83.87%

Location Reveal Email
Open Rate

* Industry average: 22.36% (anything over 30% is considered good)
Post-Event Marketing Campaign details to follow