MARKETING AND COMMUNICATIONS ACCESS BARRIE MEMORANDUM

TO: MAYOR NUTTALL AND MEMBERS OF COUNCIL

FROM: C. HARRIS, ASSOCIATE DIRECTOR, COMMUNICATIONS AND CUSTOMER SERVICE

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: ACCESS BARRIE WINS THREE MARCOM AWARDS

DATE: DECEMBER 18, 2024

The purpose of this memo is to inform Council of the MarCom Awards the City of Barrie received this year. Access Barrie's Marketing and Communications department was awarded three MarCom Awards for 2024: Platinum, Gold, and an Honourable Mention.

Now in its 20th year, the MarCom Awards are an international creative competition recognizing outstanding achievements by marketing and communication professionals. Entries come from marketing and communication departments, advertising agencies, public relations firms, design shops, production companies, and freelancers. This year, there were over 6,500 entries from Canada, the United States, and 52 other countries.

MarCom is one of the oldest, largest, and most-respected creative competitions in the world and is administered by the Association of Marketing and Communication Professionals. The Association oversees awards and recognition programs, provides judges, and sets standards for excellence.

MarCom's Platinum Award is presented to those entries judged to be among the most outstanding entries in the competition. Platinum Winners are recognized for their excellence in terms of quality, creativity, and resourcefulness. About 16 per cent win this award.

The City received a Platinum Award for its Curbside Collection changes (Phase 1) Communication Plan. Working with the Waste Management and Environmental Sustainability department, Communications staff developed a comprehensive plan to ensure that households and businesses were informed of the Phase 1 changes through a wide variety of tactics, including in-person events, online outreach, traditional media and social media, print pieces, and Councillor materials. The campaign helped inform all Barrie residents and businesses about the changes to curbside collection to mitigate concerns/questions, ease any inconveniences, and provide reassurance the City was meeting the latest industry standards in waste management. The automated phone call campaign reached over 35,000 residents, and social media posts produced 16,516 engagements.

The Gold Award is presented to those entries judged to exceed the high standards of the industry norm. Approximately 21 percent are Gold Winners.

This year, the City won Gold for the 2024 Airshow, in the category of Marketing/Promotion campaign – Special Event. 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 was part of a series of celebrations marking the 100th anniversary of the Royal Canadian Air Force.

With only 11 weeks to plan the event, staff in Recreation and Culture Services and Economic and Creative Development, promoted by Marketing and Communications, worked closely and collaboratively with local partners and stakeholders to ensure the event was a resounding success. Nearly 140,000 residents and

tourists attended the Air Show over the three days. Direct economic impact was calculated to be $6,806,278 and the total economic impact totaled $11,345,445.

From May 1 to July 8, barrie.ca/Airshow earned 246,627 pageviews (a 187% increase from the 2023 Airshow). From May 1 to June 30, the City's 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 224 million.

Finally, the City received an Honourable Mention in the Creative Photography category for photos taken at the dedication event for Major-General Richard Rohmer. On September 16, 2024, the community space at the paverstone roundel in Military Heritage Park was named the Rohmer Roundel, in honour of Major-General Rohmer's service during WWII and his many contributions both in and out of military service.

To view this year's award winners and learn more the MarCom Awards, visit marcomawards.com.