

DOWNTOWN
BARRIE

Unexpected!



NOELLA FESTIVAL

2018 EVENT REPORT



NOËLLA

EVENT OVERVIEW

2018 was a year of firsts for all Downtown Barrie (BIA) events. The Noëlla Festival was no stranger to this. Kicking off on Saturday, November 17th was the Tree Lighting Celebration held for the first time at the brand new Meridian Place. A 35-ft Blue Spruce was wrapped in 25,000 lights which stunned the crowd of thousands when it was lit with the flip of a switch. Incredible fireworks set the stage for a truly memorable 2018 Noëlla Festival in Downtown Barrie.

SUB-EVENTS

- **Tree Lighting Celebration & Chamber Santa Claus Parade**
- **Rotary Festival of Trees**
- **Christmas Tree Lot & Market**
- **Holly Days**
- **Festive Window Display Contest**
- **Heritage Ornament Collection**
- **Free On-Street Parking**
- **New Year's Eve Downtown Countdown**





TREE LIGHTING CELEBRATION & CHAMBER SANTA CLAUS PARADE

1 giant tree. 25,000 lightings. Memories to last a lifetime. The Tree Lighting Celebration was held on Saturday, November 17th in conjunction with the Barrie Chamber of Commerce's Santa Claus Parade.

- Attendance: approx. 10,000
- Sponsors: Meridian Credit Union, Drysdale's Tree Farm, Barrie Ford, Barrie Chrysler, Tim Horton's Rock 95 & Kool FM
- Toy Drive: 2 full bags collected by Rock 95 & Kool FM
- Barrie Food Bank: 245lbs of food and \$800 in cash donations



CHRISTMAS TREE LOT & MARKET

Every Saturday from November 24th to December 15th, Meridian Place was host to the Christmas Tree and Wreath Lot & Artisan Market. All proceeds from the Christmas Tree & Wreath Lot were given to Hospice Simcoe. Additional features included:

- Visits with Santa on the Meridian Place stage and at Memorial Square
- A cozy fire pit with Muskoka Chairs
- Performances from members of the City of Barrie's Emerging Musicians Program
- 7 featured local artisans
- Chosen Charity: Hospice Simcoe
- Donation Amount: To be determined



HOLLY DAYS

Shoppers in Downtown Barrie were invited to enter a ballot into a draw to win the incredible Holly Days prize package valued at \$3000+ of goods and services provided by our amazing Downtown businesses. Businesses were asked to make a cash donation to The David Busby Centre.

- Ballots entered: approx. 7000
- Participating businesses: 50+
- Winner: Amanda Hicks-Whitty
- Winner's Excitement Level: 12/10
- Chosen Charity: The David Busby Centre
- Donation Amount: \$300



FESTIVE WINDOW DISPLAY CONTEST

The incredible businesses in Downtown Barrie transformed their storefront windows to help celebrate the Christmas season. This year's theme was Christmas: Past, Present & Future.

- Number of Participating Businesses: 25
- 1st Place: Everleigh Garden
- 2nd Place: Mantiques
- 3rd Place: Vintage Throne Barber Shop
- 4th Place: Metzger Studio
- 5th Place: The Waterview Space



HERITAGE ORNAMENT COLLECTION

The 17th anniversary of the Heritage Ornament Collection celebrated Prince of Wales Public School in 2018

- Number of Participating Businesses: 9
- Number of Ornaments Sold: approx. 335
- Total Sales: \$5800+



NEW YEAR'S EVE DOWNTOWN COUNTDOWN

Organized by the City of Barrie and supported by the Downtown Barrie Business Association (BIA)'s Noëlla Festival, 2018's Downtown Countdown was met with warmer temperatures and rain. Despite the weather, the event was still considered a great success.

- Attendance: approx. 5000
- Headlining Musical Act: Sam Roberts Band & Fred Penner

SUPPORTING DETAILS



Posts: 38
Impressions: 41,192
Engagements: 990
Likes: 187
Retweets: 60



Posts: 44
Reach: 31,266
Engagements: 2775
Reactions: 607
Comments: 68
Shares: 100



Posts: 30
Reach: 45,844
Likes: 5530
Comments: 117



Videos: 4
Total Views: 110

STATISTICS

\$28,855

Social Media
Advertising Value
Equivalency

118,412

Social Media Total
Reach

\$55,574

News Media
Advertising Value
Equivalency

6,008,022

News Media
Total Reach

\$84,429

Total Earned Media
(Based on AVE of
News and Social)

6,126,434

Total Media Reach

16

Total Number of
News Articles
or Stories

Publications

- **Barrie Today**
- **Metroland**
- **Kool FM**
- **Canada Live News**
- **Simcoe Review**
- **Global News**
- **Orillia Matters**

Press Releases Activity

41%

Tree Lighting Press
Release Open Rate

30%

Noella Festival Press
Release Open Rate

33%

Free Parking Press
Release Open Rate

NoellaFestival.ca

2,135

Page Views

1,029

Unique Page
Views

Downtown Barrie Blogs/Event Pages

2,063

Page Views

1,864

Unique Page
Views