



# MAY DAYS

2019 EVENT REPORT

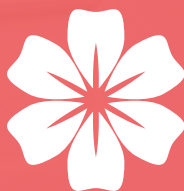
DOWNTOWN  
**BARRIE**  
*Unexpected!*



# 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