

Celebrate Canada

POST-EVENT IMPACT REPORT



Thousands celebrated Canada Day in downtown Barrie! Every Canada Day, Barrie features live entertainment and family activities in partnership with Promenade Days, Downtown Barrie's street festival!

20K

Attended the event

50K

Attended the fireworks



28°/14°

Monday, July 1, 2019



Entertainment



Absolutely You



Melissa Vales



Kelsey Kulyk



Aaron Goodvin

ACTIVITIES

Heritage Park



Hasbro Play Area



Speaking of Wildlife



Entertainment



Inflatables



Kids Colouring



Art Station



Face Painting



Vendor Market



Fireworks

And Much More!



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PARTNERSHIP

Canada *Tim Hortons*

PURE
COUNTRY ★ 106

>\$20K

104.1
The Dock
Greatest Hits

Fresh
RADIO 93.1
LOVE THE MUSIC

Cash and in-kind support
from valued partners

BARRIE
Advance.

BIG 101.1
BIG HITS & REAL CLASSIC ROCK

107.5 KOOL FM
BARRIE'S BEST MIX

ROCK 95

SOCIAL MEDIA REACH



23.7K Impressions
1.3% engagement rate
41 Retweets



272 Interactions
1066 Accounts reached
20,886 Impressions



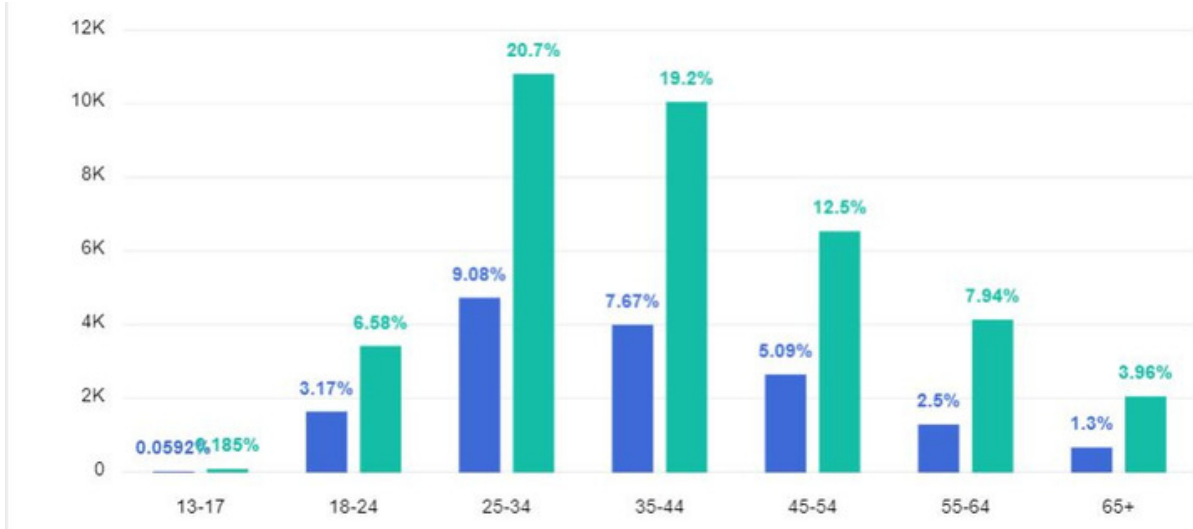
Facebook event reached 53.4k
3.5k responses



Demographics

age and gender

29% Men 71% Women



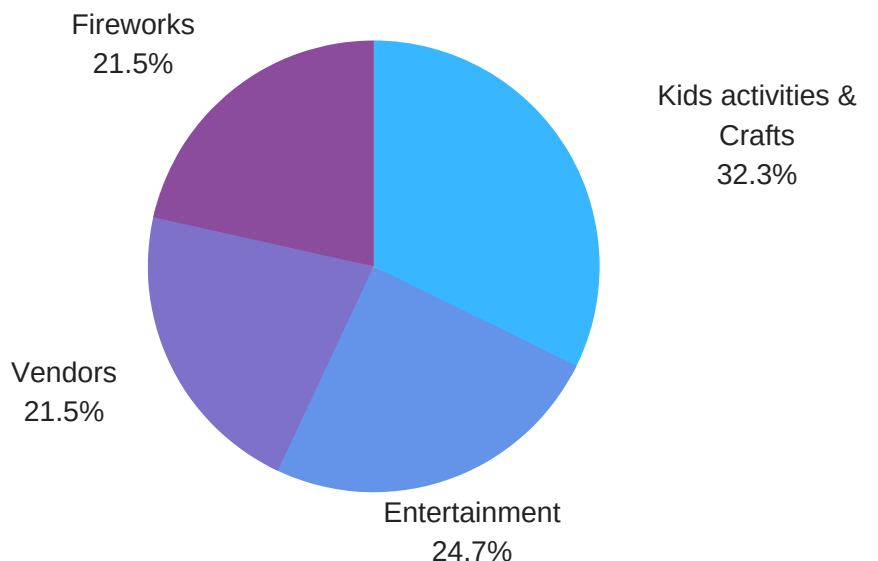
Location

city



SURVEY RESPONSES

FAVOURITE PART OF THE EVENT



- 115 people completed the survey, of those:
- 79% rated their experience at Canada Day as 8 or more out of 10
- 93% plan to attend Canada Day in the future
- 70% shopped/dined downtown while attending Canada Day
- Of those, 49% spent more than \$50

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WHAT ARE PEOPLE SAYING?

Cheryl Kawasaki
12 hrs · 🌐

Best Canada Day EVER!!!! 🇨🇦🇨🇦🇨🇦
Thank you City Of Barrie and ALL sponsors of Promenade, the spectacular Fireworks, all the great activities, the Airshow!!! What a great way to start the summer!!!

👍 You and 2 others



Barrie Uncovered
13 hrs · 🌐

What a day it was, Barrie! Happy Canada from all of us to every one of you! Be safe and take a cab home if you need to. Peace out!

👍❤️ 24

3 Shares

Phillip Moore is with Andres Gutierrez and 6 others at Kempenfelt Bay.
14 hrs · Barrie · 🌐

Awesome Canada Day weekend spent in Barrie with good friends! The Rolling Stones, Promenade Days, Centennial Beach and Fire Works! We did it all and we did it well! #Barrie #Canada #IAMCANADIAN

👍❤️ 47

1 Comment



Carol Shaw Thank you for such an amazing party. Proof again that Barrie Ontario is the place to be in the summer!!!!

👍 1

Like · Reply · Message · 5d

John Brassard @JohnBrassardCPC · Jul 1

Wow @CakesByDesignB comes thru again with a @Raptors themed cake for #CanadaDay. Joined @DowntownBarrie @Mayor_Jeff @AlexNuttallIMP @Andrea_Khanjin @douglasdowney @DougShipleyBSOM for annual cake cutting this afternoon. #Barrie #Innisfil @cdnpoli #onpoli #Canada152 #WeTheNorth



AaronGoodvin @AaronGoodvin · Jul 2

Barrie, you came to play last night! Thanks for a memorable #CanadaDay and for the warm welcome. Hope to see you again soon!

#Barrie #barsandchurchestour @WarnerCanada @revivermusic

Thank you, Barrie!

🗨️ 2 🔄 4 ❤️ 14 📧

