

DOWNTOWN
BARRIE
Unexpected!



HOT COCOA TRAIL

2019 EVENT REPORT

EVENT OVERVIEW

Downtown Barrie was the place to warm up hearts and souls this past February. The Hot Cocoa Trail was back and every weekend in February, the public was invited to enjoy over 20 signature beverages with their friends and family. This year, one of the stops along the Hot Cocoa Trail invited those 19+ to support The Camphill Foundation. Every day throughout February, Flying Monkeys Craft Brewery & Tap Room featured their bottles of Ginger Belle beer for sale with \$2.00 of every purchase going toward The Camphill Foundation. The love continued beyond February for five lucky winners. With each purchase of a signature Hot Cocoa Trail, participants entered a ballot into a draw to win one of five Hot Cocoa Trail vouchers. This past February, the Hot Cocoa Trail warmed their hearts and souls all in the name of supporting local and strengthening our incredible downtown community.



"We were happy to participate in this year's Hot Cocoa Trail! So many of our customers came back each weekend for our Avalanche and we can't wait to do it again next year. Cheers!"

— Barrie Bean Counter

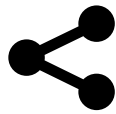
"We were so pleased not only to have the Hot Cocoa Trail support Camphill Foundation Canada this year, but to also participate as a stop along the trail! We love collaborating with our downtown neighbours and are proud to be a part of this great community."

— The Camphill Store



HIGHLIGHT REEL

- \$250 raised from the sale of Ginger Belle beer and donated to the Camphill Foundation Canada
- 350 hot cocoas purchased (↑ 52%)
- 19 participating vendors (↑ 50% from 2018)
- 43k social media reach (more than double 2018)
- 2500+ website visits (more than double 2018)
- 5 excited winners



Page Views - 1,367
Unique Page Views - 1,202



Posts - 15
Engagements - 214
Impressions - 11,826



Posts - 16
Engagement - 884
Reach - 12,725



Posts - 13
Stories - 7
Story Views - 512
Likes - 916
Reach - 18,002

LOCATIONS & FLAVOURS

Locations

- Swirleez Frozen Yogurt
Peppermint Hot Cocoa
- Chillz Dessert Lounge
Spiked Snickers Specialty Hot Cocoa
- Barrie Bean Counter
Avalanche Hot Chocolate
- Renegade Health Bar
Vegan Hot Chocolate & Keto Hot Chocolate
- Chavos Crepes
Salty Marshmallow Hot Chocolate
- Homestead Artisan Bakery // Epic North
Epic Mocha with Homestead Lightning Marshmallow
- Casa Cappuccino
Toffee Crunch White Hot Cocoa
- J'adore Fine Cheese & Chocolate
Superhero Hot Chocolate on a Spoon
- Ripe Juicery
Peppermint Hot Cocoa (dairy free & vegan)
- Bohemia
Pure Cocoa with Maple
- Gallery Cafe @ Maclaren Art Centre
Chocolate Cherry Hot Chocolate
- Lazy Tulip Cafe
Mexican Spicy Mocha
- TLC Cafe & Bistro
Old Fashion TLC
- Nourish Brew & Blend @ Nutrition Plus
Very Vegan Hot Chocolate
- Higher Grounds Coffee House
Tiramisu Hot Chocolate & Caramel Hot Chocolate

Bonus Locations

- Flying Monkeys Craft Brewery & Tap Room
Ginger Belle
- The Camphill Store
Classic Hot Chocolate: smooth, creamy & rich hot chocolate with marshmallows – Spiced Hot Chocolate: rich & creamy with a heart-warming hint of cinnamon and spice – Magic Hot Chocolate: classic hot chocolate and marshmallows jazzed up with a magic topping

Special Stops

- Unity Market
Vegan Mint Hot Chocolate
- Five Points Theatre
The Annie & Lord of the Dance

STATISTICS

Social Media

\$806

AVE

(Advertising Value Equivalency)

43,553

Total Reach

News Media

\$1,054.50

AVE

(Advertising Value Equivalency)

57,000

Total Reach

Publications

Metroland Media & Barrie Today

Total Media Reach

\$1,860.50

Total Earned
Media

100,553

Total Reach

Press Releases

46.53%

Press Conference
Invitation
Open Rate

38.89%

Post Event
Followup
Open Rate