



DOWNTOWN COUNTDOWN 2019

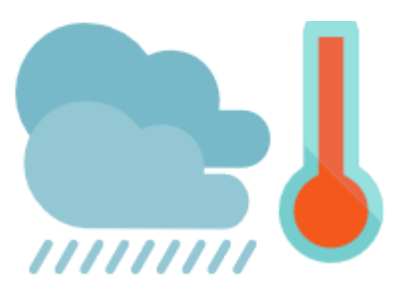
POST EVENT REPORT

The City's 21st annual New Year's Eve celebration was held December 31st, 2018 outside Barrie City Hall. It is one of the largest free New Year's Eve events in Central Ontario attracting Barrie residents and visitors from all over Central Ontario.



MONDAY, DECEMBER 31, 2018
2°/-6°
LOTS OF RAIN

People joined together outside City Hall to celebrate New Year's Eve with a free evening of fun and entertainment despite the weather



PROGRAMMING

Attendees enjoyed a concert, family activities, skating, horse-drawn wagon rides, and two fireworks displays at Barrie City Hall from 6pm to midnight.



ENTERTAINMENT



Fred Penner

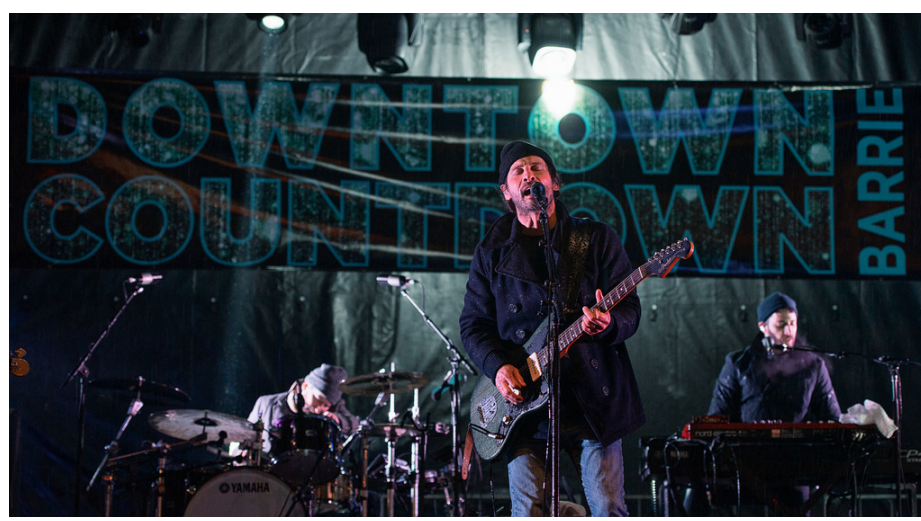


Cousin Jack



Skye Wallace

Local band Cousin Jack was selected from over 30 submissions to open for Sam Roberts Band and Skye Wallace in front of a hometown crowd.



Sam Roberts Band

Five-time Juno Award Winner

FIVE POINTS THEATRE

New activities at the Five Points Theatre provided special programming in the early afternoon, including a magic mirror photo booth and a resolution wall where participants could leave their hopes for 2019



87

People engaged with activities at the Five Points Theatre - many were families



DOWNTOWN COUNTDOWN

POST EVENT REPORT

PARTNERSHIPS



>\$40,000

Cash and in-kind support from key partners



SOCIAL MEDIA REACH



FACEBOOK EVENT REACHED 55.6K
RECEIVED 2.1K RESPONSES



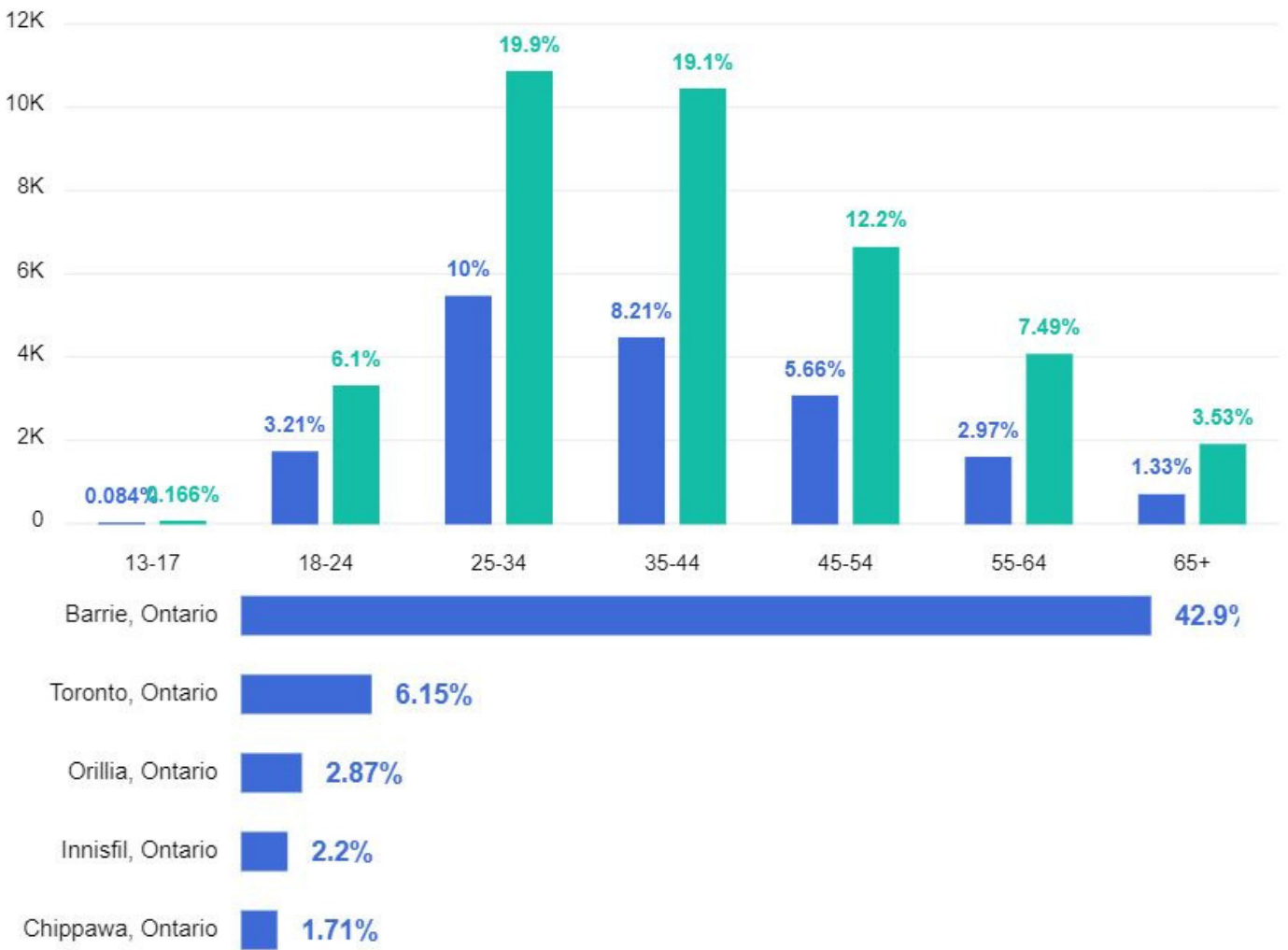
TWITTER HAD 4.5K IMPRESSIONS
26 PUBLIC TWEETS USING
#DOWNTOWNCOUNTDOWN



1,254 EVENT DAY STORY VIEWS
17 PUBLIC POSTS USING
#DOWNTOWNCOUNTDOWN

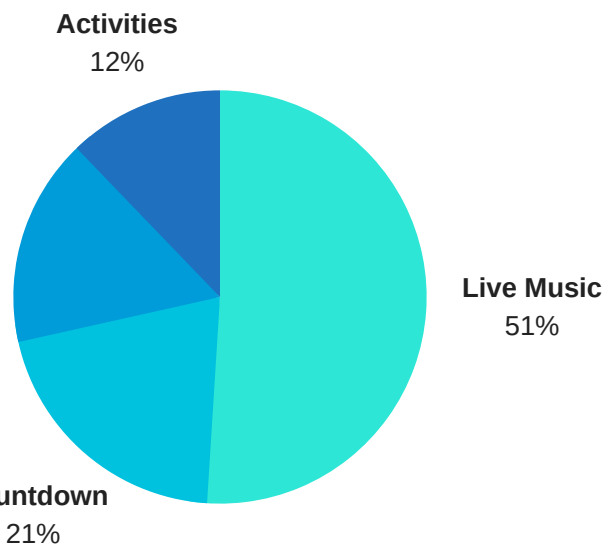


31% Men 69% Women



SURVEY RESPONSES

FAVOURITE PART OF THE EVENT



25%

RATED THE DOWNTOWN COUNTDOWN AS 10/10

48%

WERE ATTENDING THE EVENT FOR THE FIRST TIME

16%

WERE VISITING FROM >40KM AWAY





DOWNTOWN COUNTDOWN

POST EVENT REPORT

WHAT ARE PEOPLE SAYING?



Dominika Zapolnik @Dzapolnik · Dec 31

A fantastic night @cityofbarrie #DowntownCountdown

We all enjoyed skating despite the rain and @FredPenner was amazing! Thank you so much! Happy New Year! pic.twitter.com/rgfh2AmcYM



Melissa Stafford-Valdés

December 31, 2018 at 10:00 PM · 🌐

This right here made my heart melt with happiness and nostalgia 🥰!
People laughed when I said I was excited to go but honestly this man made me so happy as a child and to able to share the love of his music with my kidlets made my heart soar ❤️❤️❤️❤️❤️❤️!!!!
I am so happy we braved the ice cold wind and rain.... so very worth it 🥰!!!!
Thank you to Mr. Fred Penner for the kindness you showed my kidlets this evening.
Definitely made their and my night 🥰!!!!



radiogirlkatie · Follow

A blurry start at the downtown countdown .. but everyone seemed please and thoroughly soaked from the rain.
#happynewyear #2019 #momlife #family #thisis3 #downtowncountdown



Sam Roberts Band added an event.

November 23, 2018 · 🌐

Sam Roberts Band rings in 2019 with Skye Wallace and Fred Penner in Barrie, On with a free show!

BARRIE CITY HALL • DEC 31 • 6PM-MIDNIGHT
RING IN THE NEW YEAR IN DOWNTOWN BARRIE!

Featuring
SAMROBERTSBAND

MON. DEC 31, 2018
New Year's Eve 2018
 Barrie City Hall · Barrie

✓ Going ▾

Amanda, Lindsay and 10 friends

You, Jake Thompson, Lauren Kathryn and 200 others 14 Comments



The City of Barrie @cityofbarrie

Follow

Have you heard? Announced this morning on @Rock95Barrie & @KoolFMBarrie: @samrobertsband will ring in 2019 in #Barrie! Lineup will also include @CousinJackband, @skye Wallace, + family entertainment w/ @PennerFred. barrie.ca/DowntownCountd... #DowntownCountdown



8:17 AM - 23 Nov 2018

6 Retweets 19 Likes



Tourism Barrie @tourismbarrie

Follow

Plan your New Year's Eve in #Barrie! Book the @HolidayInn #NewYearsEve Package & ring in #2019 with live music & fireworks at Barrie's #DowntownCountdown. Want to make a weekend of it? Stay an extra night & spend a day skiing or tubing @SkiSnowValley! qoo.ly/u9fbm



Barrie 360 @Barrie360

Follow

So...what's a little rain? 2019 came anyway, and it was a blast! Sam Roberts Band rocked downtown Barrie despite the rain
#Barrie #DowntownCountdown #NewYearsEve @PennerFred @samrobertsband bit.ly/2GRLDwq



9:42 AM - 1 Jan 2019

3 Retweets 5 Likes



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INFORMATION PROVIDED BY THE CREATIVE ECONOMY DEPARTMENT

