

Appendix B
Sales & Event Management Activities

Social Media

	JULY	AUGUST	SEPTEMBER
Impressions	- Twitter: 5.6K - Facebook: 3.4k - Instagram: 3.0k	- Twitter: 34.4K - Facebook: 2.8k - Instagram: 3.2k	- Twitter: 8.7k - Facebook: 1.1k - Instagram: 2.8k
Number of Posts	- Twitter: 13 - Facebook: 3 - Instagram: 3	- Twitter: 18 - Facebook: 3 - Instagram: 3	- Twitter: 9 - Facebook: 2 - Instagram: 2
Growth	- Twitter: -19 - Facebook: +19 - Instagram: -8	- Twitter: +7 - Facebook: +42 - Instagram: +62	- Twitter: +1 - Facebook: +26 - Instagram: +101

Online News Coverage - # of Hits

	JULY	AUGUST	SEPTEMBER
Enercare Centre	0	1	2
Beanfield Centre	0	0	3
Exhibition Place	31	22	29

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.

Q3 Sales Performance - # of contracted events booked

	Total # of Events: 25
Meetings/Conventions/Conferences	3
Consumer/Trade Shows	1
Sporting Events/Walks/Marathons	3
Exams/Education	0
Film/TV/Basecamp	10
Festivals	1
Other	7

Q3 Quarterly Report - Event Summary

Description	
July, 2021 - Count: 2	
Parking Lots/Outdoor Event Space - Count: 2	
	Basecamp - CHROMA
	BMO Seat Storage 2021
August, 2021 - Count: 1	
Parking Lots/Outdoor Event Space - Count: 1	
	MLSEP BMO Field Conversions 2021
September, 2021 - Count: 7	
Beanfield Centre - Count: 1	
	UBC Exams September 2021 (postponing to 2022)
Parking Lots/Outdoor Event Space - Count: 5	
	Dan Brown's The Lost Symbol
	GOVAXX mobile vaccination clinic
	Dan Brown's The Lost Symbol
	Raptors Players BBQ
	Basketball Canada - ActiveTO
Queen Elizabeth Building - Count: 1	
	MLSE Storage of Grow Lights