

Downtown Barrie
CANADA DAY & PROMENADE DAYS



est 1974

PROMENADE DAYS

2019 EVENT REPORT

SATURDAY, JUNE 28 TO MONDAY, JULY 1

**Meridian Place & Memorial Square's First Anniversary
Promenade Days Festival // Canada Day // Barrie Airshow**

EVENT OVERVIEW

One of the Downtown Barrie Business Association (BIA)'s four pillars is Event Facilitator. As Event Facilitators, our responsibility is to bring people downtown - to get feet on the street. Promenade Days draws tens of thousands of visitors from all over the region.

As the longest running event and largest Canada Day celebration in the region, Promenade Days promises three and a half days of exciting fun and entertainment in downtown Barrie to locals and tourists alike. Locally owned shops, restaurants and patios work together to create a traffic-free pedestrian-only street market that's fun, exciting, engaging and full of energy. The weekend draws tens of thousands of visitors from all over the region and this year, with the pairing of the Barrie Airshow, downtown Barrie was absolutely bustling.

The three and a half-day event is meant to showcase our beautiful downtown, its incredible businesses and all of the exciting developments with an intent to get people to connect and reconnect with our community.

The 2019 Canada Day weekend was fully loaded in downtown Barrie with a special collaboration we won't see again for two years! Kicking it all off was the Meridian Place & Memorial Square First Anniversary which headlined the City of Barrie Mayor Jeff Lehman's band Sonic Coalition. Then we saw an impressive Twilight Airshow that evening. Promenade Days began the next day which included a full daytime Airshow. Promenade Days continued on Sunday with The Martels reunion show and the weekend ended off on Canada Day at Meridian Place with a performance from CCMA winner Aaron Goodvin and a spectacular fireworks show.



NEW IN 2019

- Barrie Airshow (in partnership with the City of Barrie)
- Meridian Place & Memorial Square First Anniversary
- The Martels Reunion Concert

WEEKEND OVERVIEW

FRIDAY, JUNE 28

- Meridian Place & Memorial Square First Anniversary
- Sonic Coalition performance
- Twilight Airshow

SATURDAY, JUNE 29

- Promenade Days
- Daytime Airshow
- *Top Gun* Screening at Meridian Place with Snowbirds pilots & aerobatic pilot

SUNDAY, JUNE 30

- Promenade Days
- The Martels Reunion Concert

MONDAY, JULY 1

- Promenade Days
- City of Barrie Canada Day Celebrations
- Aaron Goodvin Concert
- Fireworks



SUPPORTING DETAILS

- Weekend Weather Average: 26 degrees and mostly sunny ☀️
- Total # of vendors: **88**
- # of vendors that were Downtown Barrie (BIA) members: **47**
- Sponsors: Tim Hortons as the Summer Ice! presenting sponsor

EVENT HIGHLIGHTS:

- *Top Gun* screening at Meridian Place with the Snowbirds Pilots and Aerobatic Pilot Mike Tryggvason (approx. 750 in attendance)
- The Martels reunion show at Meridian Place (approx. 1000 in attendance)
- Aaron Goodvin Canada Day performance at Meridian Place (approx 1000 in attendance)
- Fireworks
- Summer Ice! skating rink
- Barrie Wrestling's Canada Day Clash where the heavyweight champions fought their way throughout the downtown
- Artisan Alley

PARTICIPANT EXPERIENCE:

*"The 2019 Promenade Days weekend was one of my best weekends. I put extra effort into creating a strong and exciting presence, and combined with the Airshow and the awesome weather, it all resulted in serious sales and tons of fun!" - **Jim Trimble, Mantiques***

*"Thank you #BarrieAirshow for an amazing weekend, we had such a great time!" - **CF-18 Demo Team***

*"2019 was the first time The Artisan Boutique participated in Promenade Days and we had a blast! We're new to the downtown, so this was a great way for us to build store awareness. Looking forward to next year!" - **Laura Davis, The Artisan Boutique***





STATISTICS

MEDIA HIGHLIGHTS:

~\$528,183.88

Total Media AVE

~41,074,615

Total Media Reach



Posts: 20
Reach: 28,533
Engagements: 3240
AVE: \$14,266.50*



Posts: 14
Reach: 15,512
Engagements: 357
AVE: \$7756.00*



Posts: 17
Likes: 1626
Reach: 29,826
Stories: 29
Story Views (Reach): 17,909
AVE: \$23,867.50*

91,780

Social Media Total Reach

\$45,890.00*

Social Media AVE

~166,126

Social Media Total Reach
(externally generated)

~\$83,063.00

Social Media AVE
(externally generated)

*AVE calculation based on value of \$0.50 per hit as per local market valuation. This formula reflects our less-saturated local market and the organic viewership of our audience.

**Externally generated AVE calculation corrected with a 2.5% standard error and a value of \$0.50 per hit as per industry standard and reflective of our less-saturated local market.

INSTAGRAM HIGHLIGHTS:


aaronjgoodvin



Only you can see this

July 02, 9:28 AM

Mentioned you in their story

Mentioned you in their story

July 02, 11:10 AM

Thanks for the great show, Aaron! We were already big fans, but you blew us away last night ❤️

Awwww! It was an amazing crowd!

Our favourite part was the kids on the stage dancing to Lonely Drum

They were all so ready!!!!


miketryg





 Liked by [hinderob](#) and others

miketryg A huge thank you to [@_arinrd_](#) [@krislois](#) and the teams [@creativebarrie](#) and [@tourismbarrie](#) for the opportunity to fly over Kempenfelt Bay this long weekend! You guys rock! Thank you to everyone who came out to enjoy the show!

[@propellorcoffeeco](#) [@hookerharness](#) [@macizzle.aero](#) [@grinortho](#) [#canadian](#) [#airshow](#) [#pilot](#) [#canadaday](#) [#aviation](#) [#flying](#) [#aerobatics](#) [#giles202](#) [#summer](#) [#festival](#) [#ontario](#) [#barrie](#) [@cfsnowbirds](#) [@cf18demoteam](#) [@thedamyak50](#)


cfsnowbirds
 Meridian place Barrie





 Liked by [_arinrd_](#) and others

cfsnowbirds Enjoying #TopGun under the stars at the Barrie Waterfront. #snowbirds#barrie #popcorn #movienight #saturday


cf18demoteam





 Liked by [_arinrd_](#) and others

cf18demoteam Thank you #Barrieairshow for an amazing weekend, we had such a great time! Here's a view of your beautiful city from the cockpit while Humza was doing his Cuban 8 🤔👏 #tothestars #WeAreNATO #kilroywashere #cf18demo #rcaf #airpower #hornet #cf18 #military #militaryjet #fighterjet #fighterpilot #pilot #pilotlife #avgeek #instaaviation #airshow



NEWS MEDIA STATS:

1

of PRs Issued

52%

Press Release Open Rate

PUBLICATIONS:**35**



Radio Station Coverage:



40,154,690

News Media Reach

\$371,430.88^{}**

AVE of News Media

2

of Live Interviews
(CTV Barrie)

~286,419

Radio Reach

~160,000

Live Interview Reach

*Industry average: 22.36% (anything over 30% is considered good)

**News Media AVE calculation corrected with a 2.5% standard error and a value of \$0.37 per hit as per industry standard. This formula reflects a more-saturated regional market and the inorganic viewership of the audience audience.



GEOFENCING STATS:

Digital ads were created and distributed through Star Metroland Media with three targeted areas:

- Downtown Barrie / Waterfront from approx. Johnson's Beach to Minet's Point
- Highway 400 between Bradford and north Barrie
- Burl's Creek Event Grounds

These ads were designed to advertise Promenade Days, The Martels and the Barrie Airshow with a final ad mentioning the Craft Beer & BBQ Festival taking place the following weekend. Star Metroland Media reported a total reach of 55,600 over the four-day period with an average click-through rate of 0.12% (less than the industry standard of 0.35% on the display network).

~\$27,800.00

Geofencing AVE

55,600

Geofencing reach

WEBSITE STATS (June 17th - July 7th)

11,435

Total Users

11,299

New users

16,353

Sessions

2.09

Pages / Session

34,106

Pageview

01:35

Avg. Sessions Duration

EVENT HISTORY

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