



Celebrate Barrie

POST-EVENT IMPACT REPORT



Celebrate Barrie is a celebration of our community and the kick-off to the summer festival season in Barrie! Thousands joined us at Centennial Park along the beautiful shore of Kempenfelt Bay on Saturday, June 1st for live music, a heritage village, family fun zone, vendor marketplace, community displays, and much more all with a focus on telling our story!

>10K
Attended the event



HIGHLIGHTS

Community Groups

Creative Economy offered a community engagement workshop to spark interest from new organizations and encourage groups to offer new experiences. At the event, 42 organizations were represented highlighting a variety of sectors (health, sport, the arts, culture) as well as City departments and stakeholders (Recreation, Parks, Traffic, Environmental, Fire & Police).



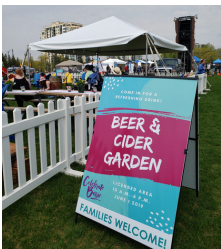
Nature Play

NEW - a partnership with Evergreen Brickworks and the Parks Team brought a unique opportunity for kids to develop their creativity and problem-solving skills with child-led play using items from nature! 100% of surveyed participants enjoyed their Nature Play experience and 97% would like to see more Nature Play opportunities in Barrie.



Licensed Area

NEW - licensed area was run by Venues Team, offering local craft beer and cider in a comfortable backyard environment featuring Muskoka chairs and yard games. Acoustic entertainment was provided by OMCI artists.



200 people visited



125 drinks sold



\$1,030 in bar sales

PROGRAMMING



Local Vendor Market



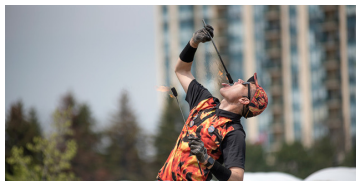
Heritage Village



Local Entertainment



Educational Activities



Buskers



Family Fun



Outdoor Film
(postponed to June 8
due to weather)



Celebrate Barrie

POST-EVENT IMPACT REPORT

PARTNERSHIP



>\$15K



Cash and in-kind support
from valued partners



DIGITAL REACH



19.7K Impressions
29 Public tweets using
#celebratebarrie



146 Interactions
875 Accounts reached
15,157 Impressions



Facebook event reached 11.1K



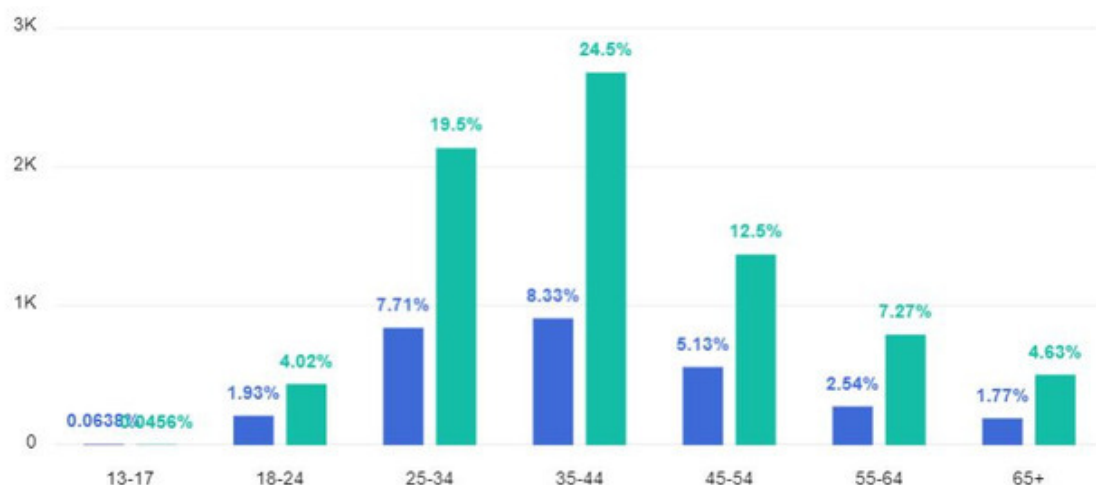
5257 Website pageviews



Demographics

age and gender

27% Men 73% Women



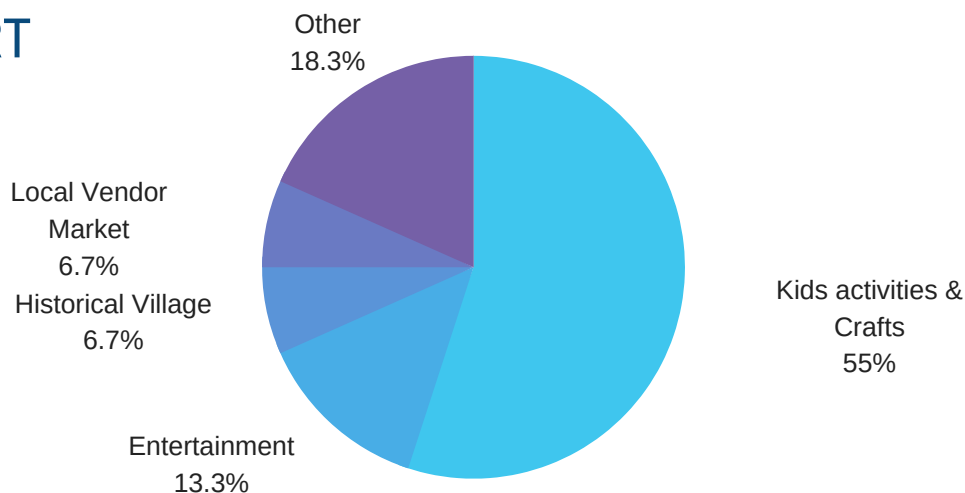
Location

city



SURVEY RESPONSES

FAVOURITE PART OF THE EVENT



- 77% rated their experience at Celebrate Barrie as 8 or more out of 10
- 100% would attend Celebrate Barrie in the future based on their experience
- 32% were attending for the first time
- 82% were attending with at least 1 child
- 13% were visiting from over 40km away
- 36% visited nature play area
- 58% shopped/dined downtown while attending Celebrate Barrie
- Of those, 49% planned to spend \$50 or more





Celebrate Barrie

POST-EVENT IMPACT REPORT

WHAT ARE PEOPLE SAYING?

Ashley Anne Casciato
June 1 at 9:39 PM · 🌐

Bravo to whomever organized this today. It was incredibly well executed, so many things to do. The nature playground provided hours of fun for my littles. The vendors and organizations from around the community were outstanding. The bouncy castles and lines for them were short and well monitored. I'm glad I got to enjoy this day with my little ones. Thanks Barrie!



Amanda Renee Samson
June 1 at 12:56 PM · 🌐

This is soo much fun. we just got back from it and If I could have stayed longer I would have. the kids loved the bouncy castles and the snakes and lizards. They are still playing with their metal slinkies. lol loved the face painting too ❤️

5 Comments

Barbara Cormack My grandson had a ball. Young and old something for everyone.

Like · Reply · Message · 4d

Christine Hildebrandt @ChristineHild16 · Jun 1

#CelebrateBarrie with activities that promote linguistic and cultural awareness and celebration in our welcoming community @cityofbarrie. Samosas and Hindi language translations at the #EthnicMosaicAlliance booth, and adding family countries of origin to the world map.



Tourism Barrie @tourismbarrie · May 30

Head to #Barrie's beautiful waterfront this Saturday, June 1st for free family fun! Inflatables, heritage village, entertainment and so much more! #CelebrateBarrie @cityofbarrie qoo.ly/xp9i9



Barrie Fire @Barrie_Fire · Jun 1

Kathy, Shawn and Melissa from @CHorizons stood out with their fire safety knowledge at our Safety Wheel. Fire drills at #vulnerableoccupancies are making a difference, these guys knew their stuff! #CelebrateBarrie



MadelnBarrie and 2 others liked

BarriePublicLibrary @BPL_inthecity · Jun 1

@CreativeBarrie #CelebrateBarrie Paint & Play at Centennial Park - Discover the Summer Reading Club and get a Library Card too - Meet you under the tent!



Curio Exploration Hub
4 hrs · 🌐

Our first on location event with Celebrate Barrie was such a blast! We had Nat Caron Photography on hand who captured some amazing moments. Head to the blog for more pictures!



Andrea Khanjin
June 1 at 9:08 PM · 🌐

Stopped by the Celebrate Barrie event at the #Barrie Waterfront to kick off the summer festival season. It was fun to talk to and learn from all the different type of vendors. The event had everything from inflatables to educational displays from over 50 community groups!

South Simcoe Rebel Rollers
June 2 at 12:35 PM · 🌐

We had a great day at #CelebrateBarrie! #derbymoves #rollerderby #DerbyLove #CityofBarrie #RebelRollers

