

CANADA 150 INFOGRAPHIC

BARRIE AIRSHOW | ILLUMINATE BARRIE FESTIVAL | PUBLIC ART

30

Volunteers were engaged between all 3 Canada 150 Initiatives



160,120

People attended our Canada 150 Initiatives:



Barrie Air Show:
50,000

Illuminate Barrie Festival:
110,000

Public Art Walking Tours:
120

69



Local Small Businesses & Innovators were engaged through the Illuminate Barrie Festival

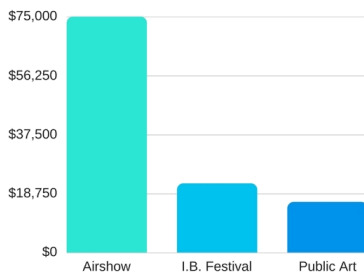


days of place making through public art in downtown Barrie:

Soapbox: 105 Days
Rabbit: 68 Days
Blue Shore: 68 Days
Quadriga (Variant): 18 Days
Limelight: 4 days

\$113,100

was raised through Cash and in-Kind Sponsorship

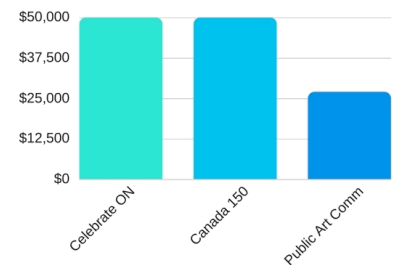


37

Sponsors were engaged in total including cash and in-kind sponsorship across all 3 initiatives.

\$127,000

in funding was leveraged

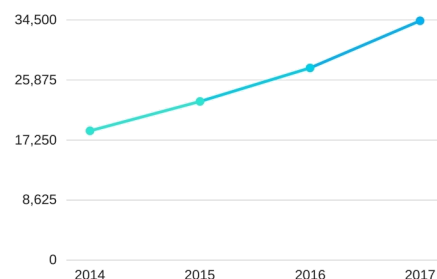


115k

Unique Facebook Views

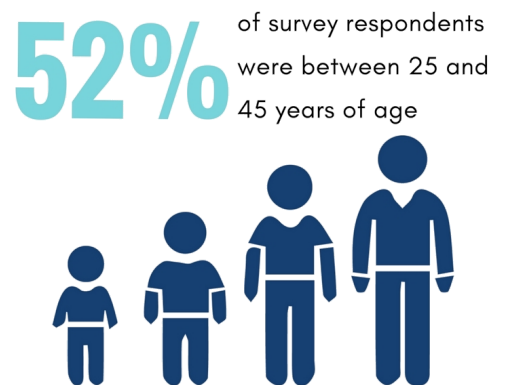
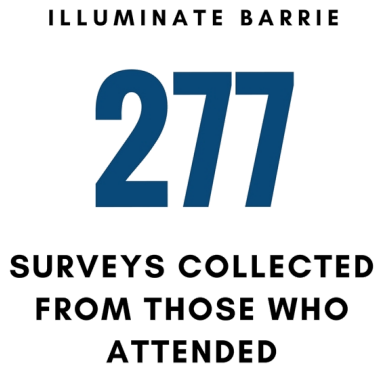
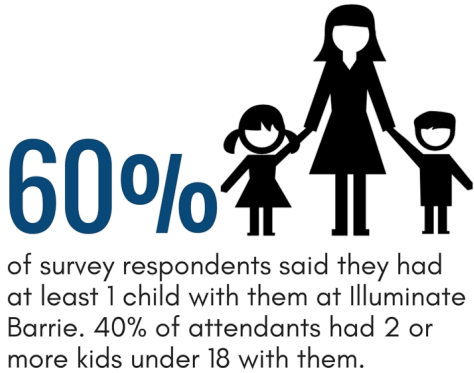
25%

increase in unique page views of the Festivals and Events Landing Page due to Canada 150 programming and marketing



SURVEY DATA

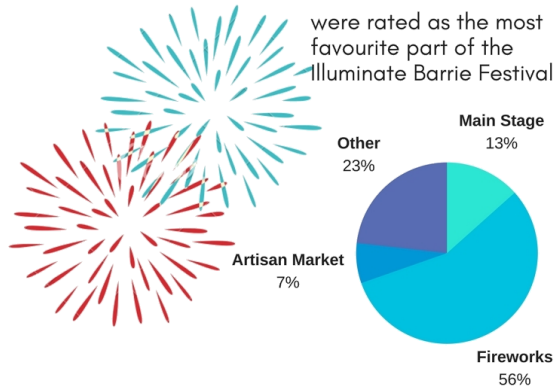
ILLUMINATE BARRIE FESTIVAL



91.3%

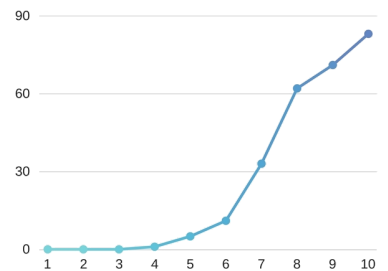
of survey respondents think that Illuminate Barrie should become an annual event and would attend in the future.

FIREWORKS



89%

Ranked their Experience a 7/10 or Higher



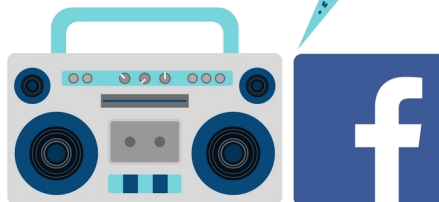
60%

of vendors responded that they had higher than expected sales during the Illuminate Barrie Festival



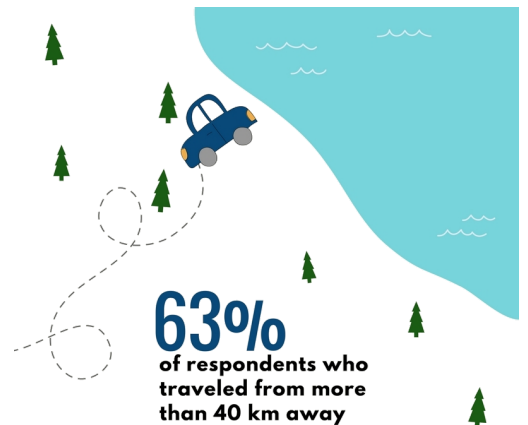
75%

Heard of Illuminate through Facebook, 36% through radio ads, and 29% through Word-of-Mouth



63%

of respondents who traveled from more than 40 km away came specifically for the Illuminate Barrie Festival



TESTIMONIALS

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BarnstormerBrewingCo @BarnstormerBeer · Sep 2
It's time for #IlluminateBarrie and the release of the first-ever collaboration among ALL #Barrie breweries! South Shore Center. Go!



4 13



Sharon Winchester is at The Mady Centre for the Performing Arts.
August 15 · Instagram
Always something new and wonderful in our downtown!



Like Comment Share



Rock 95 @Rock95Barrie · Sep 3
We had a good weekend at #Illuminatebarrie and ended it with a bang 🎆🎆
#95daysofsummer
@PeakPowersports – at Allendale Station Park



Fireside Conference @firesideconf · Sep 3
Having an amazing time running programming up at #IlluminateBarrie and roasting bannock with our friends @scoutscanada



Rob Chambers @rob_d_chambers · Sep 3
Props to the @cityofbarrie for the amazing fireworks the last 2 nights!
#IlluminateBarrie



Kimberly Sarah
June 28 · 🌐



Like Comment Share

507

148 Shares



Teri-Lynn Mullin
June 28 · 🌐

Thank you to the City of Barrie and The Snowbirds ❤️ amazing show!



Like Comment Share

Kettie Town and 18 others



Kathryn Irwin
June 29 · 🌐

thank you The City of Barrie, Snowbirds, Camp Borden, Ontario, and other sponsors...that was a fantastic air show!

Like Comment Share

2

