

Appendix B  
Sales & Event Management Activities

**Social Media**

|                        | APRIL                                                                                                             | MAY                                                                                                              | JUNE                                                                                                             |
|------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>Impressions</b>     | <ul style="list-style-type: none"> <li>Twitter: 24.3k</li> <li>Facebook: 5.5k</li> <li>Instagram: 7.2k</li> </ul> | <ul style="list-style-type: none"> <li>Twitter: 7.3k</li> <li>Facebook: 4.9k</li> <li>Instagram: 7.6k</li> </ul> | <ul style="list-style-type: none"> <li>Twitter: 5.1k</li> <li>Facebook: 3.8k</li> <li>Instagram: 4.9k</li> </ul> |
| <b>Number of Posts</b> | <ul style="list-style-type: none"> <li>Twitter: 23</li> <li>Facebook: 9</li> <li>Instagram: 8</li> </ul>          | <ul style="list-style-type: none"> <li>Twitter: 13</li> <li>Facebook: 7</li> <li>Instagram: 11</li> </ul>        | <ul style="list-style-type: none"> <li>Twitter: 10</li> <li>Facebook: 5</li> <li>Instagram: 6</li> </ul>         |
| <b>Growth</b>          | <ul style="list-style-type: none"> <li>Twitter: +10</li> <li>Facebook: +9</li> <li>Instagram: +62</li> </ul>      | <ul style="list-style-type: none"> <li>Twitter: +0</li> <li>Facebook: +1</li> <li>Instagram: +61</li> </ul>      | <ul style="list-style-type: none"> <li>Twitter: +0</li> <li>Facebook: +3</li> <li>Instagram: +41</li> </ul>      |

**Online News Coverage - # of Hits**

|                         | APRIL | MAY | JUNE |
|-------------------------|-------|-----|------|
| <b>Enercare Centre</b>  | 62    | 30  | 9    |
| <b>Beanfield Centre</b> | 0     | 0   | 1    |
| <b>Exhibition Place</b> | 128   | 214 | 287  |

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**

|                                  | <b>Total # of Events: 21</b> |
|----------------------------------|------------------------------|
| Meetings/Conventions/Conferences | 4                            |
| Consumer/Trade Shows             | 5                            |
| Sporting Events/Walks/Marathons  | 0                            |
| Exams/Education                  | 0                            |
| Film/TV/Basecamp                 | 8                            |
| Festivals                        | 0                            |
| Other                            | 4                            |

## Q2 Quarterly Report - Event Summary 2021

| Description                                 |                                                       |
|---------------------------------------------|-------------------------------------------------------|
| March, 2021 - Count: 1                      |                                                       |
| Parking Lots/Outdoor Event Space - Count: 1 |                                                       |
|                                             | Dinos and Friends Drive-Thru (COVID - FM Termination) |
| May, 2021 - Count: 1                        |                                                       |
| Enercare Centre - Count: 1                  |                                                       |
|                                             | Dan Brown's The Lost Symbol                           |
| June, 2021 - Count: 3                       |                                                       |
| Parking Lots/Outdoor Event Space - Count: 3 |                                                       |
|                                             | PITL Performance Driving Competitions 2021            |
|                                             | Motorcycle Safety Course 2021                         |
|                                             | City of Toronto Parking 2021                          |