

Lawn Chair Luminata 2019

Mondays, Wednesdays & Fridays from July 12 to September 4

Summer Series Event Report

SUMMER SERIES AT MERIDIAN PLACE

Mindful Mondays // Outdoor Film Screening with Barrie Thunder Classics // Friday Night Live Music Series

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 Lawn Chair Luminata summer series draws thousands of visitors from all over the region over a three month span. Lawn Chair Luminata begins after two of Downtown Barrie (BIA)'s larger weekend festivals (Promenade Days and the Craft Beer & BBQ Festival) and is intended to keep the momentum moving of bringing people to downtown Barrie.

Now in its 12th year, Lawn Chair Luminata continues to bring a diverse range of arts and entertainment to Barrie's beautiful downtown. This artistic collaboration of yoga, music, film and more takes place at Meridian Place and Heritage Park.

New this year was the integration of Mindful Mondays with BLiSS Ann Green Yoga. Twice each Monday, free classes on mindfulness and yoga were offered at Meridian Place. Also new this year were two bonus live music shows - one that featured the Twin City Band (a band from Harrogate, England which is the twin city to Barrie as it's the final resting place of Sir Robert Barrie).

PARTNERS:

- BLiSS Ann Green Yoga
- Barrie Film Festival
- Hey Bear Productions
- Barrie Thunder Classics
- Meridian Credit Union

NEW IN 2019:

- Mindful Mondays with BLiSS Ann Green Yoga
- Bonus live music shows at Meridian Place
- Maple Leaf Foods Top Dog

MINDFUL MONDAYS

Six Mondays with a 12:15pm mindfulness class and a 7pm yoga class.
Average of 20 attendees at each class. **TOTAL:** ~240

OUTDOOR FILM SCREENINGS

Featured Films:	Approx. Attendance:
● <i>The Kid Who Would be King</i>	700
● <i>Mary Poppins Returns</i>	750
● <i>Gordon Lightfoot: If You Could Read My Mind</i>	900
● <i>Home Alone</i>	700
● <i>Star Wars Episode IV: A New Hope</i>	900
● <i>Finding Nemo</i>	700
● <i>Bumblebee</i>	750
● <i>How to Train Your Dragon 3: The Hidden World</i>	850
● <i>Spider-Man: Into the Spider-Verse</i>	850
● <i>2019 World Tour Paddling Film Festival</i>	500
TOTAL:	~7600

FRIDAY NIGHT LIVE MUSIC SERIES

Featured Musicians:	Approx. Attendance:
● Bonus Show: Twin City Band	500
● Bonus Show: Skyliners Big Band	500
● Samantha Martin & Delta Sugar	700
● Coldjack	750
● Devin Cuddy Band	700 (with rainy weather, too!)
● Skye Wallace	850
● Johnson Crook	900
● Ariana Gillis	1000
TOTAL:	~5900

ADDITIONAL FEATURED PARTICIPANTS:

- Barrie Public Library's Pop-Up Reading Club
- Hot Summer Nights with Barrie Fire

SUPPORTING DETAILS:

- Total Approx. Attendance: 13,740
- Christmas in July movie: *Home Alone*
- Friday Night Live Music Series: 50% increase from start to end

PARTICIPANT EXPERIENCE:

"The Barrie Film Festival loves working with the Downtown Barrie Business Association (BIA) to offer free movies to families of all ages. Meridian Place has become an essential outdoor space and every Wednesday night throughout the summer is packed full of film-lovers and downtown supporters. We can't wait to get things going again for 2020!" - Claudine Benoit, Festival Director, Barrie Film Festival

OVERHEARD AT THIS YEAR'S LAWN CHAIR LUMINATA:

"What an awesome way to bring the community together!"

+

"These concerts are free?!"

STATS:

Social Stats:

Facebook

Posts: 24

Reach: 17,934

Engagements: 947

AVE: \$8967.00*

Twitter

Posts: 21

Reach: 20,882

Engagements: 406

AVE: \$10,441.00*

Instagram

Posts: 21

Reach: 32,013

Likes: 975

Stories: 5

Story Views (Reach): 2424

AVE: \$16,006.50*

Social Media Total Reach: 70,829

Social Media AVE: \$35,414.50*

*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:

of PRs Issued: 1

Press Release Open Rate: 43.85%*

Publications: 6

- Star Metroland Media

- Barrie Today

- Barrie360

- Snapd

Approx. News Media Reach: 469,068
Approx. AVE of News Media: \$4,339.00**
of Live Interviews: 1 (CTV Barrie)
Approx. Live Interview Reach: 80,000
Radio Station Coverage: Rock 95, KoolFM
Approx. Radio Reach: 127,557

*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.

Website Stats:

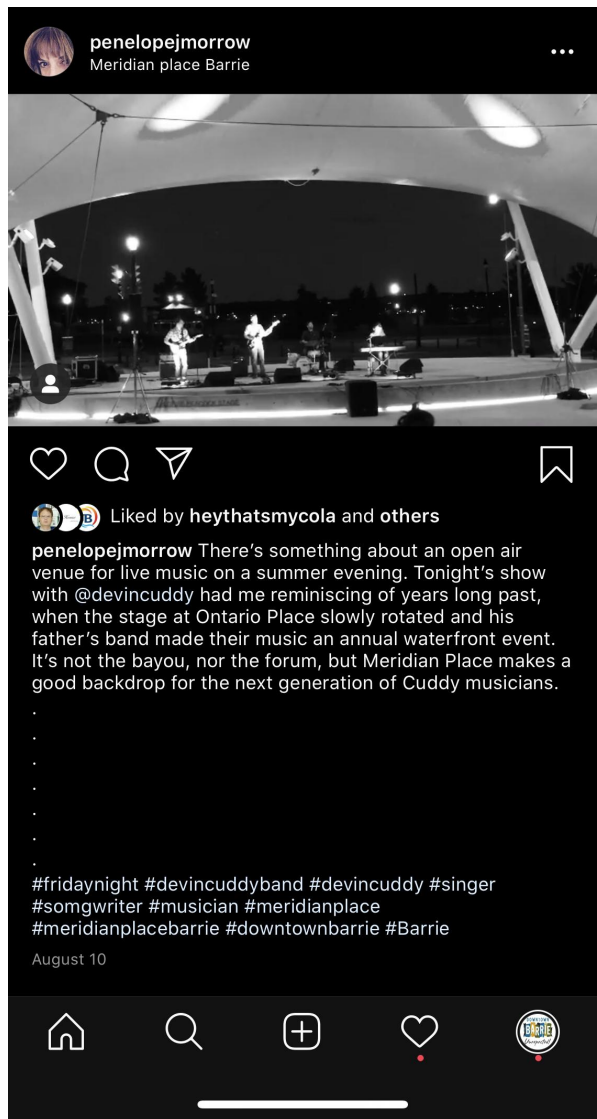
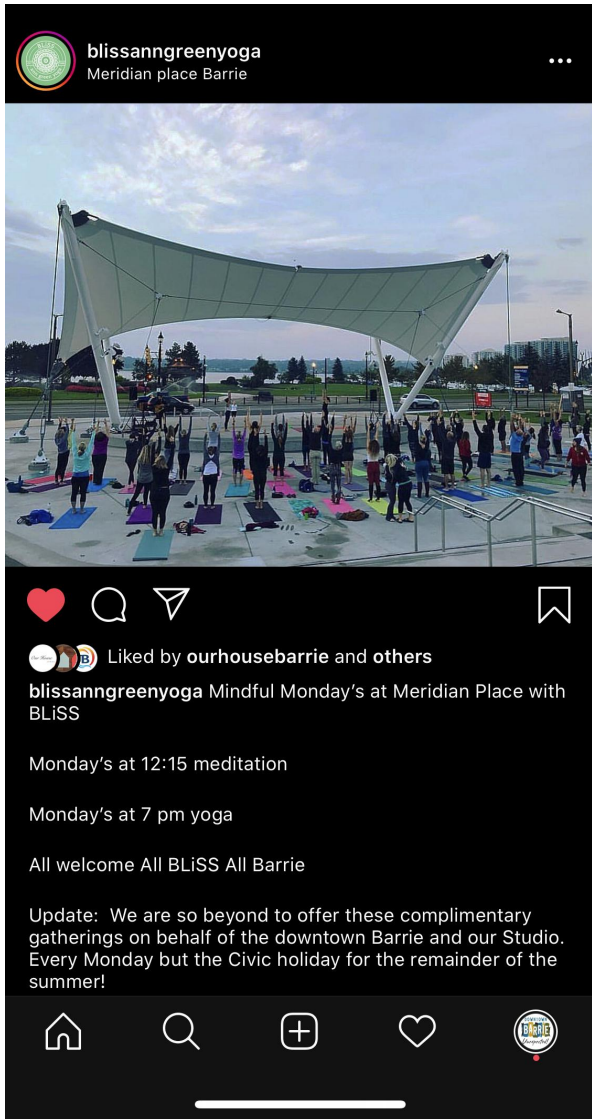
Craft Beer & BBQ Website Page Views (metrics from period June 10 to July 10):

EVENT HISTORY:

Talk about how the Thunder Classics have joined up and joined forces.

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- Started out as Ribfest and evolved with the love of craft beer to become what it is now
- Talk about potential if we dropped this event - move to Southshore, pull business away from downtown core, etc.







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BLISS Ann Green Yoga



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To all our wonderful friends and neighbours in this hood of happy @downtown Barrie #wegotyourbackandyourfront  

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September 13



hernebrewz

