

# WinterFEST

## 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.

Barrie Winterfest was recently named as one of the Top 100 Events in Ontario by Festivals & Events Ontario - receiving this honour for over 11 years.

# 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.

Cultural programming was offered at Heritage Park, Barrie Native Friendship Centre, Library, MacLaren Art Centre, and East Bayfield Community Centre: Hoop Dance, bannock tasting, learning about maple syrup harvesting, art workshop, themed ice & snow sculptures, and an Indigenous Speaker Series.



# >10K

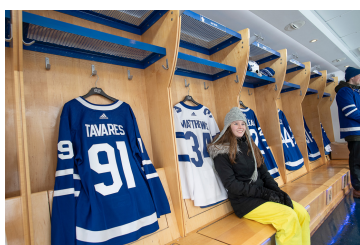
People engaged with the Barrie Native Friendship Centre staff & cultural programming, increasing community and cultural awareness.

## PROGRAMMING

### Heritage Park & Meridian Place



Lumberjack Show



Maple Leafs Fan Zone



Entertainment



Ice Carving Demos



Winter Kites



Game Zone



Hot Cocoa Trail



Pancake Breakfast



Snowshoeing

And Much More In Locations Throughout Barrie!

Barrie Public Library, MacLaren Art Centre, Grey & Simcoe Foresters Museum, Barrie Community Centres, Polar Bear Swim, Mariposa School of Skating, Barrie Farmers' Market



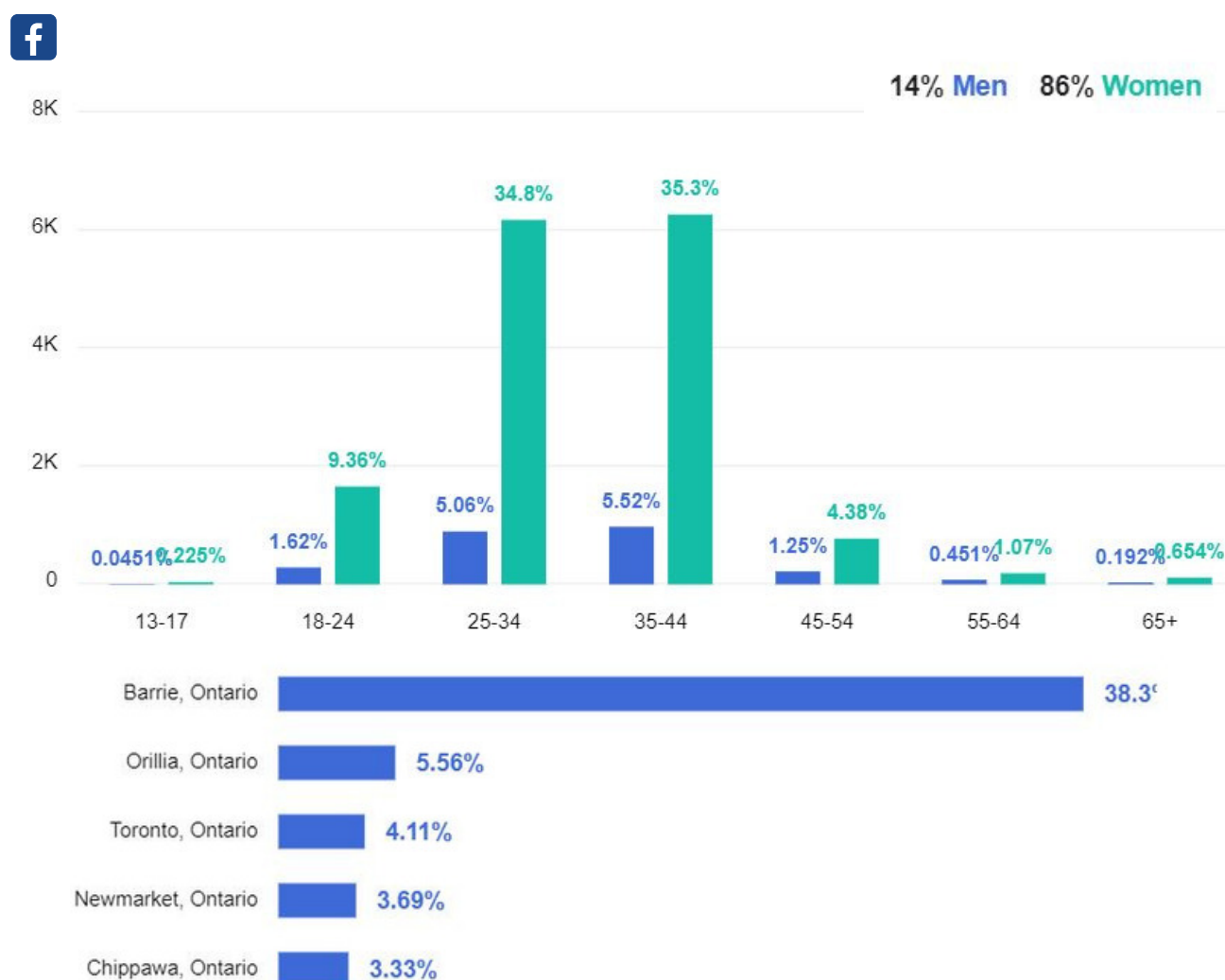
**FOUR  
POINTS**  
BY SHERATON

## Cash and in-kind support from valued partners



## Facebook event reached 18K

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



Category	Percentage
Ice & Snow Sculptures	46.5%
Other	13.3%
Vendors	6.3%
Wagon Rides	6.3%

- 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% attended Winterfest for the first time
- 61.9% shopped/dined downtown while attending Winterfest
- Of those, 42.3% spent more than \$50








# Barrie WinterFEST


## POST-EVENT IMPACT REPORT

### WHAT ARE PEOPLE SAYING?




**Barrie 360** @Barrie360 · Feb 2

The extreme cold is gone...time to celebrate winter in Barrie!  
#Barrie #Winterfest #BarrieNativeFriendshipCentre @CityofBarrie @DowntownBarrie @BarrieNativeFC




**One of the Best Festivals in Ontario Takes Over Downtown Barrie Thi...**  
The Best Reason to Get Out & Brave the Cold

barrie360.com




**Barrie Fire** @Barrie\_Fire · Feb 3

Great day for the #polarplunge. Thanks to B Platoon for prepping the ice and keeping the brave jumpers safe. #winterfest



1 5 37



**allindoubledouble** • Follow

Barrie Winterfest 2019

allindoubledouble Following kites on ice. Today was our first time walking on frozen Simcoe lake. Those little benchmarks when you are in another country must be cherish! This weekend is happening the #winterfest2019 at @citybarrie . A lot of family activities to be done. Warm up and check it out!

#barriewinterfest2019 #barriewinterfest #supportsmallbusiness #barrieontario #weekendvibes #winteractivities #getoutside #celebratelife #simcoecounty #frozen #frozenlake #coldhandswarmheart #saturdayvibes #saturdaymood #friends #kitefestival #kites

58 likes


FEBRUARY 2

Log in to like or comment.

**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



**ajwill** • Follow


ajwill Weekend family fun at #barriewinterfest

ajwill #barrie #winterfest #familygoals #familylife #familyfun #winterwonderland #lifewithboys #brothers #instalove #brotherlylove

28 likes

FEBRUARY 4

Log in to like or comment.




**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



**Liisa** @OntarioLiisa · Feb 2

It's been a fun afternoon at #BarrieWinterfest! Activities continue all day Sunday! #DiscoverON #winterfun #ilovewinter #Barrie

5 23

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!"

- Winterfest Vendor

