

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