

bia

DOWNTOWN BARRIE BUSINESS
ASSOCIATION (BIA)
2019 ANNUAL REPORT

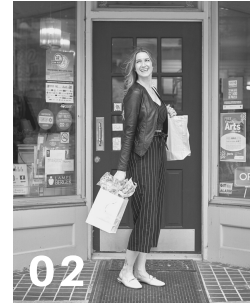


DOWNTOWN
BARRIE
Unexpected!

2019 ANNUAL REPORT

table of con - tents

- 01 Hot Cocoa Trail
- 02 May Days
- 03 Curb Appeal
- 04 Lawn Chair Luminata
- 05 Promenade Days
- 06 Craft Beer & BBQ Festival
- 07 October Tasting Trail
- 08 Noella Festival



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

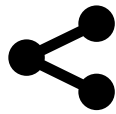
"We were so pleased not only to have the Hot Cocoa Trail support Camphill Foundation Canada this year, but to also participate as a stop along the trail! We love collaborating with our downtown neighbours and are proud to be a part of this great community."

— 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



MAY DAYS

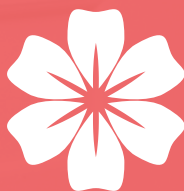
2019 EVENT REPORT

DOWNTOWN
BARRIE
Unexpected!

EVENT OVERVIEW

May Days is all about inviting the community to wake up from its winter hibernation and head downtown to support local businesses. As a Community Connected event, May Days also supports a local charity or organization. This year, through all of our participating businesses as well as their customers, May Days raised \$500 for the Alzheimer Society of Simcoe County. An added bonus for customers was entering their names into a draw for a chance to win a prize package that was valued at \$2500+ and consisted of goodies donated by Downtown Barrie's incredible businesses.

MAY DAYS
EVERY DAY IN MAY



SUPPORTING DETAILS

- 6 outreach emails to members
- 4 days hand-delivering notices to members
- Social Media & News Campaigns that led to a reach of 173,334
- 2131 Ballots/Direct Purchases
- Participating Vendors: 57
- Prize Package Value: \$2500+
- 1 excited prize package winner
- \$10.00 from each participating business was put toward the Alzheimer Society of Simcoe County
- \$500.00 in donations

Alzheimer Society
SIMCOE COUNTY



57 PARTICIPANTS

Bacio Trattoria
Little Bitty (fka Barrie Bean Counter)
Bohemia
Cakes by Design
Flying Monkeys Craft Brewery
Homestead Artisan Bakery
Lazy Tulip Cafe
Nutrition Plus
Pizzeria Italia
Ripe Juicery
The Works
Brennen Demelo Studio
HeadQuarters Hair Salon
Sacred Soul Yoga & Wellness Studio
Social 705
Vintage Throne Barber Lounge
Angie's Outdoor
Bravo Fine Lingerie
Everleigh Garden
Inhabit Interiors & Design
John McNabb Clothier
MacLaren Art Centre
Metzger Studio
Our House
Stuff Shoppe
Camphill Store
Zuzu Fashion Boutique

BONUS:

Green by Hand - Katie Green
Trek Bicycle Store

Olive Oil Co.
Boon Burger
British Arms
Casa Cappuccino
Higher Grounds Coffee House
J'adore Fine Cheese & Chocolate
McReilly's Pub
Pita Pit
Queens Hometown Bar & Grill
TLC Bistro & Cafe
Bliss Ann Green Yoga
Dentistry By the Bay
Orangetheory Fitness
Samson's Salon
Unique Ink
Wild Ink
Bill LeBoeuf Jewellers
Dr. Teez Custom Printing
Gary Owen Custom Framing
Janet Kemp Ladies Fashion
Loved Again Bridal Boutique
Mantiques
Osgoode Co.
Souldiers Skate Shop
Summer House Store
May Court Club

Liaison College
Uptown Theatre

STATISTICS



Posts: 17
Reactions: 199
Engagements: 361
Reach: 11,614
AVE: \$5807.00



Page Views: 553
Unique Page Views: 421
Average Time on Page: 02:17 Min.
Top Source: Google



Posts: 15
Stories: 2
Story Views: 779
Likes: 856
Comments: 38
Reach: 19,024
AVE: \$9512.00



Posts: 15
Engagements: 138
Impressions: 8996
AVE: \$4498.00

2

Press
Conferences

2

Press
Releases

36.97%

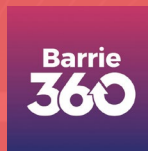
Kick Off Press
Release Open Rate

43.81%

Recap Press Release
Open Rate

9

Published
Articles



\$66,850

News Media
AVE

133,700 *

News Media
Total Reach

173,334

Total Media Reach
(News & Social)

\$86,667

Total Earned Media
(News & Social)

*Estimated based on approx. 20,000 reach for Simcoe.com

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

Lawn Chair Luminata

2019 Event Impact Report

EVENT OVERVIEW

2019 was the twelfth year of Lawn Chair Luminata and this Downtown Barrie (BIA) summer series continues to bring a diverse range of arts and entertainment to Barrie's beautiful downtown. Lawn Chair Luminata is an artistic collaboration of music, art, film and more. Hosted at Meridian Place, in the heart of downtown Barrie, this consistently exciting summer series takes place on Mondays, Wednesdays and Fridays.

Mindful Mondays kicks off the week with yoga and meditation at Meridian Place with BLISS Ann Green Yoga. Wednesday nights host outdoor movies in collaboration with the Barrie Film Festival. The artists brought in for the Friday Night Live Music Series are managed by Inside the Music. Each event is free and well-attended by fitness fans, families, the youthful and those in their golden years.

Lawn Chair Luminata is one of Downtown Barrie (BIA)'s Festival events. While the event has earned devoted fans who are regular returning visitors to the downtown, Lawn Chair Luminata is also intended to encourage new visits to the downtown each of which has the opportunity to bring new business to the downtown. Promoting the downtown area through visitor experience is a key priority and hosting festivals is a way to really show off.

Festivals have the power to make visitors realise that the downtown is a place they want to be and are part of the Downtown Barrie (BIA)'s complete events portfolio which serves different sectors of our membership.

NEW IN 2019...

MINDFUL MONDAYS

The introduction of Mindful Mondays with BLISS Ann Green Yoga was brought under the Lawn Chair Luminata umbrella to stretch the festival further across the week as well as to incorporate another cultural aspect into the event. Each Monday, BLISS hosted free yoga at 12pm and free meditation at 7pm.

TWIN CITY BAND

As a bonus music feature to the Friday Night Live Music Series, the Twin City Band performed at Meridian Place on Friday, July 12th at 7pm. With 37 musicians of St. John Fisher Catholic High School of North Yorkshire, England, the band hails from Harrogate, a large town in North Yorkshire, England. The school was delighted to be visiting Barrie, one of Harrogate's international twin towns and drew a crowd of approximately 500 to the heart of our downtown.

SKYLINERS BIG BAND

A second bonus music feature included the Skyliners Big Band performing on Sunday, July 14th at 1pm. With a 17 piece Swing Band playing authentic swing and jazz of the Big Band Era, this performance also brought approximately 500 jazz lovers to Meridian Place.

PARTNERS

BLISS Ann Green Yoga, Ann Green
Barrie Film Festival, Claudine Benoit
Inside the Music, Chas Hay
Barrie Thunder Classics

FEATURED SPONSORS

Meridian Credit Union for the Wednesday Night Outdoor Movies.

- As part of their Meridian Place & Memorial Square sponsorship, Meridian Credit Union has chosen the Noella Festival and the Wednesday Night Movies as their signature events.

SUPPORTING DETAILS

Mindful Mondays

- 6 Mondays from July 15th to August 26 with two classes per day
- Average attendance: 19
- Date with highest attendance: July 15th (this was also the first day of the event)

Wednesday Night Movies

- 10 Wednesdays from July 3rd to September 4th
- Average attendance: 760
- Movie with highest attendance: TIED! *Gordon Lightfoot: If You Could Read My Mind* and *Star Wars: Episode IV A New Hope* both with approx. 900 in attendance

Friday Night Live Music Series

- 8 Fridays from July 12th to August 30th
- Average attendance: 738
- Artist/Band with highest attendance: Ariana Gillis with approx. 1000 in attendance (this was also the final show of the summer)

Featured Movies (in order of appearance)

- *The Kid Who Would be King*
- *Mary Poppins Returns*
- *Gordon Lightfoot: If You Could Read My Mind*
- Christmas in July featuring *Home Alone*
- *Star Wars: Episode IV A New Hope*
- *Finding Nemo*
- *Bumblebee*
- *How To Train Your Dragon 3 - The Hidden World*
- *Spider-Man: Into the Spider-Verse*
- *2019 World Tour Paddling Film Festival*

Featured Artists (in order of appearance)

- BONUS Feature: Twin City Band
- BONUS Feature: Skyliners Big Band

- Samantha Martin & Delta Sugar
- Coldjack
- Devin Cuddy Band
- Skye Wallace
- Johnson Crook
- Ariana Gillis

PARTNER / BUSINESS EXPERIENCE

"Meditation today at noon! It was such a beauty full success."

- @blissannngreenyoga

"On behalf of our entire team here at BLISS I want to express our gratitude for a wonderful summer of collaboration on Mindful Mondays at Meridian Place. Our studio is honoured to have been included in the planning and execution of this program and we look forward to continuing to collaborate in the future."

- Guistina Kean, Studio Director, BLISS Ann Green Yoga

"The Barrie Film Festival truly values its long-standing relationship with the Downtown Barrie Business Association for the Lawn Chair Luminata series. We are grateful for the support and opportunity to be able to bring the community free outdoor movie nights in the open air at Meridian Place. Seeing all the smiling faces every Wednesday night downtown throughout the summer is incredibly rewarding."

- Claudine Benoit, Barrie Film Festival

"Working with the BIA last summer on the Friday Night Live Music Series was a wonderful experience for our company. The top-notch music artists, from all over Canada, that we booked to play on the Meridian Stage were all impressed with the beautiful setting on the bay and the acoustics of the amphitheatre.. As word got out about this series, Meridian Place became the place to be in Barrie on a beautiful Friday night, proving that live music is alive and well in our community."

- Chas Hay, Inside the Music

"I love the Lawn Chair Luminata events, but especially the movie nights!!! Wednesdays tripled our sales and became more like Saturdays. Would love to see them return!"

- Teresa Woolard, Owner of Swirleez Frozen Yogurt & Chillz Dessert Lounge

OVERHEARD DURING THIS YEAR'S LAWN CHAIR LUMINATA

"One of the best things about #Barrie in the summertime (besides our beaches, obvi) is the #LawnChairLuminata held at Meridian Place throughout the summer! Who doesn't love free movies & fresh air?"

- @royalpagefirstcontact

"This is the group that performed at Meridian Place last night. Incredible sound!"

- Tracey Baker about Samantha Martin & Delta Sugar

"Skye Wallace rocked the Downtown Countdown on New Year's Eve! Can't wait to see her in Barrie again tonight 🎸🎵👏"

- Creative Barrie

"Wait... this is FREE?!"

- Movie Fanatic

"Let's get here early next week!"

- Crowd Member

"Downtown Barrie is awesome!"

- Live Music Lover

STATISTICS

Total Media Highlights:

Total Media Reach: 545,354

Total Media AVE: \$43,359.34

Social Media Stats:

Highlights:

Total Social Media Reach: 78,074

*Total Social Media AVE: \$39,037.00

(*Social Media AVE - Advertising Value Equivalency - 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. AVE is a calculation pulled from Meltwater, a global company that provides media and social intelligence which helps grow the Downtown Barrie Business Association (BIA) brand.)

Facebook:

Posts: 26

Reach: 19,187

*Approx. AVE: \$9593.50

Engagement (Likes, Clicks, Comments, Shares): 586

External posts using event tags: 19

Twitter:

Posts: 23

Impressions: 23,954

*Approx. AVE: \$11,977.00

Engagement: 435

External tweets using event tags: 63

Instagram:

Posts: 23

Likes: 1032

Reach: 34,933

*Approx. AVE: \$17,466.50

External posts using event tags: 20

News Media Stats:

- # of PRs Issued: 1
- **PR Open Rate: 52.94%
- Published Articles: 6
 - Star Metroland Media / Simcoe.com
 - Barrie Today
 - Barrie360
- # of Live TV Interviews: 1 (CTV Barrie)
- Approx. Live Interview Reach: 80,000 (excluding ~10,000 daily reach on CTV website, 101,800 reach on Pure Country 106 website and 111,600 on 104.1 The Dock website)
- Approx. Print News Media Reach: 467,280
- †Approx. AVE of News Media: \$4322.34

**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. This AVE is a calculation pulled from Meltwater, a global company that provides media and social intelligence which helps grow the Downtown Barrie Business Association (BIA) brand.

Website Stats:

From June through August, 2019 lawnchairluminata.ca saw...

Pageviews: 4311

Unique Pageviews: 3553

Average Session Duration: 2min 7sec

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 @cf18dempteam @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


cf18dempteam





 Liked by **_arinrd_** and others

cf18dempteam 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

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.





CRAFT BEER & BBQ FEST

EVENT REPORT 2019

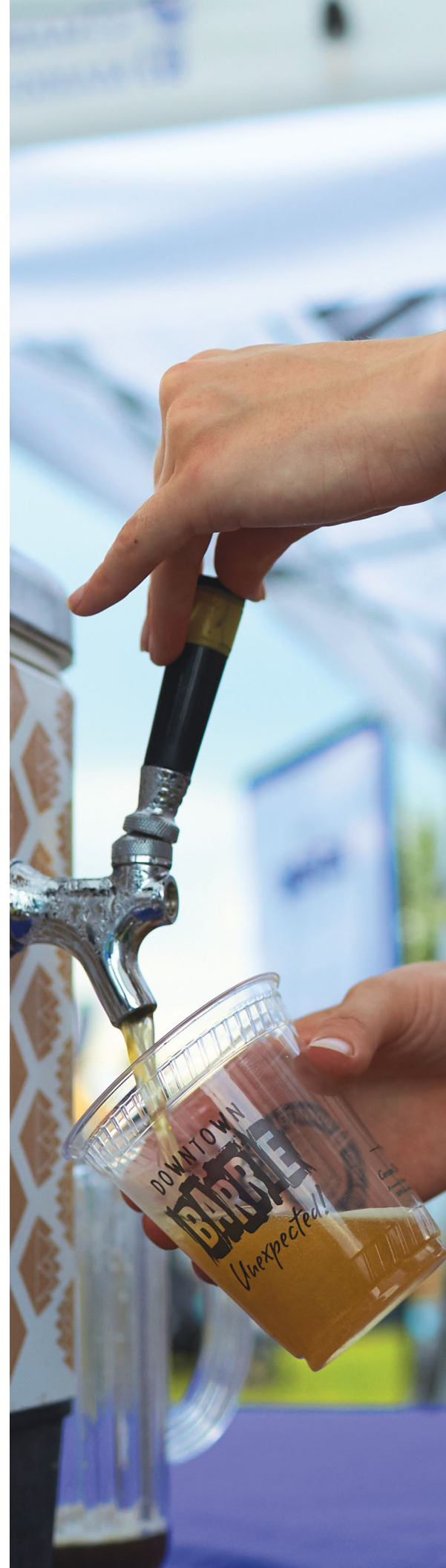


EVENT OVERVIEW

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

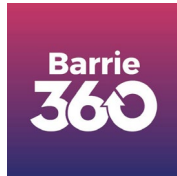
43.85%*

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

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!



October Tasting Trail 2019 Event Impact Report

EVENT OVERVIEW

The October Tasting Trail is one of Downtown Barrie (BIA)'s Community Connected events. Community Connected events are smaller in size than festivals, but multi-faceted and impactful. They connect the downtown area and local business owners to local customers and also local charities - a completely connected downtown.

Community Connected events are part of the Downtown Barrie (BIA)'s complete events portfolio and serve different sectors of our membership.

IN 2019...

Throughout the month of October, hundreds of people laced up their hiking boots, dressed for the weather and ventured outdoors. They didn't have to go as far as the Bruce Trail for a little adventure, though; Downtown Barrie's October Tasting Trail offered all the excitement and adventure they needed! Because of the Dunlop Streetscape Construction Project, this year's trail was a little more trek-worthy than usual.

The event invites visitors to follow the #OctoberTastingTrail after purchasing their \$10 passports at participating eateries and taste their way through Downtown Barrie, enjoying free samples during select times on Saturdays. Anyone who visited 10 or more participating locations could enter their completed passports into a draw for a \$300 prize package! This year's passport proceeds totalled \$1000 which was donated to the Gilda's Club of Simcoe Muskoka.

MEMBER PARTICIPANTS/LOCATIONS

Homestead
Flying Monkeys Craft Brewery
Olive Oil Co.
Little Bitty
Unity Market Cafe
Grilled Cheese Social Eatery

Valiant's
Ripe Juicery
Nourish Cafe at Nutrition Plus
J'adore Fine Cheese & Chocolate
Skewers Korean BBQ
Lazy Tulip Cafe

SUPPORTING DETAILS

- New participants: 2
- Repeat participants: 10
- 56 Passports entered into draw
- This means a minimum of 560 collective visits to the participating businesses spread across four weekends

- 100 Passports sold

PARTICIPANT EXPERIENCE

"Our friends at the BIA know that Communities do good together, and when we do good things, good things come to us in return. Folks come out to support the October Tasting Trail to share this experience!"

- Andrea Chiodo, Flying Monkeys Craft Brewery

"The October tasting trail in Downtown Barrie is a great way to encourage our customers to visit other shops while they're in the heart of the city. It makes our Saturdays crazy busy and we look forward to it every year. Every year at least half the people who visit us are brand new customers!"

- Denise Tucker, Olive Oil Co.

"Thank you Barrie BIA for supporting Gilda's Club Simcoe Muskoka through the October Tasting Trail. We greatly appreciate the community support."

- Gilda's Club Simcoe Muskoka

OVERHEARD DURING THIS YEAR'S OCTOBER TASTING TRAIL

"This needs to happen"

- @alannabam21

"Who made these gorgeous creatures??"

- @schpellman

"Yes, filled our passport in and handed it in, great time!"

- Nikki Sturgeon

"I look forward to this event every year!"

- Alison Peloso Golding

"😊 we had a great day for the last Saturday of it. Thanks again to all the local businesses that participate."

- Lisa Campbell

STATISTICS

Total Media Highlights:

Total Media Reach: 485,086

Total Media AVE: \$20,763.26

Social Media Stats:

Highlights:

Total Social Media Reach: 33,166

*Total Social Media AVE: \$16,583.00

(*Social Media AVE - Advertising Value Equivalency - 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. AVE is a calculation pulled from Meltwater, a global company that provides media and social intelligence which helps grow the Downtown Barrie Business Association (BIA) brand.)

Facebook:

Posts: 10
Reach: 6984 (*Increase of 286%*)
Approx. AVE: \$3492.00
Engagement (Likes, Clicks, Comments, Shares): 668

Twitter:

Posts: 10
Impressions: 8844
Approx. AVE: \$4422.00
Engagement: 152

External tweets using event tags: 5

Instagram:

Posts: 10
Likes: 583
Reach: 17,338
Approx. AVE: \$8669.00

External posts using event tags: 22

News Media Stats:

- # of PRs Issued: 2
- **Kick Off PR Open Rate: 35.74%
- **Recap PR Open Rate: 41.33%
- Publications: 5
 - Star Metroland Media / Simcoe.com
 - Barrie Today
 - Barrie360
- # of Live TV Interviews: 1 (CTV Barrie)
- Approx. Live Interview Reach: 80,000 (excluding ~10,000 daily reach on CTV website, 101,800 reach on Pure Country 106 website and 111,600 on 104.1 The Dock website)
- Approx. Print News Media Reach: 451,920
- †Approx. AVE of News Media: \$4,180.26

**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. This AVE is a calculation pulled from Meltwater, a global company that provides media and social intelligence which helps grow the Downtown Barrie Business Association (BIA) brand.

Website Stats:

In October, 2019 downtownbarrie.ca saw...

Users: 6170

New Users: 5792

Sessions: 7768

Pages per Session: 2

October Tasting Trail Pageviews: 843 (2nd most visited page that month)

Average Session Duration on October Tasting Trail page: 3min 46sec

Noëlla Festival

2019 Event Report

EVENT OVERVIEW

2019 brought the return of the 35-ft Blue Spruce at Meridian Place. Kicking off the Noëlla Festival on Saturday, November 16th, the Tree Lighting Celebration saw a crowd of approximately 12,000 in the heart of our downtown.

The Noëlla Festival is one of Downtown Barrie (BIA)'s Festival events. While the event has earned devoted fans who are regular returning visitors to the downtown, the Noëlla Festival is also intended to encourage new visits to the downtown each of which has the opportunity to bring new business to the downtown. Promoting the downtown area through visitor experience is a key priority and hosting festivals is a way to really show off.

Festivals have the power to make visitors realise that the downtown is a place they want to be and are part of the Downtown Barrie (BIA)'s complete events portfolio which serves different sectors of our membership.

SUB-EVENTS

- Tree Lighting Celebration
- Rotary Festival of Trees
- Noëlla Tree & Wreath Lot
- Holly Days
- Festive Window Display Contest
- Heritage Ornament Collection
- Free On-Street Parking
- New Year's Eve Downtown Countdown

SUPPORTING DETAILS

- TREE LIGHTING CELEBRATION

1 giant tree. 20,000+ lights. Memories to last a lifetime. The Tree Lighting Celebration was held on Saturday, November 16th in conjunction with the Barrie Chamber of Commerce's Santa Claus Parade.

- Attendance: approx. 12,000
- Sponsors: Meridian Credit Union, Arnott Construction Ltd., Curbside Construction, Guild Electric, Lisbon Paving, Precision Markings Inc. & Tim Hortons
- Partners: City of Barrie, Drysdale's Tree Farm, Rotary Festival of Trees, Barrie Film Festival
- Supporting:
 - Toy Drive: Approx. 2 full bags collected by Rock 95 & Kool FM
 - Barrie Food Bank: Approx. 245lbs of food and \$800 in cash donations
- Outdoor Movie: *Miracle on 34th Street*

- NOELLA TREE & WREATH LOT

Every Saturday from November 23rd to December 14th, Meridian Place was host to the Noella Tree & Wreath Lot. All proceeds from the Noella Tree & Wreath Lot were given to Hospice Simcoe. Additional features included:

- Visits with Santa at Meridian Place Stage and at Memorial Square
- Two cozy fire pit with Muskoka Chairs
- Chosen Charity: Hospice Simcoe
- Donation Amount: \$1200

- 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 \$3750+ of goods and services provided by our amazing Downtown businesses.

- Ballots entered: approx. 8000 (↑ of 14.3%)
- Participating businesses: 67 (↑ of 34%)
- Winner: Jeff
- Winner's Excitement Level: 12/10 (and very grateful since he was in a car accident earlier that day!)

- 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 in the Movies.

- 1st Place: Grenville Smart Copy (39 Dunlop Street East)
- 2nd Place: Olive Oil Co. (45 Dunlop Street East)
- 3rd Place: Vintage Throne Barber Shop (64 Dunlop Street West)
- Honourable Mentions:
 - Bravo Fine Lingerie (84 Dunlop Street East)
 - Metzger Studio (76 Dunlop Street East)
 - Bell, Book & Candle (133 Dunlop Street East)
 - MacLaren Art Centre (37 Mulcaster Street)
 - Loved Again Bridal (30 Dunlop Street West)
 - Stuff Shoppe (42 Dunlop Street East)

- HERITAGE ORNAMENT COLLECTION

The 18th Anniversary of the Heritage Ornament Collection celebrated the Lakeview Dairy that previously stood at 185-205 Dunlop St. East.

- Number of Participating Businesses: 9
- Number of Ornaments Sold: 434
- Number of Full Box Sets Sold: 3
- Total Sales: \$9280

- NEW YEAR'S EVE DOWNTOWN COUNTDOWN

Organized by the City of Barrie and supported by the Downtown Barrie Business Association (BIA)'s Noëlla Festival, 2019's Downtown Countdown was met with mild temperatures hovering around +1 degree C and the event was considered a great success.

- Attendance: approx. 6000
- Headlining Musical Act: The Trews, Craig Cardiff & Splash N' Boots

PARTNERS

City of Barrie
Barrie Chamber of Commerce
Drysdale's Tree Farm
Barrie Film Festival
Rotary Club of Barrie

IN SUPPORT OF

The Rock 95 & Kool FM Toy Drive
Barrie Food Bank

FEATURED SPONSORS

Noella Festival:

Meridian Credit Union (signature event as part of their Meridian Place & Memorial Square donation)

Tree Lighting Celebration:

Meridian Credit Union
Arnott Construction (paid for the 35ft Christmas tree along with their subcontractors)
Curbside Construction
Guild Electric
Lisbon Paving
Precision Markings Inc.
Tim Hortons (paid for the outdoor movie)

OVERHEARD AT THIS YEAR'S NOELLA FESTIVAL

"I can't believe we get to see Santa for FREE, Daddy!"

+

"This is my first time downtown and I can't wait to come back to check out all these awesome shops and cafes!"

STATISTICS

Total Media Highlights:

Total Media Reach: 19,606,024 (↑ of **220%**)

Total Media AVE: \$249,689.00

Social Media Stats:

Highlights:

Total Social Media Reach: 139,244 (↑ of **18%**)

*Total Social Media AVE: \$69,622.00

(*Social Media AVE - Advertising Value Equivalency - 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. AVE is a calculation pulled from Meltwater, a global company that provides media and social intelligence which helps grow the Downtown Barrie Business Association (BIA) brand.)

Facebook:

Posts: 36

Reach: 38,553 (↑ of **23%**)

*Approx. AVE: \$19,276.50

Engagement (Likes, Clicks, Comments, Shares): 3392 (↑ of **22%**)

Twitter:

Posts: 33

Impressions: 32,212

*Approx. AVE: \$16,106.00

Engagement: 808

Instagram:

Posts: 33

Likes: 3150

Reach: 68,479 (↑ of **119%**)

*Approx. AVE: \$34,239.50

News Media Stats:

- # of PRs Issued: 2
- **Kick Off PR Open Rate: 33.73%
- **Post-Event PR Open Rate: 45.35%
- Published News Articles or Stories: 35 (↑ of **119%**)
 - Star Metroland Media / Simcoe.com
 - Barrie Today
 - Barrie360
 - Global News

- CTV News
- Bayshore Broadcasting News
- ToDoCanada.ca
- 400eleven.com
- Toronto Sun
- Retailer Insider
- Welland Tribune
- SooToday.com
- HamiltonNews.com
- Orangeville.com
- # of Live TV Interviews: 3 (CTV Barrie)
- Approx. Live Interview Reach: 80,000 (excluding ~10,000 daily reach on CTV website, 101,800 reach on Pure Country 106 website and 111,600 on 104.1 The Dock website)
- Approx. Print News Media Reach: 19,466,780 (↑ of **224%**)
- †Approx. AVE of News Media: \$180,067.00 (↑ of **224%**)

**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. This AVE is a calculation pulled from Meltwater, a global company that provides media and social intelligence which helps grow the Downtown Barrie Business Association (BIA) brand.

Website Stats:

From October 1 until December 31, 2019, noellafestival.ca saw...

Users: 1637

New Users: 1633

Sessions: 2128

Pageviews: 5077

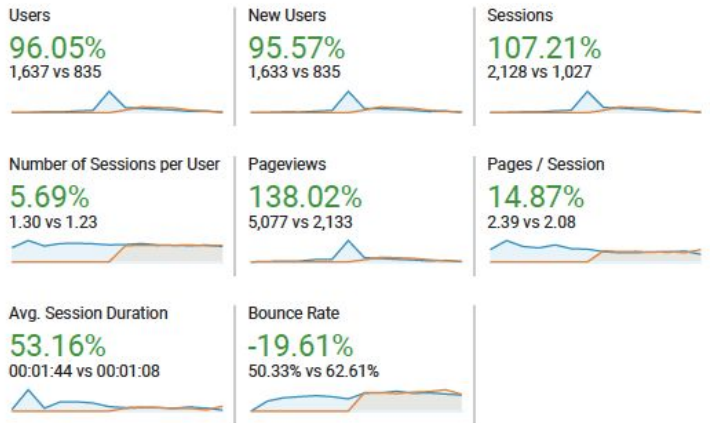
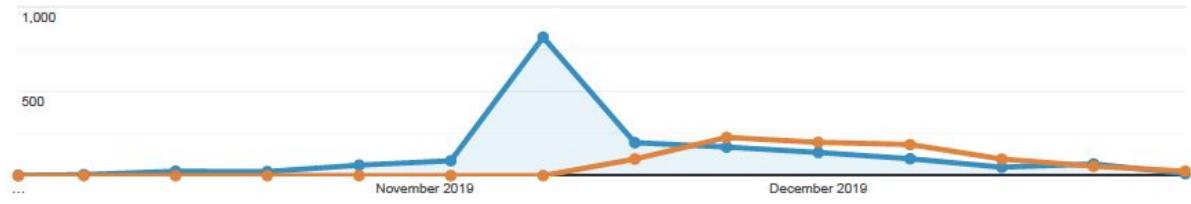
Pages per Session: 2

Average Session Duration on October Tasting Trail page: 1min 44sec

(See below image taken from Google Analytics for a 2018/2019 comparison.)

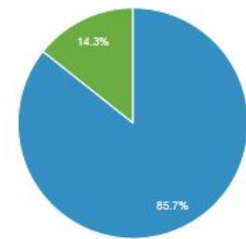
Overview

Oct 1, 2019 - Dec 31, 2019: ● Users
 Oct 1, 2018 - Dec 31, 2018: ● Users



■ New Visitor ■ Returning Visitor

Oct 1, 2019 - Dec 31, 2019



Oct 1, 2018 - Dec 31, 2018

