



**ECONOMIC AND CREATIVE
DEVELOPMENT DEPARTMENT
MEMORANDUM**

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File: ECDM10-
24
Pending #:

TO: GENERAL COMMITTEE

FROM: KRISTEN EATCH, TOURISM COORDINATOR, EXT. 4813
ASHLEY CHAPPELL, SUPERVISOR OF SPECIAL EVENTS AND PROGRAMMING

WARD: ALL

NOTED: STEPHANNIE SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT
DAN BELL, DIRECTOR, RECREATION AND CULTURE SERVICES
BALA ARANIYASUNDARAN, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT
DAWN MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: 2024 BARRIE AIRSHOW

DATE: OCTOBER 2, 2024

This Memorandum provides General Committee with updated information on the impact of the 2024 Barrie Airshow. A summary Impact Report is included as Appendix "A" to this memorandum.

BACKGROUND

The Barrie Airshow returned for an exciting weekend over June 15 and 16, 2024. The weekend kicked off on Friday, June 14 with a free concert at Meridian Place and a drone show over Kempenfelt Bay.

In partnership with the Canadian Forces Base Borden, the County of Simcoe, the Lake Simcoe Regional Airport, and the Downtown Barrie BIA, the 2024 Barrie Airshow, presented by Pratt Homes, was part of a series of celebrations marking the 100th anniversary of the Royal Canadian Air Force.

Led by staff in the Recreation & Culture Services Department with support from the Economic & Creative Development Department, staff worked closely and collaboratively with partners and stakeholders to ensure the free and accessible family-friendly event was a success, delivering it with only 11 weeks of preparation.

2024 BARRIE AIRSHOW SPONSORSHIP & BUDGET

Memorandum ECDM4-24 identified the fundraising goal of \$70,000 in sponsorship including cash and in-kind contributions to support the 2024 Barrie Airshow.

A total of \$109,540.00 of cash sponsorship from local community members was committed to the 2024 Barrie Airshow with both cash and in-kind contributions exceeding the fundraising target. The incremental fundraising supported the addition of Friday night programming with the drone show event and an additional civilian act to the line-up for the Barrie Airshow. Sponsorship recruitment efforts were supported by



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Canadian Forces School of Aerospace Technology & Engineering Honorary Colonel Wayne Hay. Further, in-kind support has exceeded expectations with new organizations supporting the execution of the Airshow.

The overall budget for the event included a \$110,000 allocation from the Municipal Accommodation Tax plus vendor fees for a total revenue commitment of \$225,900. Key cost drivers of the budget include specialized insurance, show requirements, fuel, logistics, site services, team hosting, and programming in the downtown for the event. Total actual expenses for the event were \$248,645 resulting in a net cost of \$22,739, primarily due to fuel and accommodation-related expenses being higher than anticipated.

EVENT IMPACT

Tourism Barrie utilized Environics Analytics Mobilescapes data technology to determine the number of unique attendees, both tourists and residents, at the 2024 Barrie Airshow.

A total of 139,759 unique visitors enjoyed the event over Saturday and Sunday. 74,996 (54%) were from within a 40km radius and 64,763 (46%) were from outside a 40km radius, designating them an official "tourist". Given the proportion of visitors that were classified as tourists exceeds 30% of total audience, the 2024 Barrie Airshow would meet the threshold to be considered a tourist event.

Tourism Barrie input this data into Destinations International's Event Impact Calculator to ascertain the economic impact. Destinations International's Event Impact Calculator is the leading economic impact calculator software in North America, utilized by over 350 destination organizations. Because of its extensive use and adoption, it provides industry-wide standards and credible data analysis for events.

The Direct Economic Impact (the sum of visitors' impact on an event) is calculated to be \$6,806,278 and the Total Economic Impact (the sum including indirect, B2B supply chain, and induced income spend in the local economy) totaled \$11,345,445.

While harder to capture, the promotion of aviation and aviation-tech careers helps encourage the development of a diverse and skilled workforce. Hosting an event of this magnitude with the support of local partners presented an opportunity for the city to showcase itself as a destination for visitors. A successful and well-executed Airshow also instills a deep sense of civic pride among Barrie residents.

The event also provided an opportunity for the County of Simcoe and the Lake Simcoe Regional Airport (LSRA) to build awareness for the service and capabilities of the LSRA from an investment attraction perspective.

MARKETING IMPACT

The City's marketing efforts were buttressed by the efforts of its partners including the Downtown Barrie BIA and Tourism Barrie. Specifically, Tourism Barrie supported the event via a Google Search ad campaign, a social media ad campaign, a Postmedia digital ad and article, Metrolinx (GO Transit) digital ads and e-newsletter features, and promotion to the Barrie Soccer Club Festival.

From May 1 to July 8, Barrie.ca/Airshow earned 246,627 pageviews (a 187% increase from 2023).

From May 1 to June 30, the City of Barrie social media efforts specific to the Barrie Airshow earned 704,974 impressions (a 104% increase from 2023), 58,279 engagements, and an engagement rate of 8.2%

From March 15 to June 30, the event earned a news media reach of approximately 224M.



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EMERGENCY SERVICES

The safety and security of the Barrie Airshow is critical to its success. Support and partnership with emergency services including the Barrie Police Service, Barrie Fire and Emergency Service, Simcoe County Paramedic Service, CFB Borden, and York Regional Police was key to this essential component.

Hosting the 2024 Barrie Airshow aligned with Council's strategic priority of "Thriving Community" and its goals of continuing to support a vibrant downtown through activations.

2025 AIRSHOW

Recreation & Culture Services and Economic and Creative Development will be coming forward with further information regarding the City of Barrie hosting an airshow in 2025.