

CANADA 150 INFOGRAPHIC

BARRIE AIRSHOW | ILLUMINATE BARRIE FESTIVAL | PUBLIC ART

30

Volunteers were engaged between all 3 Canada 150 Initiatives



160,120

People attended our Canada 150 Initiatives:



Barrie Air Show:
50,000

Illuminate Barrie Festival:
110,000

Public Art Walking Tours:
120

69



Local Small Businesses & Innovators were engaged through the Illuminate Barrie Festival

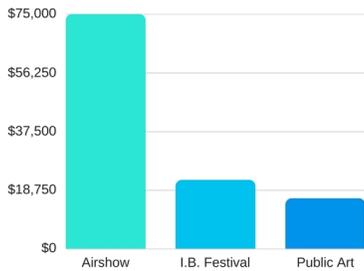


days of place making through public art in downtown Barrie:

- Soapbox:** 105 Days
- Rabbit:** 68 Days
- Blue Shore:** 68 Days
- Quadriga (Variant):** 18 Days
- Limelight:** 4 days

\$113,100

was raised through Cash and in-Kind Sponsorship

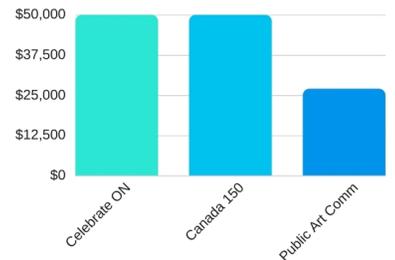


37

Sponsors were engaged in total including cash and in-kind sponsorship across all 3 initiatives.

\$127,000

in funding was leveraged

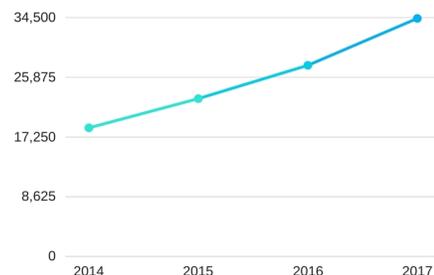


115k

Unique Facebook Views

25%

increase in unique page views of the Festivals and Events Landing Page due to Canada 150 programming and marketing



SURVEY DATA

ILLUMINATE BARRIE FESTIVAL

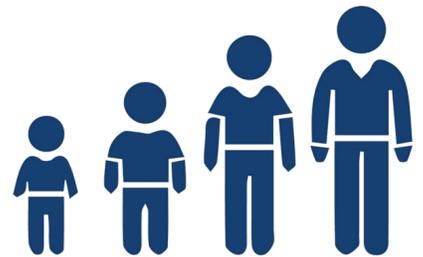


ILLUMINATE BARRIE

277

SURVEYS COLLECTED FROM THOSE WHO ATTENDED

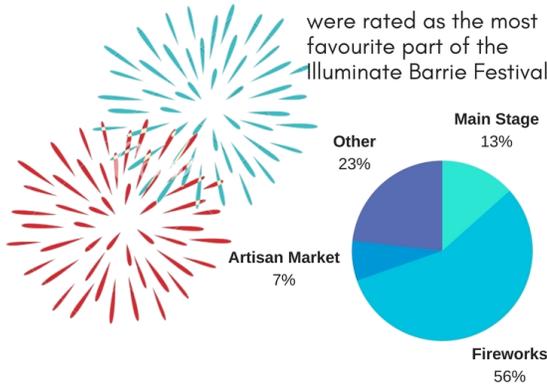
52% of survey respondents were between 25 and 45 years of age



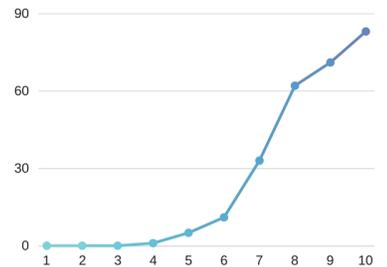
91.3%

of survey respondents think that Illuminate Barrie should become an annual event and would attend in the future.

FIREWORKS



89% Ranked their Experience a 7/10 or Higher

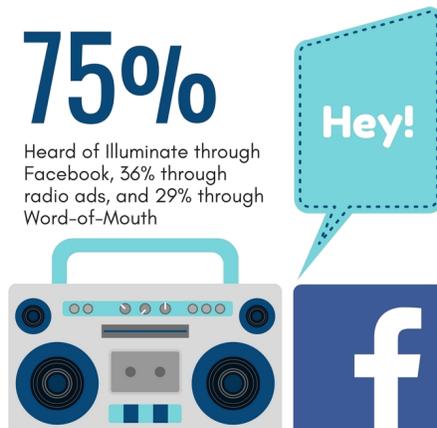


60% of vendors responded that they had higher than expected sales during the Illuminate Barrie Festival



75%

Heard of Illuminate through Facebook, 36% through radio ads, and 29% through Word-of-Mouth



63% of respondents who traveled from more than 40 km away came specifically for the Illuminate Barrie Festival



TESTIMONIALS

BARRIE AIR SHOW | ILLUMINATE BARRIE FESTIVAL | PUBLIC ART



Barnstormer Brewing Co @BarnstormerBeer · Sep 2
It's time for #IlluminateBarrie and the release of the first-ever collaboration among ALL #Barrie breweries! South Shore Center. Go!



4 13



Sharon Winchester is at The Mady Centre for the Performing Arts
August 15 · Instagram
Always something new and wonderful in our downtown!



Like Comment Share



Rock 95 @Rock95Barrie · Sep 3
We had a good weekend at #IlluminateBarrie and ended it with a bang 🌟🌟
#95daysofsummer
@PeakPowersports – at Allendale Station Park



Fireside Conference @firesideconf · Sep 3
Having an amazing time running programming up at #IlluminateBarrie and roasting bannock with our friends @scoutscanada



Rob Chambers @rob_d_chambers · Sep 3
Props to the @cityofbarrie for the amazing fireworks the last 2 nights!
#IlluminateBarrie

Kimberly Sarah
June 28



Like Comment Share

507

148 Shares

Teri-Lynn Mullin
June 28

Thank you to the City of Barrie and The Snowbirds ❤️ amazing show!



Like Comment Share

Kettie Town and 18 others

Kathryn Irwin
June 29

thank you The City of Barrie, Snowbirds, Camp Borden, Ontario, and other sponsors...that was a fantastic air show!

Like Comment Share

2

