

WinterFEST BARRIE

POST-EVENT IMPACT REPORT



The City of Barrie's annual Winterfest was held February 2nd & 3rd, 2019 and featured outdoor and indoor winter fun at Heritage Park, Meridian Place, and venues throughout the city.

23K

Attended the event



-2°/-17°
Saturday



7°/-3°
Sunday

BARRIE NATIVE FRIENDSHIP CENTRE



This year, a special partnership with the Barrie Native Friendship Centre celebrated their 31st anniversary and honoured Indigenous culture.



PROGRAMMING Heritage Park & Meridian Place



Lumberjack Show



Speaking of Wildlife



Entertainment



Snow Tubing



Winter Kites



Maple Leafs Fan Zone

And So Much More!

Locations Throughout Barrie



Clans & Clan Governance

Mariposa Skating Showcase & Learn to Skate

Indigenous Speaker Series

And More!



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PARTNERSHIP

>\$35K

Cash and in-kind support from valued partners

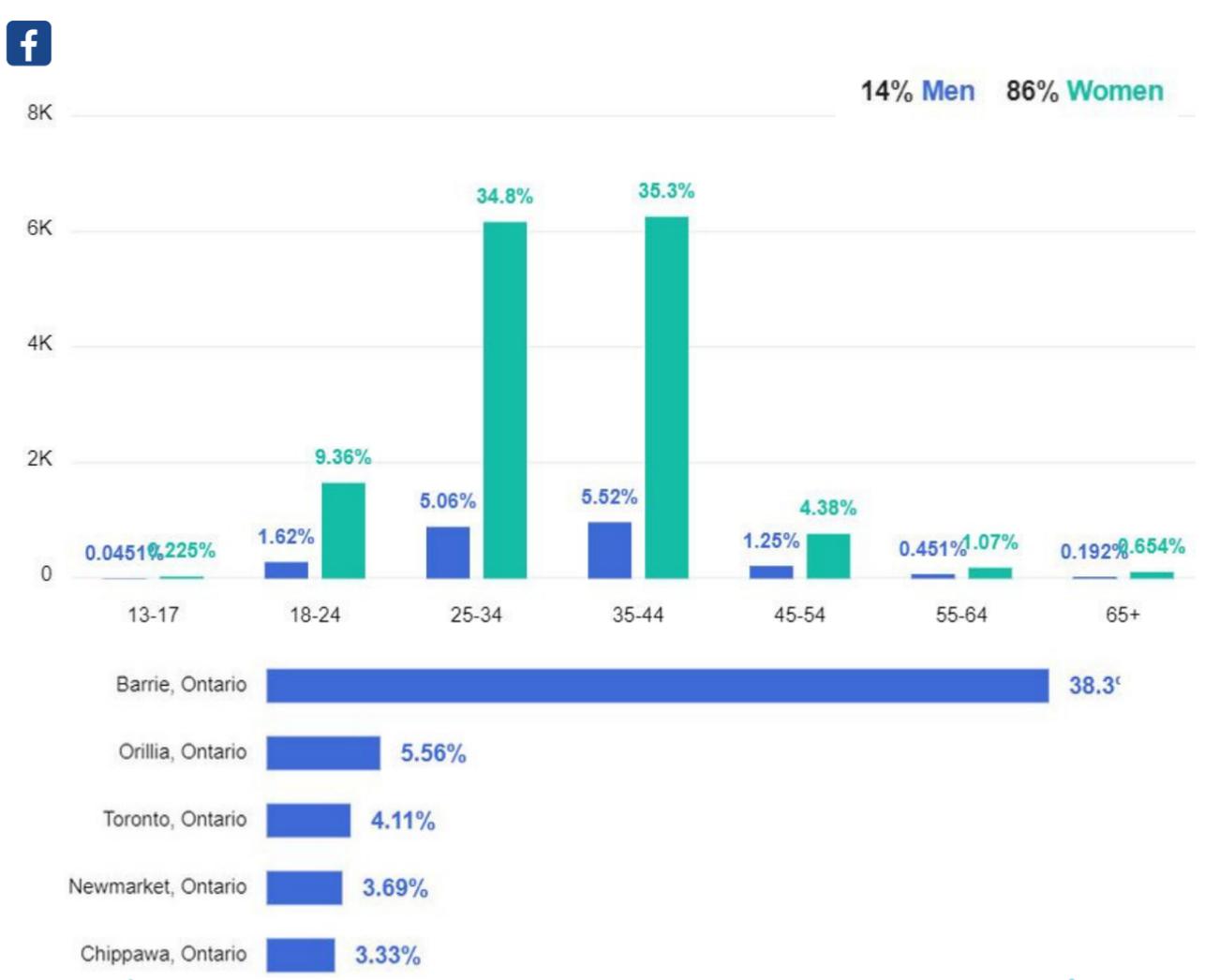
SOCIAL MEDIA REACH

Twitter: 12K impressions, 17 public tweets using #barriewinterfest

Instagram: 1,400 total story views, 1,113 event day story views, 20 public posts using #barriewinterfest

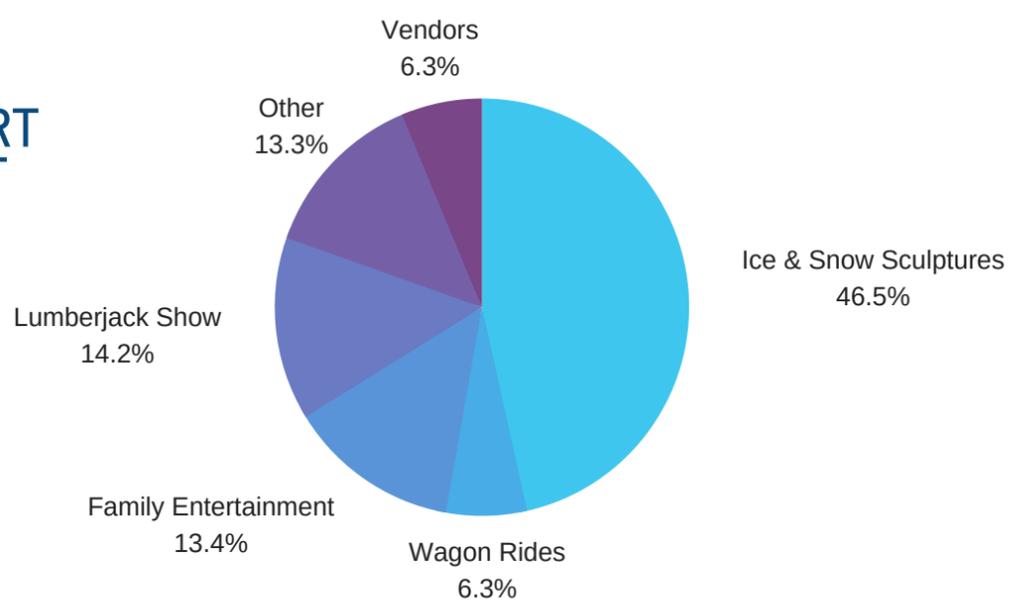
Facebook: Facebook event reached 18K

Tourism Barrie video ad campaign had 613,392 impressions and reached 339,363 between Facebook, Instagram, Messenger, and Google Ads



SURVEY RESPONSES

FAVOURITE PART OF THE EVENT



- 74.3% rated their experience at Winterfest as 8 or more out of 10
- 95.8% plan to attend Winterfest in the future
- 32.4% were attending Winterfest for the first time
- 61.9% were shopping/dining downtown while attending Winterfest
- Of those, 42.3% were spending more than \$50



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WHAT ARE PEOPLE SAYING?

Brendan Clemmens added 2 new photos — 🥰 feeling grateful. ...
2 February at 13:24 · 🌐

enjoyed a great morning at Barrie Winterfest 2019 in downtown #Barrie with Patricia Clemmens/kids/in-laws followed up by our household fav comfort food lunch at the Grilled Cheese Social Eatery
Oh yeah, and #MapleTaffy



nance_2.0 • Follow
Barrie, Ontario

nance_2.0 Had fun with the girls this afternoon at Barrie Winterfest! Wood chopping competitions, maple syrup snow pops and ice sculptures ~ doesn't get much more Canadian than that! CA❄️
#barrie #barriewinterfest #iamcanadian #funinthecold #icesculptures #woodchopping #maplesyruponsnow #mommaandhergirls



Liisa @OntarioLiisa · Feb 2
It's been a fun afternoon at #BarrieWinterfest! Activities continue all day Sunday! #DiscoverON #winterfun #ilovewinter #Barrie

The Special Events Office was contacted by an individual from Oshawa who was organizing a trip to Barrie for Winterfest with >50 friends and family and they were renting a bus!



"The event is very well organized and executed. Crowds are solid and revenues are strong. The City people are all amazing to deal with. I've done other winter carnivals in Simcoe County and yours is by far the best one. Keep up the great work!"

-Ken Allen; Beavertails

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