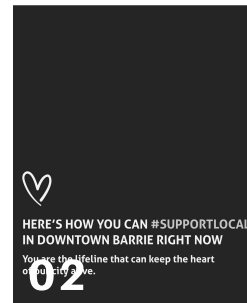


DOWNTOWN BARRIE BUSINESS  
ASSOCIATION (BIA)  
2020 ANNUAL REPORT



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# Hot Cocoa Trail 2020

## Event Impact Report

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### OVERVIEW

The Hot Cocoa 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 2020...

Each weekend throughout the month of February, hearts and souls were warmed up by downtown Barrie cafes, restaurants and eateries. Celebrating the 6th annual Hot Cocoa Trail, the public was invited to come in from the cold and enjoy signature beverages from 19 downtown Barrie participants.

The event offers the public to indulge in signature cups of hot chocolate while sipping, shopping and supporting local! With each purchase of a signature Hot Cocoa Trail beverage, participants fill out a ballot to enter to win one of three Hot Cocoa Trail Vouchers.

This year's event was in support of Seasons Centre for Grieving Children. \$500 was presented to the organization following the wrap up of the event.

The Hot Cocoa Trail warmed hearts and souls all in the name of supporting local and strengthening our incredible downtown community.

### MEMBER PARTICIPANTS

- Unity Market
- Ripe Juicery
- P\_zza
- Epic North Coffee / Homestead Artisan Bakery
- The Vegan Pantry
- Lazy Tulip Cafe

- Casa Cappuccino
- Gallery Cafe @ Maclaren Art Centre
- Olive Oil Co.
- Chavo Crepes
- Barrie Farmers' Market
- Five Points Theatre
- BONUS: Flying Monkeys Craft Brewery
- Bohemia Cafe
- Swirleez Frozen Yogurt
- Valiant's Eatery
- Common Good Cafe & Social House
- Wired Owl Coffee Co.
- Meridian Place Winterfest Ice Bar

## SUPPORTING DETAILS

- Donation boxes were placed at each location in support of Seasons Centre for Grieving Children
- \$2.00 from every bottle of Ginger Belle from Flying Monkeys was put toward Seasons Centre
- This led to **\$500** in donations
- Marketing investment decreased in 2019 (1 Snapd ad vs 2 in 2018)
- Ballot entries: 332 (↓ of 5.14%)
- Participating vendors: 19
- 5 excited winners

## PARTICIPANT EXPERIENCE

*"The Hot Cocoa Trail is a fun (and delicious) event that encourages the community to visit our beautiful downtown local businesses while highlighting and supporting local agencies. Seasons Centre was so grateful to be the charity partner for this year's event. Seasons Centre provides peer to peer support for children, teens, young adults and caregivers grieving the death of an immediate family member. We don't charge a fee for our services, nor do we receive government funding. It is through events such as the Hot Cocoa Trail that help fund our programs and bring awareness to the services we provide. Thank you, BIA, for including us in this year's event. And thank you to our community for helping to raise \$500 for grieving families in our community!"*

- Courtney McFadden, Development Manager with Seasons Centre for Grieving Children

## OVERHEARD DURING THIS YEAR'S HOT COCOA TRAIL

*"Okay, how fun is this!!"*

- @kait.style

*"Oh this looks delicious!"*

- @foresthillbarrieorillia

"Yum 🍷 "

- @klearview.consulting

## MEDIA STATISTICS

### Total Media Highlights:

Total Media Reach: **5,359,355** (↑ of 1005%)

Total Media AVE: **\$70,024.13**

### Social Media Stats:

Highlights:

Total Social Media Reach: 41,665 (↑ of 25.6%)

\*Total Social Media AVE: \$20,835.50

(\*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: 8079

Approx. AVE: \$4039.50

Engagement (Likes, Clicks, Comments, Shares): 366

External Facebook posts using event tag: 14

Twitter:

Posts: 10

Impressions: 14,052 (↑ of 18.8%)

Approx. AVE: \$7026

Engagement: 150

External tweets using event tag: 15

#### Instagram:

Posts: 10

Likes: 624

Reach: 19,534 (↑ of 8.5%)

Approx. AVE: \$9767

External Instagram posts using event tag: 18

#### News Media Stats:

- # of PRs Issued: **2**
- \*\*Kick Off PR Open Rate: 43.06%
- \*\*Recap PR Open Rate: 35.14%
- Publications: **8**
  - Star Metroland Media / Simcoe.com
  - Barrie Today
  - Barrie360
  - Narcity
  - 931freshradio.ca
- # 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: 5,317,690 (↑ of 9229% - thanks to Narcity!)
- †Approx. AVE of News Media: \$49,188.63 (↑ of 1076.69%)

\*\*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 STATISTICS

In early 2020, the Hot Cocoa Trail page on downtownbarrie.ca saw...

New Users: **576**

Sessions: 876

Hot Cocoa Trail Pageviews: **21,069**

Average Session Duration on Hot Cocoa Trail page: 1min 00sec



# **COVID-19 RESPONSE PROJECT:**

## **Lifeline E-Gift Card Program 2020**

### **Program Impact Report**

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#### **OVERVIEW**

The Lifeline E-Gift Card Program was launched in April of 2020 as a response to the challenges small businesses were facing due to the COVID-19 pandemic. When businesses were forced to close their doors, the Downtown Barrie Business Association (BIA) created a way for the public to continue supporting local while shopping online.

#### **IN 2020...**

This alternative revenue stream helped businesses which did not have e-commerce solutions but also benefited those that did by diversifying their platforms. Participating in the program came at no cost to Downtown Barrie BIA businesses and each participant receives 100% of the funds from each order placed for their business.

The program caught the attention of a number of local companies which were looking to purchase bulk orders for their staff as Christmas gifts. These bulk orders led to over \$15,000 for Downtown Barrie BIA businesses.

By the end of 2020, over \$23,000.00 had been directed to participating businesses. The success of the Lifeline E-Gift Card Program led to it being seamlessly integrated into the general promotions of the Downtown Barrie BIA.

#### **MEMBER PARTICIPANTS**

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| - 147 Ristorante                   | - Bill Le Boeuf Jewellers         |
| - Bravo Fine Lingerie              | - Chillz Dessert Lounge           |
| - Drawing House                    | - Grillicious Gourmet Tap & Grill |
| - HeadQuarters Salon & Barber Shop | - Il Buco Ristorante              |
| - Janet Kemp Ladies Fashion        | - Metzger Studio                  |



- Olive Oil Co.
- Philthy Phillys
- Ripe Juicery
- The Artisan Boutique
- ZuZu Fashion Boutique
- Everleigh Garden
- British Arms Pub
- History Barbershop Co.
- Jennifer Klementti Photography
- The Creative Space
- McReilly's Pub
- John Linkert Salon
- Inhabit Interiors & Design
- Town and Country Steakhouse
- iMak Repairs
- The Wired Owl Coffee Co.
- Souldiers Skate Shop
- JockFuel
- P\_zza
- Kenzington Burger Bar
- Psychic Madame Butterfly
- Unbelievabowl Smoothies
- North Country
- Hooligans Restaurant
- B'spoke Kitchen + Market
- GOLDSTITCH STUDIO (Madame Babu & ClotheslinesVintage)
- Our House
- Pizzeria Italia Restaurant
- Swirleez Frozen Yogurt
- The Stitch Haus
- Dunlop Street Diner
- The Works Gourmet Burger Bistro
- Brennen Demelo Studio North
- John McNabb Clothiers
- Homestead Artisan Bakery
- BLiSS Ann Green Yoga
- Skewers
- Joshua's Greenery
- Chavo Crepes
- Tiffany Paradis Photography
- Cakes By Design
- Bell, Book & Candle
- Mexhico Restaurant
- Grilled Cheese Social Eatery
- Groovy Tuesdays
- Bayside Variety
- 5 Points Barbers
- Casa Cappuccino
- Donaleigh's Irish Pub
- Ceremony Bridal Studio
- Social 705 Beauty Bar

## SUPPORTING DETAILS

- **61** participants by the end of 2020
- 247 orders totalling 423 products in 2020
- **\$23,350.00** of total sales in 2020
- Average spend per customer: \$101.96
- Corporate orders: 7
- Corporate orders value: \$15,540.00

## MEDIA STATISTICS

### **Total Media Highlights:**

Total Media Reach: **1,555,867**

Total Media AVE: **\$73,211.59**

### **Social Media Stats:**

#### Highlights:

Total Social Media Reach: 119,857

\*Total Social Media AVE: \$59,928.50

(\*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: 27

Reach: 28,690

Approx. AVE: \$14,280.00

Engagement (Likes, Clicks, Comments, Shares): 1382

#### Twitter:

Posts: 24

Impressions: 36,888

Approx. AVE: \$18,444

Engagement: 734

#### Instagram:

Posts: 27

Likes: 1786

Reach: 54,279

Approx. AVE: \$27,139.5

### **News Media Stats:**

- # of PRs Issued: 2

- \*\*Kick Off PR Open Rate: 37.5%
- \*\*2nd PR Open Rate: **45.68%**
- Publications: 4
  - BarrieToday
  - Simcoe.com
  - Canadian Press
  - Yahoo News Canada
- Approx. Print News Media Reach: 1,436,010
- †Approx. AVE of News Media: \$13,283.09

\*\*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 STATISTICS

In 2020 the Lifeline page on downtownbarrie.ca saw...

New Users: **1957**

Lifeline Pageviews: 3108

Average Session Duration on Lifeline page: 2min 43sec

# **COVID-19 RESPONSE PROJECT:**

## **Downtown Heroes Campaign 2020**

### **Campaign Impact Report**

---

#### **OVERVIEW**

In May of 2020, the Downtown Barrie Business Association (BIA) launched its Downtown Heroes campaign. Initiated to support not only the Downtown Barrie BIA member businesses, the campaign was also intended to provide support to local essential workers during the very challenging and ever-changing COVID-19 pandemic.

#### **IN 2020...**

The campaign raised a total of \$6100 that equated to over 600 lunches for the essential workers at many of Barrie's long term care facilities including the IOOF Seniors Home, Coleman Care Centre, Roberta Place, Grove Park Home, Woods Park, Victoria Village as well as downtown Barrie's Salvation Army.

Everyone involved in the Downtown Heroes campaign had a chance to wear the Downtown Heroes cape. First was the donor who provided the funds to support local businesses. Next to don the cape were the local businesses who packaged the meals for the essential workers. And then there were the essential workers who have been wearing their capes since the beginning of the pandemic.

#### **MEMBER PARTICIPANTS**

- |  |                        |
|--|------------------------|
| - Grillicious Gourmet Tap & Grill          | - Lazy Tulip Cafe      |
| - The WORKS Gourmet Burger Bistro          | - Skewers Korean Style |
| - Philthy Philly's Cheesesteaks & Pouterie | - 147 Ristorante       |
| - P_zza                                    | - Limoncello Bistro    |
| - Unbelievabowl Smoothies                  |                        |

#### **SPONSORS**

- Hayco Realty Advisors and the Hay family
- Jennifer Cameron
- The DV Bell Foundation
- Coulson & Associates
- The Peacock family
- Kathy French
- Salter Pilon Architecture

## SUPPORTING DETAILS

- **\$6100.00** in total sponsorship
- **600+** lunches provided to essential workers at 7 local long term care facilities

## OVERHEARD ABOUT THE DOWNTOWN HEROES CAMPAIGN...

"What a wonderful job you are all doing. Proud of our community!

- @staceycollins12

"What an excellent, kind gesture to a group of hard working front line workers."

- @suzannechaddock

## MEDIA STATISTICS

### Total Media Highlights:

Total Media Reach: **433,061**

Total Media AVE: **\$22,586.10**

### Social Media Stats:

Highlights:

Total Social Media Reach: 37,861

\*Total Social Media AVE: \$18,930.50

(\*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: 7  
Reach: 12,003  
Approx. AVE: \$601.50  
Engagement (Likes, Clicks, Comments, Shares): 1863

Twitter:

Posts: 6  
Impressions: 11,462  
Approx. AVE: \$5731  
Engagement: 253

Instagram:

Posts: 6  
Likes: 798  
Reach: 14,396  
Approx. AVE: \$7198.00

**News Media Stats:**

- # of PRs Issued: 4
- \*\*Kick Off PR Open Rate: **45.71%**
- Publications: 2
  - BarrieToday (3 stories)
  - Simcoe.com (3 stories)
- Approx. Print News Media Reach: 395,200
- †Approx. AVE of News Media: \$3655.60

\*\*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 STATISTICS

In 2020, the Downtown Heroes page on downtownbarrie.ca saw...

New Users: **55**

Downtown Heroes Pageviews: 104

Average Session Duration on Lifeline page: 3min 14sec



# **COVID-19 RESPONSE PROJECT:**

## **Return-to-Work Kits 2020**

### **Program Impact Report**

---

#### **OVERVIEW**

In May of 2020, the Downtown Barrie Business Association (BIA) facilitated the organization of Return-To-Work PPE kits for its membership.

#### **IN 2020...**

The COVID-19 pandemic forced businesses to close their doors to the public and prepare for a safe re-opening. The Return-to-Work kits helped them prepare for this. Materials in the kit were sourced locally through GlenMartin and the 3.5ft sanitation stand was sourced locally through Allegra Marketing & Print.

Each kit contained the following items:

- 330 ml pump bottle of hand sanitizer x 1
- hand sanitizer cardboard stand (~3.5ft tall)
- box of loop masks
- face shield x 1
- front door vinyl decal x 1
- microfibre cloth (washable/reusable) x 2
- disinfectant with trigger spray x 1

The Downtown Barrie (BIA) also helped secure a consistent supply chain to secure the goods for each box. When members ran out of supplies, the BIA helped facilitate getting them stocked up!

The costs of the Return-To-Work Kits were subsidized for BIA members with members having to pay only \$75.00.

#### **MEMBER PARTICIPANTS**

- Our House
- Mike's Barber Shop
- Swirleez Frozen Yogurt
- Chillz Dessert Lounge
- Olive Oil Co.
- Bill Le Boeuf Jewellers
- Lazy Tulip Cafe
- Casa Cappuccino
- Engel & Volkers Barrie
- Samsons Salon & Spa
- Brennen Demelo Studio
- The Creative Co-Opt
- Ripe Juicery
- Ray's Driving School
- Metzger Studio
- Il Buco Ristorante
- Bacio Trattoria
- SmartCopy Print Centre
- Philthy Philly's
- Chavo Crepes
- HeadQuarters Salon
- Wired Owl Coffee Co.
- Grillicious
- Kensington's
- 147 Ristorante
- ZuZu Fashion Boutique
- One Love Island Cuisine
- Elliott & Elliott
- Armitage Chiropractic Health
- Grilled Cheese Social Eatery
- The Alley Nightclub
- Last Level Lounge

## **SUPPORTING DETAILS**

- Many members purchased more than one kit!
- Remaining sanitation stands were optimized during Open Air Dunlop as a way to promote a safe and physically distanced environment
- The sanitation stand concept influenced many businesses, property owners and property managers outside the BIA

# Summer in the City 2020

## Campaign Impact Report

---

### OVERVIEW

The Summer in the City campaign was launched in 2020 during the COVID-19 pandemic. At a time when small, independent businesses were facing some of their biggest challenges, a shift was happening in the mindset of the public. While supporting local has always been a mission championed by the Downtown Barrie Business Association (BIA), during the COVID-19 pandemic, it became the mission of the public as well.

### IN 2020...

With the changing provincial health and safety rules and regulations, navigating the routes to support local was not easy. In the summer of 2020, the Downtown Barrie BIA decided to create a presence at Meridian Place and Memorial Square by setting up a tent and offering information, guidance and recommendations to the public who visited downtown Barrie wanting to support local.

The Summer in the City campaign also lived online with a strategic digital marketing plan which reminded the public that even during a pandemic, downtown Barrie is where they want to be.

### SUPPORTING DETAILS:

Summer in the City included...

- **BIA Information Tent on Saturdays** at Meridian Place
  - Total # of Saturdays: **9**
- The **Canada Day Cupcake Contest**
  - Social media contest resulting in three winners who received Lifeline E-Gift Cards as their prize
- **Feature Fridays** social media posts

- Online features of select downtown Barrie businesses including:
  - Homestead Artisan Bread
  - Our House
  - The Jerk Marshall Jamaican Grill
  - Pita Pit
  - 147 Ristorante
  - Spare Room Shared Artists Studios
  - Grillicious

## MEDIA STATISTICS

### Social Media Stats:

Highlights:

Total Social Media Reach: **106,718**

\*Total Social Media AVE: **\$53,359.00**

(\*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: 30

Reach: 24,701

Approx. AVE: \$12,350.50

Engagement (Likes, Clicks, Comments, Shares): 1,888

Twitter:

Posts: 16

Impressions: 15,545

Approx. AVE: \$7,772.50

Engagement: 343

Instagram:

Posts: 29

Likes: 2816

Reach: 66,472

Approx. AVE: \$33,236

## WEBSITE STATISTICS

Over the summer of 2020, downtownbarrie.ca saw...

- Users: **3656**
- Average Session Duration on any page: 1min 34sec

## Autumn in the City 2020 Campaign Impact Report

---

## **OVERVIEW**

The Autumn in the City campaign was launched in 2020 during the COVID-19 pandemic as a continuation after the success of the Summer in the City campaign. At a time when small, independent businesses were facing some of their biggest challenges, a shift was happening in the mindset of the public. While supporting local has always been a mission championed by the Downtown Barrie Business Association (BIA), during the COVID-19 pandemic, it became the mission of the public as well.

## **IN 2020...**

In 2020, Autumn in the City included the following events and initiatives that are expanded on below!

1. COVID-19 Response Project: Open Air Dunlop Pilot Project
2. October Tasting Trail
3. Words & Images: Downtown Mural Project

## **1. COVID-19 RESPONSE PROJECT: OPEN AIR DUNLOP**

With the changing provincial health and safety rules and regulations, navigating the routes to support local was not easy. In the autumn of 2020, as part of the economic recovery for downtown businesses, the Downtown Barrie Business Association (BIA) piloted the closure of Dunlop Street East over five Saturdays to offer the public an opportunity to support local in a safe and physically distanced environment. Open Air Dunlop was born.

### **BACKGROUND:**

On June 29th, Barrie City Council approved a pedestrianization road closure of Dunlop Street East between Mulcaster Street and Clapperton Street with the Downtown Barrie Business Association (BIA) taking the lead on the project. City of Barrie Staff committed up to \$10,000 in a 50% matching contribution to support logistics of the pilot project. On July 28th, the Downtown Barrie (BIA) Board of Management passed a motion to allocate \$10,000 for the pedestrianization of Dunlop Street East.

### **OVERVIEW:**

In June of 2020, the Downtown Barrie Business Association (BIA) surveyed its membership on whether it should lead a pilot project to close Dunlop Street East to vehicle traffic. We discovered

that the majority of responses were in favour of this pilot project. Further discussion with our membership pushed us to wait until construction had completed on Dunlop Street East. The SMDHU restrictions on public gatherings also affected the event planning. BIA staff's main focus was making sure the event was compliant with regional COVID regulations including supplying masks and hand sanitizer throughout the pedestrianized area

Open Air Dunlop took place over five Saturdays:

- September 26th
- October 3rd
- October 10th
- October 17th
- November 7th (pop-up on the request of the Mayor)

#### **PARTNERSHIPS:**

- City of Barrie
- Tourism Barrie
- RT07 - Festival Implementation Grant

#### **DAILY EVENT DETAILS:**

Saturday, September 26th

- Unusually hot and sunny weather ☀️
- Approximate attendance: **5400**

Saturday, October 3rd

- Overcast, cool and drizzly weather 🌧️
- Approximate attendance: **3200**

Saturday, October 10th

- Overcast, cool, drizzly and windy weather 🌧️ 🌬️
- Approximate attendance: **3100**

Saturday, October 17th

- Overcast, cool weather 🌤️
- Approximate attendance: **3400**

Saturday, November 7th

- Pop-up event with 72hrs of notice provided to the public
- Unusually beautiful, warm and sunny weather ☀️
- Approximate attendance: **7300** (35% ⬆️ from best scheduled day)

#### **MEMBERSHIP FEEDBACK:**



#### Highlights:

- Over **80%** of businesses saw an increase in foot traffic in their business
- Over **70%** of businesses saw an increase in sales by either a lot or slightly
- Over **60%** of customers reported having heard of the event by social media

"They were loving the positive vibes on the street and the awareness it was bringing to shopping local"

"I thought it was great. Lots of people and music - a really good vibe."

"Almost all of our customers enjoyed the closed street and hope that this will continue next summer. Everyone loved the atmosphere and how relaxing it was. We've had nothing but positive feedback. Thank you...it's been most enjoyable!"

"Open Air Dunlop is fantastic for businesses. The people love it and there isn't even any events going on. It's a true winner. Thank you and Mayor Lehman for this past weekend! Looking forward to many more!"

#### **MEDIA STATISTICS:**

##### **Total Media Highlights:**

Total Media Reach: **8,158,876**

Total Media AVE: **\$152,358.35**

##### **Social Media Stats:**

Total Social Media Reach: 156,676

\*Total Social Media AVE: \$78,338.00

(\*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: 28

Reach: 29,958

Engagement (Likes, Clicks, Comments, Shares): 1797

#### Twitter:

Posts: 17  
Impressions: 31,902  
Engagement: 804

Instagram:

Posts: 30  
Likes: 3506  
Reach: 94,816

### **News Media Stats:**

**2** Press Releases Issued

**2** Live TV Interviews with **CTV Barrie**

\*\*Kick Off PR Open Rate: 31.76%

\*\*Recap PR Open Rate: 29.63%

Total News Media Reach: 8,002,200

†Approx. AVE of News Media: \$74,020.35

Publications: 22

- Toronto Star
- CTV
- Star Metroland Media / Simcoe.com
- Barrie Today
- Bradford Today
- Barrie360
- 104.1 The Dock
- 92.3 The Dock

\*\*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 STATISTICS:**

[downtownbarrie.ca/autumn-in-the-city](https://downtownbarrie.ca/autumn-in-the-city)

Pageviews: **1267**

Unique Pageviews: 1081

Average Session Duration: 2:08

*(September 1 to November 18, 2020)*

## 2. OCTOBER TASTING TRAIL

The Downtown Barrie BIA's October Tasting Trail, a well known and well loved event, nestles nicely under the Autumn in the City umbrella. Partnering with Snapd Barrie, the event went virtual for the first time ever in 2020 and took place each day in October with no scheduled time slots. Guests who visited ten or more locations were entered into a draw to win a \$250 Lifeline E-Gift Card while businesses with the most entries received free ads in Snapd Barrie!

### BACKGROUND:

The 2020 October Tasting Trail invites visitors to download the Snapd Hub App and taste their way through Downtown Barrie throughout the month of October. Anyone who visited 10 or more participating locations was automatically entered into a draw for a \$250 Lifeline E-Gift Card to the business or businesses of their choice!

### OVERVIEW:

The Downtown Barrie Business Association (BIA) partnered with Snapd Barrie to offer a virtual and physically distanced October Tasting Trail event! Guests downloaded the new Snapd Hub App and entered a special code with each purchase at an October Tasting Trail stop.

### MEMBER PARTICIPANTS:

- 147 Ristorante
- Arabesque Restaurant
- British Arms Pub
- Cakes by Design
- Casa Cappuccino
- Chavo Crepes
- Chillz Dessert Lounge
- Donaleigh's
- Dunlop Street Diner
- Flying Monkeys Craft Brewery
- Grilled Cheese Social Eatery
- Grillicious Gourmet Tap & Grill
- Homestead Artisan Bakery
- Hooligans Restaurant
- J'adore Fine Cheese & Chocolate
- Jerk Marshall Jamaican
- KoHyang House
- Last Level Lounge
- Lazy Tulip Cafe
- McReilly's Pub
- Mexhico Restaurant
- McDonalds
- Olive Oil Co.
- P\_zza
- Philthy Philly's Cheesesteaks & Poutinerie
- Pita Pit
- Ripe Juicery
- Skewers Korean Style
- Smoke's Poutinerie

- The Queens Hotel
- The Works Gourmet Burger Bistro
- Valiants
- Wired Owl Coffee Co.
- Yo!! Taco Barrie

#### **SUPPORTING DETAILS:**

- # of Member Participants: **34** (↑ of 183%)
- # of Event Participants: 37

#### **MEDIA STATISTICS:**

##### **Total Media Highlights:**

Total Media Reach: **135,321**

Total Media AVE: **\$15,640.50**

##### **Social Media Stats:**

Highlights:

Total Social Media Reach: 29,321

\*Total Social Media AVE: \$14,660.50

(\*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: 7

Reach: 6475

Approx. AVE: \$3237.50

Engagement (Likes, Clicks, Comments, Shares): 328

Twitter:

Posts: 8

Impressions: 13,163 (↑ of 49%)

Approx. AVE: \$6581.50

Engagement: 177

Instagram:

Posts: 5

Likes: 174  
Reach: 9683  
Approx. AVE: \$4841.50

#### **News Media Stats:**

- # of PRs Issued: **2**
- \*\*Kick Off PR Open Rate: 31.76%
- \*\*Mid-Event PR Open Rate: 29.63%
- Publications: 1
  - Barrie Today
- News Media Reach: 106,000
- †Approx. AVE of News Media: \$980.00

\*\*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 STATISTICS:**

In October, 2020 [downtownbarrie.ca/october-tasting-trail](http://downtownbarrie.ca/october-tasting-trail) saw...

Pageviews: **808**

New Visitors: **596**

Returning Visitors: 212

Average Session Duration on October Tasting Trail page: 2min 24sec

### **3. WORDS & IMAGES: DOWNTOWN MURAL PROJECT**

#### **BACKGROUND:**

Led by the 320 Collective with their partners at the MacLaren Art Centre and the Downtown Barrie Business Association (BIA), Words and Images reminded the community that we are truly stronger when we stand as Barrie Together.

#### **OVERVIEW:**

Public art installations appeared all over Downtown Barrie in the autumn of 2020. Part of the Downtown Barrie Mural Project, these installations made up Words and Images: Responding to this Place, a project made by local artists for locals.

## **INSTALLATIONS, ARTISTS & LOCATIONS:**

Adding to the cultural and community experiences of downtown Barrie, the installations can be found at:

1. "Centennial" with artwork by Leandra Almeida and poetry by Victoria Butler  
Located at Dunlop St E, alleyway beside Flying Monkeys Craft Brewery
2. "Holy Land" with artwork by Katie Green and poetry by Bruce Meyer  
Located at former BMO building adjacent to Meridian Place, south wall facing Simcoe St
3. "Kempfenfelt Drive" with artwork by Katie Green and poetry by Victoria Butler  
Located at Collier St at Clapperton St, alleyway between 19 and 21 Collier St
4. "The Future" with artwork by Leandra Almeida and poetry by Bruce Meyer  
Located at Dunlop St W at Mary St, southeast corner
5. "Sisters" with artwork by Angela Aujla and poetry by Victoria Butler  
Located at 112 Dunlop St E on the east wall of Valiant's
6. "A Candlelight for Moths" with artwork by Cody D'Amico and poetry by Bruce Meyer  
Located at 48 Collier St on the east wall of the Georgian College Career Centre

## **DONORS:**

- City of Barrie
- Wildfire Peacock Foundation
- Pratt Homes
- Downtown Barrie Business Association (BIA)

## **MEDIA STATISTICS:**

### **News Media Stats:**

- # of PRs Issued: 1
- \*\*PR Open Rate: 31%
- Publications: 1
- Star Metroland Media / Simcoe.com
- Approx. Print News Media Reach: **142,000**
- †Approx. AVE of News Media: **\$1313.50**

\*\*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.

## **Dunlop Streetscape Project Wrap 2020 Campaign Impact Report**

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## OVERVIEW

The Dunlop Streetscape Project transformed Barrie's downtown. This \$16.1M project began in August 2019 and was completed in November 2020.

Dunlop Street is a vital component and attraction to downtown Barrie. With proposed intensification in the downtown, maintaining and enhancing this corridor was an essential component in the success of downtown revitalization and the City's Downtown Commercial Master Plan.

The project focused on safe pedestrian movements and accessibility throughout the Dunlop Street corridor (Toronto St to Mulcaster St), as well as ensuring area businesses are better serviced through enhanced lighting, visibility and service opportunities.

The project replaced aging infrastructure in Barrie's downtown. Above ground, the work improved the pedestrian experience with wider sidewalks, while providing downtown businesses with more attractive and accessible storefronts. New streetlights, planters and trees make for a new look and a greener downtown appearance.

## IN 2020

The Downtown Barrie Business Association (BIA) maintained a focus on communication with its membership throughout 2020 providing updates and notices quickly and efficiently. The Dunlop Streetscape Project came to completion in November of 2020 with minor remedial work to be completed in the early months of 2021.

## SUPPORTING DETAILS

- Total # of Town Halls / Information Sessions for BIA Members: **11**
- Project received the **EDCO Award of Excellence**
- Communication and marketing plan focused on "Businesses Are Open" message
- Business-run fence decorating contest

## PARTNERS

- City of Barrie
- Downtown Barrie Business Association (BIA)
- Arnott Construction Ltd.
- Tatham Engineering

## MARKETING STRATEGY

- Key Message: Businesses Are Open!
- Monthly #WeDigDowntown contest to win Lifeline E-Gift Cards
- Free 2hr parking in Chase McEachern and Maple Street parking lots
- Regular media releases
- Contributor column in Barrie Advance
- Posters, buttons, bookmarks, coasters, billboard, social media kit
- CubePods, Mini Bs, directional signage on construction fencing

## MEDIA STATISTICS

### Total Media Highlights:

Total Media Reach: **68,464,075**

Total Media AVE: **\$704,781.00**

### Social Media Stats:

Highlights:

Total Social Media Reach: 145,672

\*Total Social Media AVE: \$72,836.00

(\*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: 41

Reach: 33,106

Approx. AVE: \$16,553.00

Engagement (Likes, Clicks, Comments, Shares): 3349

Twitter:

Posts: 37

Impressions: 43,763

Approx. AVE: \$21,881.50

Engagement: 1075

Instagram:

Posts: 37

Likes: 4019

Reach: 69,283

Approx. AVE: \$34,641.50

### **News Media Stats:**

- # of Community Contributor Columns: **5**

- Total # of PRs Issued: **9**

- \*\*Average PR Open Rate: 44.85%

- Publications: 7

- Barrie Today

- The Dock

- CTV

- Simcoe.com

- Retail Insider

- Global News

- Municipal Information Network

- # of Published Articles: 62

- News Media Reach: 68,318,403

- †Approx. AVE of News Media: \$631,945.23

\*\*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 STATISTICS**

In 2020, the Dunlop Streetscape Construction Project, the project page on downtownbarrie.ca saw...

Pageviews: **1380**

New Visitors: 746

Returning Visitors: 634

Average Session Duration on project page: 2min 17sec

# **Noëlla Festival 2020**

## **Event Impact Report**

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### **OVERVIEW**

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.

## **IN 2020...**

2020 was a year of adapting to the changing health and safety regulations due to the COVID-19 pandemic. With limitations on public gatherings, the planning for the 2020 Noella Festival shifted to include passive programming and safe ways to support local businesses.

Known to include some of the most exciting and well-attended events in downtown Barrie, the Noella Festival continued to showcase the community in a festive light, but did so in a safe and responsible way.

## **SUB-EVENTS / FEATURES**

- Rotary Festival of Trees
- Noëlla Tree & Wreath Lot
- Holly Days
- Free On-Street Parking
- Lifeline E-Gift Cards
- Augmented Reality at Meridian Place with Snapd Barrie

## **SUPPORTING DETAILS**

- NOELLA TREE & WREATH LOT

Every Saturday from November 28th to December 12th, Meridian Place was host to the Noella Tree & Wreath Lot. All proceeds from the Noella Tree & Wreath Lot were given to Hospice Simcoe, totalling **\$3000** including a donation from Dr. Brad Dibble and Katherine Elphick

- HOLLY DAYS

Shoppers in Downtown Barrie were invited to download the Snapd Hub App and enter to win a \$500 Lifeline E-Gift Card to the businesses of their choice!

- Individual contest participants: 48
- Total contest entries: approx. 89
- Participating businesses: 59
- Winner: Arin
- Winner's Excitement Level: 12/10

- **LIFELINE E-GIFT CARDS**

For those looking to support local while shopping online, the Lifeline E-Gift Card program was a perfect solution!

- Total orders in December, 2020: **79**
- Total sales in December, 2020: **\$7300**

## **MEDIA STATISTICS**

### **Total Media Highlights:**

Total Media Reach: **2,497,356**

Total Media AVE: **\$68,797.22**

### **Social Media Stats:**

Highlights:

Total Social Media Reach: 93,116

\*Total Social Media AVE: \$46,558.00

(\*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: 18

Reach: 17,377

\*Approx. AVE: \$8688.50

Engagement (Likes, Clicks, Comments, Shares): 744

Twitter:

Posts: 15  
Impressions: 32,116  
\*Approx. AVE: \$16,058.00  
Engagement: 540

Instagram:  
Posts: 17  
Likes: 1243  
Reach: 44,156  
\*Approx. AVE: \$22,078

### **News Media Stats:**

- # of PRs Issued: **2**
- \*\*Event During Pandemic Update PR Open Rate: 40.58%
- \*\*Post-Event PR Open Rate: 21.18%
- Published News Articles or Stories: **11**
  - Star Metroland Media / Simcoe.com
  - Barrie Today
  - Yahoo News Canada
  - Canadian Press
- Approx. Print News Media Reach: 2,404,240
- †Approx. AVE of News Media: \$22,239.22

\*\*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 STATISTICS**

From November 11 until December 31, 2020, noellafestival.ca saw...

New Users: 5319

Pageviews: **11,128**

Most Popular Pages:

- Rotary Festival of Lights
- Noella Tree & Wreath Lot