

Appendix B

Sales & Event Management Activities

Social Media

	October	November	December
Impressions	- Twitter: 8.5k - Facebook: 4.8k - Instagram: 5.8k	- Twitter: 9k - Facebook: 33.6k - Instagram: 3.2k	- Twitter: 7.3k - Facebook: 33.6k - Instagram: 1.2k
Number of Posts	- Twitter: 7 - Facebook: 3 - Instagram: 3	- Twitter: 6 - Facebook: 4 - Instagram: 5	- Twitter: 8 - Facebook: 8 - Instagram: 2
Growth	- Twitter: +7 - Facebook: 44 - Instagram: +21	- Twitter: +4 - Facebook: +25 - Instagram: +76	- Twitter: -5 - Facebook: +36 - Instagram: +48

Online News Coverage - # of Hits

	October	November	December
Enercare Centre	40	56	17
Beanfield Centre	3	18	226
Exhibition Place	428	3252	514

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.

Q4 Sales Performance - # of contracted events booked

	Total # of Events: 20
Meetings/Conventions/Conferences	1
Consumer/Trade Shows	4
Sporting Events/Walks/Marathons	0
Exams/Education	4
Film/TV/Basecamp	1
Festivals	0
Other	10

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4th Quarter Report - Event Summary

Start Date	End Date	Description
October, 2021 - Count: 3		
All Buildings & Outdoor Space - Count: 2		
10/04/21	10/05/21	Dan Brown's the Lost Symbol (Bandshell Park & Horse Palace Walkway filming)
10/22/21	11/09/21	MLSE Storage of Grow Lights
Parking Lots/Outdoor Event Space - Count: 1		
10/01/21	10/01/21	Dan Brown's: The Lost Symbol Exterior Evening shoot
November, 2021 - Count: 4		
All Buildings & Outdoor Space - Count: 1		
11/27/21	11/27/21	Holodomor Commemoration 2021
Enercare Centre - Count: 1		
11/09/21	11/14/21	Argos Players Practice
Parking Lots/Outdoor Event Space - Count: 2		
11/25/21	12/26/21	Polar
11/16/21	11/23/21	MLSE Seat and Grow Light Storage for FIFA Site
December, 2021 - Count: 2		
Parking Lots/Outdoor Event Space - Count: 2		
12/05/21	12/05/21	MLSE Activations 2021
12/02/21	12/12/21	MLSE Grow Light Storage December 2021