**FESTIVAL 2021 IMPACT REPORT**

**REACH**

- **LOCAL AND REGIONAL PRESS**
  - including coverage in the Boston Globe
- **TOTAL PRESS REACH**
  - of more than 56 MM
- **SOCIAL MEDIA REACH**
  - of 600,000+
- **70,000+ VISITORS**
  - to our website in May and June

**EVENTS/ARTISTS & SPEAKERS**

- **153 EVENTS**
  - over 44 days including: 10 full nights on the New Haven Green
- **762 ARTISTS & SPEAKERS**
  - 494 from Connecticut (outside of NHV)
  - 138 from New Haven
  - 23 internationally-based artists and speakers
  - 207 from throughout the country

**AUDIENCE IMPACT**

- **Nearly 50% OF ATTENDEES**
  - named this as their first in person performance art experience of 2021.
- **MORE THAN 70% OF RESPONDENTS**
  - were introduced to an artist that have never heard of before.
- **MORE THAN 40% OF RESPONDENTS**
  - were introduced to a restaurant or organization that was new to them.

**TRANSFORMATION**

- **PRESENTED VIRTUALLY AND IN-PERSON**
  - including livestreaming from the New Haven Green
- **FOUR NEIGHBORHOOD FESTIVALS**
  - including 2 new communities: Dixwell, The Hill, Newhallville, & West Rock/West Hills
- **ENCORE ARTS FOR LABOR**
  - 2-day concert series, presented September 4-5™ live and livestreamed from the New Haven Green, engaging 3,000+ audience members.
- **WORKING WITH THE NEXT GENERATION:**
  - 10 Arts & Ideas Fellows in partnership with Gateway Community College
  - 8 Arts & Ideas Summer Intensive Fellows in partnership with District Arts & Education

**ECONOMIC IMPACT**

-$1.5 MM-

“There is no way to describe the positive vibes being among others who enjoy art...nothing like it.”

— 2021 Audience Survey

**FESTIVAL AUDIENCE**

- **136,000+ Attendees**
- **14,000+ In-Person**
- Visitors from every region of CONNECTICUT
- Viewed online nationally and internationally
- **10+ Countries and 14 States Across the Country**