

# Cityfest

2013 REPORT



Celebrate. Connect. Inspire.



# 1<sup>st</sup> annual Cityfest

Saturday August 17, 2013 – 1 to 10pm  
Canoe Landing Park at Concord CityPlace

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- Event Summary
- Key Features
- Participating Artists
- Exposure, Web, Social Media, & PR
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# Attendance

- Approximately 4,500\* (1 pm to 10 pm)

## Highlights

Cityfest celebrated the **CityPlace & surrounding communities** with **4,500+ attendees**

Participants interacted with over **20 sponsors** and enjoyed various sponsor activities and freebies

**Karl Wolf, iSH, and Nicole Arbour** were among the **12 featured artists**

Attendees enjoyed great food, a 6000 sq ft. beer garden, fun interactive activities, local art, and local talent.

Over **200 volunteers and supporters** were involved in creating the first annual CityPlace festival, laying a strong foundation for future annual Cityfest festivals



Over **200 people** were involved behind-the-scenes to make Cityfest 2013 happen!

## Crew & Equipment

**72 Cityfest volunteers & 104 sponsor reps** were on-site

**4 police officers, 2 paramedics, 11 security guards, 5 cleaners, 2 sound techs, 19 performers and 6 dancers** kept the festival safe & entertaining

A **concert stage** kept the crowds entertained

**40 sponsor tents** buzzed throughout the day

Cityfest was made possible with the generous support of **over 20 sponsors** committed to enriching communities.



COMMUNITY FRIENDS: SMOKE'S POUTIERIE, SPOT COFFEE, DANIER LEATHER, SCOTIABANK THEATRE TORONTO, VERONICA ROSSI, CHURCH DRESS INC.



6000 sq ft. **beer garden** & great food



**Beer garden** by Molson Coors & Uniq Lifestyle Group



**BBQ** by Sobeys Urban Fresh, CityPlace's community grocery store



Toronto's favourite **poutinerie**, Smoke's Poutinerie was on-site



6 local artists competed in CityPlace Got Talent for over \$5000 in prizes

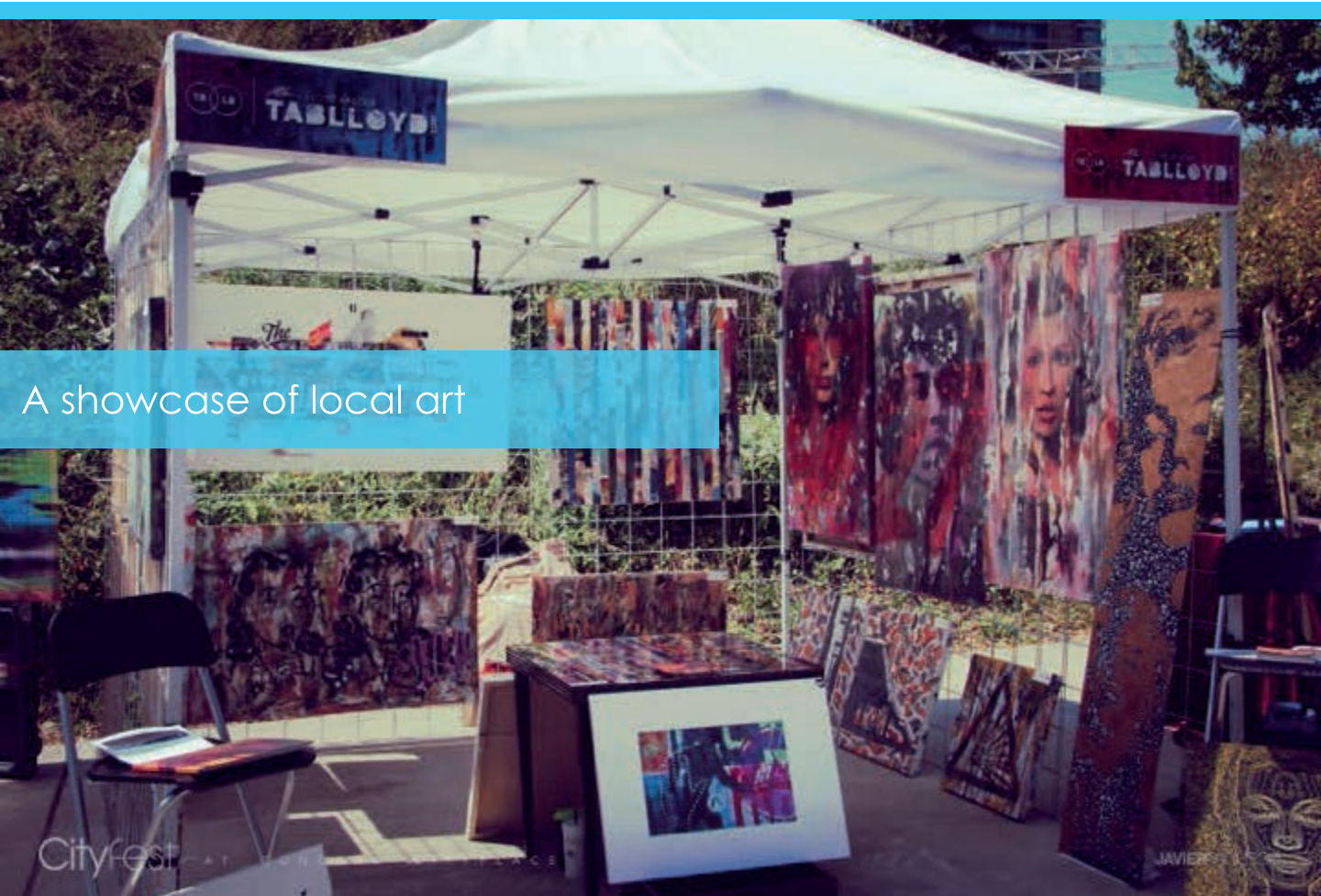
## CityPlace Got Talent

Over **30 local artists** entered the competition

**2000+** Facebook votes registered

**6 finalists** performed on stage

**\$5000+** worth of prizing was awarded ranging from gift cards, merch, and tickets from Porter Airlines, Sobeyes Urban Fresh, Toronto Raptors, Toronto FC, Toronto Argonauts, Molson Coors, Danier Leather



A showcase of local art

## Art Corner



60'x 10' area designated for local artists



6 participating artists including painters, jewelry designers, and multi-media visual artists



Live painting performances





Activities attracted all kinds of participants ranging from kids to seniors

### Blue Carpet Photowall



### 7 interactive challenges including: BubbleMaster, MonkeyLink & Cup Pyramid

### Sponsor activities (e.g. Toronto Raptors, Harbourfront Community Center, Toronto Argos)





Juno nominated **Karl Wolf**, up and coming sensations **iSH & Zolo**, the comedian/MC **Nicole Arbour** are among the featured Cityfest artists



**HEADLINER | 8:30PM**  
**KARL WOLF**

Winner of two Socan Awards, a former Juno Nominee. His single "Africa" went quadruple platinum

f 525K

t 116K



**/// CITYFEST HOST**  
**NICOLE ARBOUR**

Former Raptors girl, featured on Much Music, and nick-named "The World's Sexiest Comedian"

f 39K

t 28K



**// R&B | 8:00PM**  
**ISH**

iSH's first single "Rollin" feat Stef Lang is now top 20 in CHR across the country

f 5K

t 8K



**// POP DANCE | 7:30PM**  
**ZOLO**

His 1st single hit #46 on the CHR charts. Has performed at Much Music, YTV, CP24 & LG Formula 1

f 15K

t 73K



**//// EDM | 5:45PM**  
**MELLEEFRESH**

Melleefresh's work with Deadmau5 was one of the most successful partnerships of all-time.

f 69K

t 34K

The performers were joined on stage by **Argos cheerleaders** and **pro dancers** throughout the day.



**// EDM | 8:30PM**  
**SARA SIMMS**



**/////// EDM | 8PM**  
**VINCENT LAROCHE**



**/////// ROCK | 8:30PM**  
**BROTHERS OF NORTH**



**// EDM | 8:30PM**  
**REDLINERZ**



**// EDM | 7:00PM**  
**NO BIG DEAL**



**////// FOLK | 1:00PM**  
**RED EYE FLIGHTS**



**// DUBSTEP | 2:30PM**  
**DAFUSIA**



**// EDM | 2:30PM**  
**KEN FINCH**

Combined social following of 600K+ Facebook fans & 250K+ Twitter followers



## Event exposure & engagement

July & August website traffic: **27k views & 11k unique visitors**

Peak daily traffic: **3.8k views & 1.7K unique visitors** on August 17

Facebook followers: **860** fans

Facebook engagement (June – August):

**Engaged users: 10.2k** users

**Total reach: 420k** unique users

**Top post: 16.3K** reach, **41** likes

**Other:** posters in 14 CityPlace condos, 8 retailers, and 6 A-frames

**KARL WOLF**  
Great Concert Last night at Cityfest Toronto! On my way now to MONTREAL for #LEBFEST Concert tonight! Outdoor Concert (Address: 120 Gouin East)



View Post · 19 hours ago  
984 people like this.  
19 shares  
View 42 more comments

**Nicole Arbour**  
Woo hoo! Tomorrow is Cityfest Toronto and I'm so excited to host the event, AND kick off the show with #BANGBANG !!! Check their page, get the info, and I can't wait to see you there!

**ISH** @TheNameIsIsh 8 Aug  
Come see me perform at Cityfest next Sat Aug 17 with Zolo & @karlwolfs it's free! Venue: Canoe Landing...  
[instagram.com/p/czDdlvGpM/](https://www.instagram.com/p/czDdlvGpM/)

**DJ RomeoAM** @DJRomeoAM 17 Aug  
Just got off stage at the @cityfesttoronto! Crowd was amazing! Full house now about to go to the...  
[instagram.com/p/dlyxb1PB3K/](https://www.instagram.com/p/dlyxb1PB3K/)

**Toronto Argonauts** @TorontoArgos 17 Aug  
Our @argoscheer girls brought it on stage with @niclearbour today at City Fest! #Argos  
[instagram.com/p/dlVuUHB3YL/](https://www.instagram.com/p/dlVuUHB3YL/)

**ING DIRECT Café** @OrangeYYZ 17 Aug  
Check out T.O.'s new festival @CityfestToronto! #Free Admission to see DJs, artists & more. Details@ cityfest.ca #SaveInTheCity

**Sobeys**  
August 12

5 DAYS AWAY! Come down and visit Sobeys Urban Fresh @CityFest!

**The Waterfront BIA** @WaterfrontBIA 9 Aug  
@Cityfest next #Saturday AUG 17th> Mark your calendars! Google Map: [goo.gl/maps/4mEE4](https://goo.gl/maps/4mEE4) FB> [on.fb.me/13N1G33](https://on.fb.me/13N1G33)  
[pic.twitter.com/YEKrlfQSGg](https://pic.twitter.com/YEKrlfQSGg)

**SNAP Downtown TO** @SNAPDowntownTO 26 Aug  
Shannon & Laura from @GO TEAM with Host Nicole Arbour were SNAP'd at the Cityfest Toronto Event this past weekend...  
[fb.me/12x1rqXl0](https://fb.me/12x1rqXl0)

**TorontoStar** @TorontoStar 17 Aug  
CityPlace condo-dwellers celebrate their 'vibrant community'  
[bit.ly/14Wv14m](http://bit.ly/14Wv14m) #toronto #GTA

**Z103.5** shared a link. August 17

Z1035 is on location at CityFest at Canoe Landing Park – 95 Fort York Blvd, Toronto. Join the Z-Team today from 1p–6p at Toronto's newest free festival featuring Karl Wolf and some of Toronto's top EDM DJs. <http://ow.ly/nYifL>

**ConcordArtSpace** @ConcordArtspace 17 Aug  
Excited to say that @CityfestToronto is underway! Come down and enjoy the beautiful weather! #cityfestto [pic.twitter.com/GVI0ghxpW8](https://pic.twitter.com/GVI0ghxpW8)

**Molson Coors Canada** @MolsonCoorsCA 17 Aug  
@CityfestToronto it sounds like it's going to be a great day!  
Hide conversation Reply Retweet Favorite More

**Atendy** @Atendy 17 Aug  
@CityfestToronto this was a great idea! I hope it comes back every summer.

**Universe** @universe 15 Aug  
Join KARL WOLF, Smoke's Poutine, and thousands of Torontonians at the first ever Cityfest this Saturday! [uv.rs/1c8R18f](https://uv.rs/1c8R18f)  
Retweeted by Taza Real Estate

**UrbanToronto** @Urban\_Toronto 20 Aug  
Neighbours partied together when the first ever Cityfest took place this weekend at Concord CityPlace [ow.ly/o6k9z](https://ow.ly/o6k9z) @concord\_city

**car2go Toronto** @car2goToronto 24 Jul  
@cityfesttoronto We are excited to be a part of the event!  
View conversation

**CityPlace R.A** @CityPlaceRA 16 Aug  
Are you ready for @CityfestToronto this Saturday? Music, beer garden, food and more @ Canoe Landing Park. Visit [CityFest.ca](http://CityFest.ca) for more info

**Smoke's Pouterie** shared a link. August 15

Who's pumped for city fest this weekend?!

**Uniq Lifestyle** @UniqLifestyle 10 Aug  
Only one more week until @CityFestToronto! Get all the details here: [cityfest.ca](http://cityfest.ca)

**Hunters Landing Bar** @HuntersLanding 17 Aug  
So excited for @CityPlaceRA @CityfestToronto today!! Amazing entertainment in the heart of our #hood #toronto #music #mycity #416



**Craig Hunter** @craighunter\_

12h

Okay, that's pretty cool. Our strip of buildings at #CityPlace are getting it's own free concert next month: @CityfestToronto #toronto



**Troy MG** @TroyGonsalves

18 Aug

Mr. Porter made an appearance @CityfestToronto yesterday with #urban #professionals and #families #porterplans  
pic.twitter.com/bxz5g3z3AA



**bree** @simply\_girly

17 Aug

Cityfest today! Already lots of free things! Poutine, drinks, sunglasses, coffee. #loveit #toronto



**Ana Lía Arias** @AnaLiaAG

29 Aug

Zwagg with Zolo! #tbt #cityfest #toronto #hiphop @ Canoe Landing Park  
instagram.com/p/dmslUxgMEW/



**Shannon Russell** @Russell\_Shann

17 Aug

GUESS WHOSE AT #CITYFEST in #Toronto !!!! Come Find Us With Merch!!! @lauragurica  
instagram.com/p/dIDLt3vrvd/



**Monika MacMillan** @PlaceInTheCity

17 Aug

Been to #CityPlace lately? Check out #CityFest today and see how the neighbourhood has changed  
ow.ly/o1cBs #Toronto #weekendfun



**Damon Sharpe** @damonsharpe

17 Aug

@TheNameIsSh @CityfestToronto @KARLWOLFs have a great show my dudes!!!!



**Erica Leibner** @EricaLeib

14 Aug

Fuhn! "@CityfestToronto: @CityfestToronto teaser video ▶  
goo.gl/KE5C7A - @TorontoArgos @CIBCcommunity @SNAPDowntownTO @tphcanada"



**madeleine stoesser** @mstoesser

12 Aug

What an awesome way to spend an afternoon in #Toronto!  
cityfest.ca



**Rosario Marchese** @RMarcheseMPP

18 Aug

In a very short time, CityPlace has grown into one of Toronto's most vibrant neighbourhoods @CityfestToronto  
thestar.com/news/gta/2013/...



**Pankita Patel** @PankitaP

16 Aug

So excited to be volunteering at #Cityfest this year! Join us tmrw @ConcordCityPlace #CanoeLanding Toronto's First Annual Social Festival!



**Jennifer Webster** @playmemama

17 Aug

Hanging out at @CityfestToronto my son says "I hope this happens again next year!" #cityfestTO  
pic.twitter.com/EZu7fEoQcw

Retweeted by Cityfest Toronto

## TORONTO STAR

1.9M weekly circulation

“CityPlace condo-dwellers celebrate their vibrant community”



## THE GLOBE AND MAIL

1.9M weekly circulation

“...young couples could be spotted on the park’s Astrourfed sports lawn with children in tow, while retirement-age pairs strolled around the festival food tents and watched their neighbours onstage”



2M monthly page views



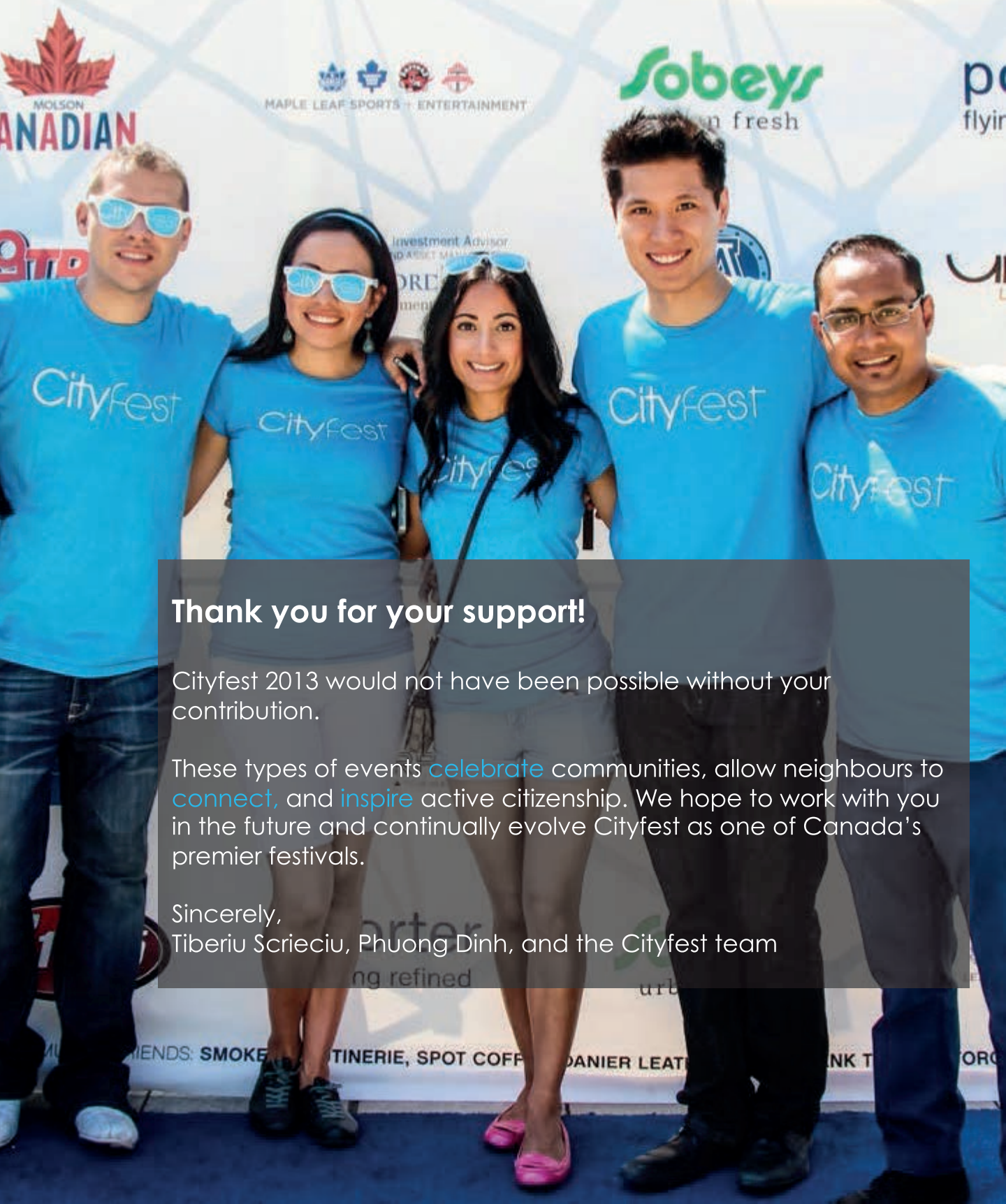
950k weekly circulation

“Cityfest will bring thousands of residents and visitors together to celebrate community talent, highlight the work of Toronto artists, and enjoy live music and a variety of food and drinks in the vibrant Concord CityPlace neighbourhood.”

“...thousands descended on CityPlace for the first annual Cityfest... The active involvement of community members in helping to plan and organize this event is a positive sign for a growing community spirit, and a more cohesive neighbourhood, now not just rich with amenities, but also the events necessary to facilitate a family-friendly community environment. “

also covered by





## Thank you for your support!

Cityfest 2013 would not have been possible without your contribution.

These types of events [celebrate](#) communities, allow neighbours to [connect](#), and [inspire](#) active citizenship. We hope to work with you in the future and continually evolve Cityfest as one of Canada's premier festivals.

Sincerely,  
Tiberiu Scriciu, Phuong Dinh, and the Cityfest team

