

**REACH** (JANUARY 1 - JULY 1)



**PRESS**

• **100+** Articles



**WEBSITE**

• **331,339** Pageviews

**SOCIAL**



**Facebook**

Reach 99,912



**Twitter**

Reach 88,378



**Instagram**

Reach 43,681



**Vimeo**

Reach 52,500

**157**  **84%**  
EVENTS **FREE**  
**13 NIGHTS**  
ON THE NEW HAVEN GREEN

**COMMUNITY CONNECTIONS**

- **18 students** participated in the Arts & Ideas High School Fellowship Program
- **500+ copies of *Parable of the Sower*** distributed for FREE during One City, One Read
- **5 Neighborhood Festivals** were celebrated this year: Dixwell, Fair Haven, The Hill, Newhallville, and West Rock/West Hills

**YEAR-ROUND EXPANSION**

- **3 Virtual Holiday Events** broadcasted November 2021 - January 2022 reaching an audience of 1,500+
- **7 Lunchtime Events** on the New Haven Green presented August - November 2022 reaching 400+ community members

**ECONOMIC IMPACT**

**\$2.45M**

**Downtown New Haven (June 10-26)**

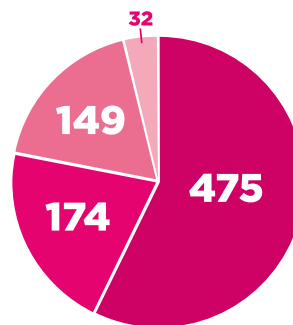
- **\$60.49 average spend** per-person—nearly 2x the national average
- **40+ Events in Partnership** with local restaurants, food entrepreneurs, and breweries
- **171 Arts & Ideas Employees** in 2022

**AUDIENCE**

**100,000+**

**Welcomed In-Person and Virtually in May and June**

- Visitors from **60+ CT Towns**
- Visitors from **24+ US States**
- Online viewers from **18+ Countries**



**830**

**ARTISTS & SPEAKERS**

- **32 Internationally based**
- **149 Nationally based**
- **174 Connecticut-based**
- **475 New Haven-based**

**“Glad to have been in the diverse audience, taking it all in!”**

— Festival Attendee (2022)