

Savour the Chill Overview:

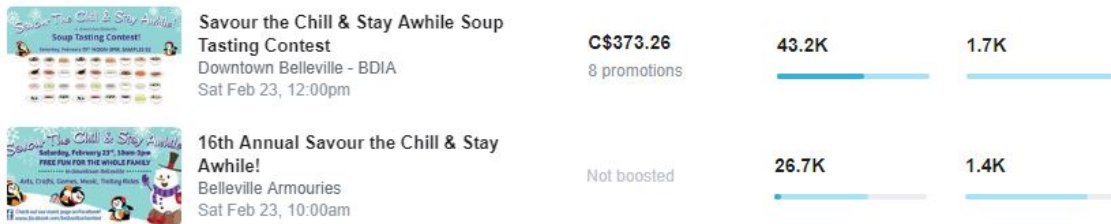
Savour the Chill was extremely successful this year. We had an aggressive online marketing campaign, paired with a 1-week radio push the last 10 days before the event. The weather made for a perfect day & the number of visitors far exceeded our expectations. Three separate surveys have been completed (visitors, participating restaurants members). The results will be used to plan future events. The main disappointment was that most restaurants ran out of soup well before 3pm. I will be meeting with each restaurant over the next 2 weeks to debrief and brainstorm ideas to overcome this challenge.

Quick stats:

Participating Restaurants: 17
 Bowls Served: 8500-9,400
 Approximate Visitors: 850-1000 (based on average of 10 soups per visitor)

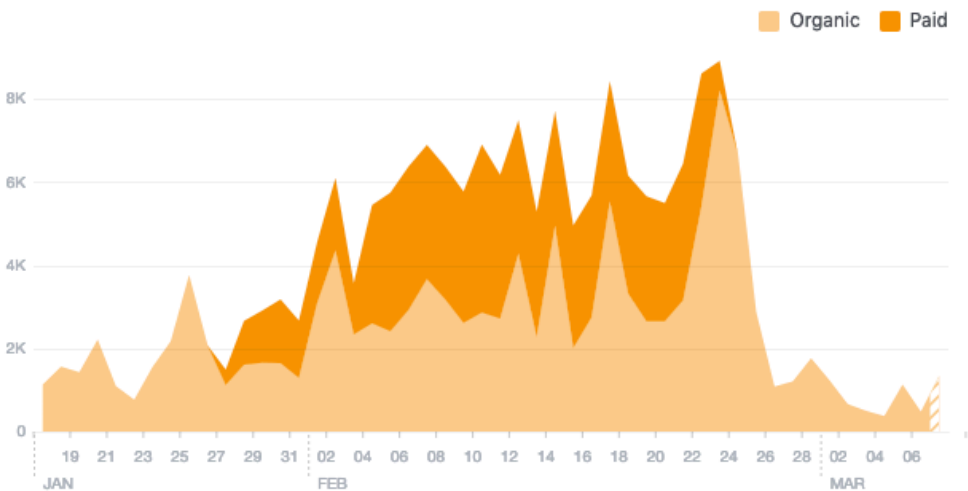
Savour the Chill Facebook Stats:

Spend: \$373.26 Reach: 43.2K FB Event Responses: 1.7K



Post Reach

The number of people who had any posts from your Page enter their screen. This number is an estimate.



Daily data is recorded in the Pacific time zone.

Savour the Chill Facebook Advertising Stats

Engagement Local within 50K of Belleville

Run Dates: Feb 4-23, 2019, Spend \$200

Scheduled: 10 am – 8 pm

Target 25-55

Paid Event Responses: 382, Reach 14,179, Cost/Result: .52¢



Ad Creative	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent
Savour the Chill & Stay Awhile Soup Tasting ... Are you ready to say good Used in 1 Ad	● Not Delivering Unique Ad Creat...	33 Event Resp...	2,468	3,634	\$0.74 Event Respo...	\$24.54
Savour the Chill & Stay Awhile Soup Tasting ... Are you ready to say good Used in 1 Ad	● Not Delivering Unique Ad Creat...	27 Event Resp...	2,374	3,467	\$0.90 Event Respo...	\$24.38
Savour the Chill & Stay Awhile Soup Tasting ... Are you ready to say good Used in 1 Ad	● Not Delivering Unique Ad Creat...	42 Event Resp...	2,897	4,059	\$0.58 Event Respo...	\$24.34

Engagement Belleville, Cobourg, Kingston

Run Dates: Jan 27-Feb 22, 2019, Spend \$100

Scheduled: 24 hours

Target 25-55

Paid Event Responses: 266, Reach 10,294

You targeted **women, ages 25 - 55** who live in 3 locations.

Location - Living In:
Canada: Belleville (+25 mi), Cobourg (+25 mi), Kingston (+25 mi) Ontario

Age:
25 - 55

Gender:
Female

Hide full summary

This ad ran for **26 days**.

Your total budget for this ad was **100.00 CAD**

10,294 People Reached (?) | **266** Event Responses | **\$100.00** Amount Spent (?)

Actions | People | Placements | Locations

Event Responses: **266**

Link Clicks: **177**

Comments: **10**

Shares: **48**

Preview: Mobile News Feed

Downtown Belleville - BDIA shared an event. Sponsored

Are you ready to say good-bye to the winter weather yet? Join us in downtown Belleville for the Savour the Chill & Stay Awhile Soup Contest. We have 11 restaurants confirmed so far and expect another 8 to... More

SAT, FEB 23
Savour the Chill & Stay Awhile Soup Tasting Contest
 1,455 people interested · 271 goi...

Like Comment

DOWNTOWN BELLEVILLE IMPROVEMENT AREA MEDIA & COMMUNICATIONS

1-PAGE STATS

FEB 7, 2018 – MARCH 7, 2019

Prepared for BDIA BOARD OF MANAGEMENT

Prepared by MARIJO CUERRIER

Report Issued March 7, 2019

FACEBOOK: FEB 7-MARCH 7, 2019

Followers: 3356 – 3468 3% INCREASE

Likes: 3372- 3472 3%% INCREASE

Average growth 3+/day

INSTAGRAM

AS OF MARCH 7, 2019

dt. Belleville

Followers: 1484

SITE SPEED

LOAD TIME

November

1.9s

January

3.6s

March

3.8s

EBLASTS TO BDIA ACTIVE MEMBERS

Average Open Rate: 28.8% Clickthrough: 3.8%

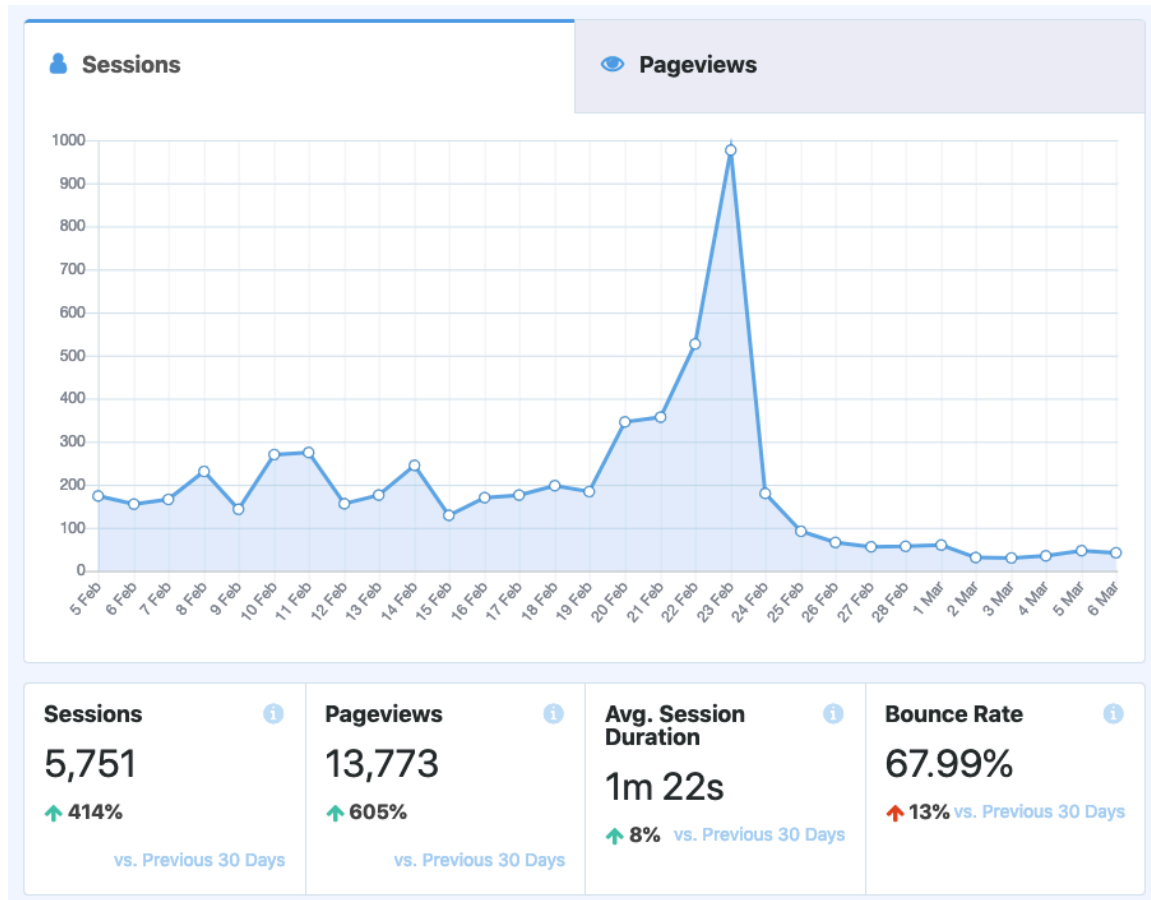
EBLASTS TO VISITORS

Average Open Rate: 29% Clickthrough: 4.7%

3 Eblasts Sent To Visitors Between Nov 19, 2018 - Jan 9 2019

WEBSITE LAST 30 DAYS

Sessions:	5751	414%
Pageviews:	13,773	605%
Avg Session:	1m22s	8%



IN THE MEDIA

IN QUINTE

BDIA takes next step in moving forward | MAR 01, 2019

<https://inquinte.ca/story/bdia-takes-next-step-in-moving-forward>

INTELLIGENCER

Savour, Stay Awhile keep downtown busy | FEB 25, 2019

<https://www.intelligencer.ca/news/local-news/savour-stay-awhile-keep-downtown-busy>

Savour the Chill returns this month | JAN 31, 2019

<https://www.intelligencer.ca/news/local-news/savour-the-chill-returns-this-month>

BDIA elects provisional board until new bylaws approved | JAN 16, 2019

<https://www.intelligencer.ca/news/local-news/bdia-elects-provisional-board-until-new-bylaws-approved>

IN OTHER NEWS

Bay of Quinte Discovery Map Update

I have met with Bay of Quinte Regional Marketing Board & confirmed our involvement with the tourism map. I have provided a preliminary list of 108 potential members for the map that will most likely get whittled down for the final version. They are aiming for May launch.

Go Digital Program:

I am meeting with Steve from AMS Digital to go over details of this with him this coming week. We are hoping to launch a one-week program in April.

Digital Main Street Program

We have been approved for a \$10,000 grant provided by the OBIAA for a Digital Main Street Program. This program will allow us to hire a contract worker for 5-7 months whose primary objective will be to work with all members to improve their online skills. I will be working with their team over the coming weeks to get this program up and running.

Intern for April

We will be hosting an intern from the Loyalist College PR & Event Management Program. She will be working with us for the month of April.

New Membership Listings on site

I have a capable volunteer working to load all businesses onto our website using a portfolio function that comes with WordPress. This is a temporary fix until a new website solution is in place. She has entered 43 businesses as of this report. Our goal is to have them all entered by the end of March. The new directory will be much for visitor friendly and will be maintained in-house as opposed to by the members themselves.