

# October Tasting Trail

## 2019 Event Impact Report

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### 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 Valiant's  
Flying Monkeys Craft Brewery Ripe Juicery  
Olive Oil Co. Nourish Cafe at Nutrition Plus  
Little Bitty J'adore Fine Cheese & Chocolate  
Unity Market Cafe Skewers Korean BBQ  
Grilled Cheese Social Eatery 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