

IMPACT REPORT







REACH (JANUARY-JUNE 2025)

▶ PRESS: 50+ articles about the 2025 Festival

▶ WEBSITE: 220,000+ pageviews

Facebook content views 225.7K Instagram content views 106.6K

Vimeo virtual content views 31.2K

SOCIAL MEDIA:









ECONOMIC IMPACT

DOWNTOWN NEW HAVEN (JUNE 13-28)

50+ VOLUNTEERS engaged this season



22 100+ 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

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



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

▶ 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.







- > 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 recommened.



FESTIVAL AUDIENCE AT CARIBBEAN FESTIVAL | PHOTO: LANCE LONG

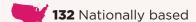
"We are so fortunate to have such an exciting array of cultural experiences, events, and opportunities in the Greater New Haven Area...."

- Festival Attendee 2025











139 New Haven-based

