

Appendix B Sales & Event Management Activities

Social Media

	JANUARY	FEBRUARY	MARCH
Impressions	- Twitter: 8k - Facebook: 6.5k - Instagram: 9.6k	- Twitter: 11.1k - Facebook: 2.6k - Instagram: 8.3k	- Twitter: 8.9k - Facebook: 2k - Instagram: 5.5k
Number of Posts	- Twitter: 20 - Facebook: 9 - Instagram: 10	- Twitter: 21 - Facebook: 10 - Instagram: 9	- Twitter: 12 - Facebook: 6 - Instagram: 7
Growth	- Twitter: +3 - Facebook: +5 - Instagram: +71	- Twitter: +4 - Facebook: +10 - Instagram: +29	- Twitter: +1 - Facebook: +40 - Instagram: +18

Online News Coverage - # of Hits

	JANUARY	FEBRUARY	MARCH
Enercare Centre	62	30	12
Beanfield Centre	0	2	1
Exhibition Place	134	297	183

NOTE: Hits = number stories or articles referencing a particular search term (i.e. Beanfield Centre) that received coverage, including new articles, blog posts, reports, social media, images, etc.

Q1 Sales Performance - # of contracted events booked

	Total # of Events: 18
Meetings/Conventions/Conferences	6
Consumer/Trade Shows	2
Sporting Events/Walks/Marathons	0
Exams/Education	1
Film/TV/Basecamp	7
Festivals	0
Other	2

Appendix B Sales & Event Management Activities

Q1 Quarterly Report - Event Summary 2021

Description	Start Date	End Date
January, 2021 - Count: 11		
Enercare Centre - Count: 6		
Expanding Universe Productions 6 Ltd.	01/23/21	04/27/21
CN Pilot Productions Inc.	12/03/20	12/04/20
Singularity Productions, Ltd.	12/02/20	12/08/20
Streak Productions Inc.	02/18/21	03/12/21
Gilead 4 Productions Inc. Social Distancing Holding Area	01/29/21	01/29/21
Maple Plus Productions Inc.	01/09/21	01/10/21
Parking Lots/Outdoor Event Space - Count: 5		
Basecamp - TV Series	01/27/21	01/29/21
Basecamp - TV Series	01/27/21	01/28/21
Basecamp - TV Series	01/07/21	01/11/21
Basecamp - TV Series	01/21/21	01/23/21
Storage Trailers for Humber Valley Contractor	01/24/21	06/30/21
February, 2021 - Count: 9		
Enercare Centre - Count: 3		
8 Bit Productions Inc.	02/04/21	04/27/21
Expanding Universe Productions 6 Ltd.	01/23/21	04/27/21
Streak Productions Inc.	02/18/21	03/12/21
Parking Lots/Outdoor Event Space - Count: 6		
TV Series	02/18/21	02/20/21
Basecamp - TV Series	02/11/21	02/20/21
Basecamp - TV Series	02/07/21	02/10/21
Basecamp - TV Series	02/28/21	03/05/21
Basecamp - TV Series	02/16/21	03/01/21
Basecamp - TV Series	02/25/21	02/27/21
March, 2021 - Count: 17		
Enercare Centre - Count: 4		
Phoenix 4	03/09/21	03/09/21
Streak Productions Inc.	02/18/21	03/12/21
Expanding Universe Productions 6 Ltd.	01/23/21	04/27/21
8 Bit Productions Inc.	02/04/21	04/27/21
Parking Lots/Outdoor Event Space - Count: 13		
Basecamp - TV Series	03/01/21	03/02/21
Crate Storage Hotel X	03/29/21	06/15/21
Basecamp - TV Series	03/08/21	03/09/21
Basecamp - TV Series	03/04/21	03/05/21
Basecamp - TV Series	03/05/21	03/06/21
Basecamp - TV Series	03/16/21	03/17/21
TV Series	03/25/21	03/26/21
Basecamp - TV Series	03/25/21	03/26/21
Switch Health - Deposit Bins	03/12/21	05/31/21
Basecamp - TV Series	03/25/21	03/27/21
Basecamp - TV Series	03/24/21	03/27/21
CBC Music TV Special: Live Music Special	03/29/21	03/29/21
Basecamp - TV Series	03/30/21	03/31/21