

01 More than
150 EVENTS

85% More than
85% FREE

6 **6 NIGHTS**
on the Green

REACH (JANUARY-JUNE 2025)

- **PRESS:** 50+ articles about the 2025 Festival
- **WEBSITE:** 220,000+ pageviews
- **SOCIAL MEDIA:**
Facebook content views 225.7K
Instagram content views 106.6K
Vimeo virtual content views 31.2K



ECONOMIC IMPACT

\$9.5M

DOWNTOWN NEW HAVEN (JUNE 13-28)

50+ VOLUNTEERS engaged this season **\$204.52 AVERAGE** spend per person

100+ EMPLOYEES (94% based in CT)

OUR 30TH PEARL ANNIVERSARY

With the help of our staff and volunteers, we celebrated 30 years of bringing Great Art & Big Ideas to the Greater New Haven area. This milestone will impact our next 30 years of work in the community.

“It [Festival] has been an amazing force for engaging residents of New Haven and Connecticut in new and innovative programs—a community uniter!”

— Janet E. Festival Attendee 2025



2025 FESTIVAL STAFF | PHOTO: JUDY SIROTA ROSENTHAL

COMMUNITY CONNECTION

► **40+ COMMUNITY PARTNERS** engaged with us during the 2025 season.

► **FILM SERIES WITH SISTER CITIES** highlighted international countries including Afula-Gilboa, Israel; Amalfi, Italy; Avignon, France; Freetown, Sierra Leone; Hue, Vietnam; Leon, Nicaragua; Changsha, China and Tetlanohcan, Mexico

► **6 NEIGHBORHOOD FESTIVALS** were celebrated in partnership with City of New Haven and New Haven's Department of Arts, Culture and Tourism: Fair Haven, WEB (Whalley/Edgewood/Beaver Hills), Newhallville, The Hill, West Hills/West Rock, and Dixwell.



► **6 STUDENTS** participated in the Arts & Ideas High School Fellowship Program in partnership with CT State Community College at Gateway.

CT STATE
COMMUNITY COLLEGE
GATEWAY

1,100

► **1,100 COPIES** of *Fahrenheit 451* distributed for FREE during the Big Read. Expanding our reach across New Haven county and creating new partnerships.



AUDIENCE & ATTENDEES (IN-PERSON & VIRTUAL VIEWS)

- ▶ **37,000 IN-PERSON** attendees
- ▶ Visitors from **CONNECTICUT 92%**
- ▶ Visitors from **NEW HAVEN 64%**
- ▶ **49% OF VISITORS** are repeat attendees from previous years
- ▶ **32,700 VIEWS** on YouTube (172+ new subscribers)
- ▶ **84% OF SURVEYORS** rated their Festival experience as a 7.0 or higher (out of 10) and would highly recommend.



FESTIVAL AUDIENCE AT CARIBBEAN FESTIVAL | PHOTO: LANCE LONG

“We are so fortunate to have such an exciting array of cultural experiences, events, and opportunities in the Greater New Haven Area....”

— Festival Attendee 2025



TITUS KAPHAR & SHAMAIN MCALLISTER | PHOTO: JOEL CALLAWAY



430 Artists & Speakers



16 Internationally based



132 Nationally based



143 Connecticut-based



139 New Haven-based

ARTISTS & SPEAKERS

More reports available at **ARTIDEA.ORG/impact**
Full list of sponsors and partners available at **ARTIDEA.ORG/supporters**