DOWNTOWN BARREE Unexpected!

NOELLA FESTIVAL

2018 EVENT REPORT

EVENT OVERVIEW

2018 was a year of firsts for all Downtown Barrie (BIA) events. The Noëlla Festival was no stranger to this. Kicking off on Saturday, November 17th was the Tree Lighting Celebration held for the first time at the brand new Meridian Place. A 35-ft Blue Spruce was wrapped in 25,000 lights which stunned the crowd of thousands when it was lit with the flip of a switch. Incredible fireworks set the stage for a truly memorable 2018 Noëlla Festival in Downtown Barrie.

SUB-EVENTS

- Tree Lighting Celebration & Chamber Santa Claus Parade
- Rotary Festival of Trees
- Christmas Tree Lot & Market
- Holly Days
- Festive Window Display Contest
- Heritage Ornament Collection
- Free On-Street Parking
- New Year's Eve Downtown
 Countdown







TREE LIGHTING CELEBRATION & CHAMBER SANTA CLAUS PARADE

1 giant tree. 25,000 lightings. Memories to last a lifetime. The Tree Lighting Celebration was held on Saturday, November 17th in conjunction with the Barrie Chamber of Commerce's Santa Claus Parade.

- Attendance: approx. 10,000
- Sponsors: Meridian Credit Union, Drysdale's Tree Farm, Barrie Ford, Barrie Chrysler, Tim Horton's Rock
 95 & Kool FM
- Toy Drive: 2 full bags collected by Rock 95 & Kool FM
- Barrie Food Bank: 245lbs of food and \$800 in cash donations

CHRISTMAS TREE LOT & MARKET

Every Saturday from November 24th to December 15th, Meridian Place was host to the Christmas Tree and Wreath Lot & Artisan Market. All proceeds from the Christmas Tree & Wreath Lot were given to Hospice Simcoe. Additional features included:

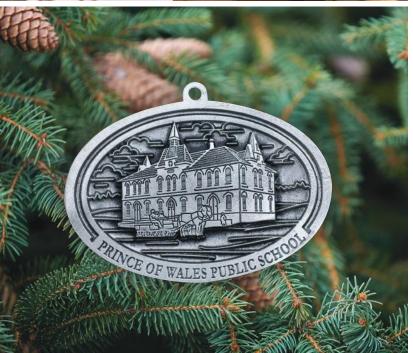
- Visits with Santa on the Meridian Place stage and at Memorial Square
- A cozy fire pit with Muskoka Chairs
- Performances from members of the City of Barrie's Emerging Musicians Program
- 7 featured local artisans
- Chosen Charity: Hospice Simcoe
- Donation Amount: To be determined

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 \$3000+ of goods and services provided by our amazing Downtown businesses. Businesses were asked to make a cash donation to The David Busby Centre.

- Ballots entered: approx. 7000
- Participating businesses: 50+
- Winner: Amanda Hicks-Whitty
- Winner's Excitement Level: 12/10
- Chosen Charity: The David Busby Centre
- Donation Amount: \$300







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: Past, Present & Future.

- Number of Participating Businesses: 25
- 1st Place: Everleigh Garden
- 2nd Place: Mantiques
- 3rd Place: Vintage Throne Barber Shop
- 4th Place: Metzger Studio
- 5th Place: The Waterview Space

HERITAGE ORNAMENT COLLECTION

The 17th anniversary of the Heritage Ornament Collection celebrated Prince of Wales Public School in 2018

- Number of Participating Businesses: 9
- Number of Ornaments Sold: approx. 335
- Total Sales: \$5800+

NEW YEAR'S EVE DOWNTOWN COUNTDOWN

Organized by the City of Barrie and supported by the Downtown Barrie Business Association (BIA)'s Noëlla Festival, 2018's Downtown Countdown was met with warmer temperatures and rain. Despite the weather, the event was still considered a great success.

- Attendance: approx. 5000
- Headlining Musical Act: Sam Roberts Band & Fred Penner

SUPPORTING DETAILS



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Posts: 38 Impressions: 41,192 Engagements: 990 Likes: 187 Retweets: 60

Posts: 44 Reach: 31,266 Engagements: 2775 Reactions: 607 Comments: 68 Shares: 100

> Posts: 30 Reach: 45,844 Likes: 5530 Comments: 117

Videos: 4 Total Views: 110



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STATISTICS

\$28,855

Social Media Advertising Value Equivalency

\$84,429

Total Earned Media

(Based on AVE of

News and Social)

118,412

Social Media Total Reach

6,126,434

Total Media Reach

\$55,574

News Media Advertising Value Equivalency

16

Total Number of News Articles or Stories

Publications

- Barrie Today
- Metroland
- Kool FM
- Canada Live News

- Simcoe Review
- Global News
- Orillia Matters

Press Releases Activity

41%

30%

Tree Lighting PressNoella Festival PressRelease Open RateRelease Open Rate

33%

Free Parking Press Release Open Rate

NoellaFestival.ca

2,135

Page Views



Unique Page Views Downtown Barrie Blogs/Event Pages

2,063

Page Views



6,008,022

News Media

Total Reach

Unique Page Views