



# CRAFT BEER & BBQ FEST

## EVENT REPORT 2019

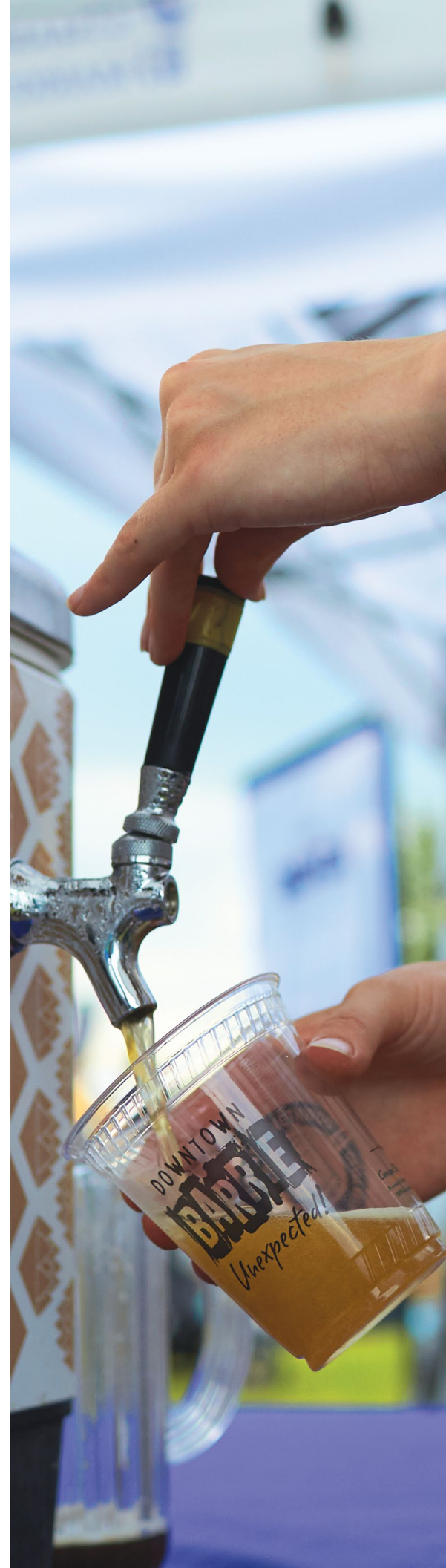


## EVENT OVERVIEW

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. The Craft Beer & BBQ Festival draws tens of thousands of visitors from all over the region.

Each year, we scour the Bruce, Grey, Simcoe, Muskoka corridor to bring the best of the best in craft breweries (including a few from our own backyard) to downtown Barrie. The BBQ'd goodness is pretty decent too!

Taking place over what are usually three beautiful days of sunshine, suds and smoky BBQ, the Craft Beer & BBQ Festival was part of a one-two punch in downtown Barrie's 2019 festival season. Having taken place the weekend following the Promenade Days Festival (which included the Barrie Airshow and Canada Day celebrations), this year's event saw an incredibly enthusiastic attendance in the tens of thousands. One of the highlights included a headlining performance on Saturday night at Meridian Place with the Juno Award winning rockers Lighthouse!



## NEW IN 2019

- Kempenfelt Barrie Rotary's Local Lager
- Downtown Tasting Trail in partnership with Barrielicious

## FEATURED BREWERS

- Flying Monkeys Craft Brewery (Downtown Barrie)
- Heritage Estate Winery & Cidery (Barrie)
- Kempenfelt Barrie Rotary (Barrie)
- Redline Brewhouse (Barrie)
- Muskoka Brewery (Muskoka)
- Haliburton Highlands Brewing (Haliburton)
- Side Launch Brewing Company (Collingwood)
- Wasaga Beach Brewing Company (Wasaga Beach)
- Ernest Cider (Newmarket)
- Market Brewing Co. (Newmarket)
- Bench Brewing (Beamsville)
- Amsterdam Brewery (Toronto)



## FEATURED FOOD SUPPLIERS

### BBQ'D GOODNESS

Uncle Sam's  
Camp 31  
Crabby's BBQ  
Hawgs Gone Wild  
Silver Bullet BBQ

### SIDES

Ontario Corn Roasters  
Billy Bob's Bloomin' Onion  
Big Texas Food Truck

### SWEETS

Auntie Jo's Kettle Corn  
Brooks Bros. Mini Donuts  
Festival Foods Funnel Cakes & Mars Bars  
Mr. Cool Ice Cream

### DRINKS

Alabama Fresh Lemonade  
Pappy's Soda  
Coca-Cola Products

## ADDITIONAL DOWNTOWN PARTICIPANTS





## SUPPORTING DETAILS

- **Weekend Weather Average:** High of 30 degrees and mostly sunny ☀️
- **Weekend Attendance:** 25,667
- **# of Wristbands Sold:** 5400
- **# of Beer Tickets Sold:** 32,187
- **# of Beer Tickets Redeemed:** 31,266
- **Average # of beers per person:** 5.79 🍺

## EVENT HIGHLIGHTS

- Lighthouse concert at Meridian Place
- Best Of competition
  - Best Sauce:
    - 1st Place: Crabby's BBQ
    - 2nd Place: Camp 31
    - 3rd Place : Hawgs Gone Wild
  - Best Pulled Pork:
    - 1st Place: Camp 31
    - 2nd Place: Hawgs Gone Wild
    - 3rd Place: Uncle Sam's
  - Best Ribs:
    - 1st Place: Crabby's BBQ
    - 2nd Place: Hawgs Gone Wild
    - 3rd Place: Uncle Sam's

## GUEST EXPERIENCE:

*"Market Brewing Co. always looks forward to the Craft Beer & BBQ Festival each year. It seems like the weather is always hot and sunny which brings out the thirsty craft beer lovers! It's also always great to work with the friendly and helpful event organizers!"*

- Piers Simpkin, Marketing/Outside Events Manager

*"We love Downtown Barrie's Craft Beer & BBQ Fest! It's such a strong community event that we're always happy to be part of. The craft beer crowd that it draws is full of awesome people and the event organizers are no different! Thanks for always having us and we look forward to next year."*

- Darci Williams, Owner & Marketing Manager, Redline Brewhouse

## OVERHEARD AT THIS YEAR'S CRAFT BEER & BBQ FEST:

*"I'm here right now! Lots of gluten free and soy options available!"*

+

*"Who needs Kevin when you have all this?!"*

+

*"I wish this was a summer-long festival!"*



## STATISTICS

### MEDIA HIGHLIGHTS

**~\$21,829.50**

Total Media AVE

**~631,606**

Total Media Reach



Posts: 7  
Reach: 6990  
Engagements: 147  
AVE: \$3495.00\*



Posts: 7  
Reach: 7253  
Engagements: 145  
AVE: \$3626.50\*



Posts: 6  
Likes: 358  
Reach: 11,457  
Stories: 5  
Story Views (Reach): 2331  
AVE: \$6894.00\*

**28,031**

Social Media Total Reach

**\$14,015.50\***

Social Media AVE

\*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.



## NEWS MEDIA STATS

**1**

# of PRs Issued

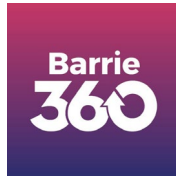
**43.85%\***

Press Release Open Rate

**PUBLICATIONS: 6**



**BARRIE TODAY**.com



Radio Station Coverage:

**ROCK 95**

**107.5  
KOOlFM**

**469,068**

Approx. News Media Reach

**\$4,339.00\*\***

Approx. AVE of News Media

**1**

# of Live Interviews (CTV Barrie)

**80,000**

Approx. Live Interview Reach

**127,557**

Approx. Radio 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.



## GEOFENCING STATS

Eight digital ads were created and distributed through Star Metroland Media with a targeted area specific for the Craft Beer & BBQ Festival ad:

- Downtown Barrie / Waterfront from approx. Johnson's Beach to Minet's Point

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).

**\$3475.00**

Geofencing AVE

**6950**

Geofencing reach

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## WEBSITE STATS (June 10th - July 10th)

**8,317**

Users

**8,139**

New users

**11,525**

Sessions

**1.13**

Pages / Session

**13,026**

Pageview

**00:44**

Avg. Sessions Duration



## EVENT HISTORY

The Downtown Barrie Craft Beer & BBQ Festival has been described as Downtown Barrie's backyard BBQ. Set in a beautiful natural park with close proximity to Kempenfelt Bay and all within the core of Downtown Barrie, the festival attracts families and friends from all over the region. With a well established audience of 25,000 and even considering it is over 15 years old, the festival still has the potential for new growth. The 3-day festival represents Barrie's local breweries and cideries, including Downtown Barrie's Flying Monkeys Craft Brewery, as well as a great selection of regional breweries; the perfect event to kick off the summer's BBQ season!

