

# IMPACT REPORT



More than  
**150 EVENTS**



More than  
**85% FREE**



**12 NIGHTS**  
on the Green

## REACH (JANUARY-JUNE 2023)

- ▶ **PRESS:** 75 articles about the 2023 Festival
- ▶ **WEBSITE:** Visits up 50% from 2022
- ▶ **SOCIAL MEDIA:**
  - Facebook Reach 1,358,607
  - Instagram Reach 189,266
  - Twitter Reach 16,425
- ▶ **ADVERTISING:** 75+ million total impressions



“I think the Festival is wonderful and I look forward to the event each year. I wish I could attend everything.”

—Festival Attendee (2023)

## YEAR-ROUND EXPANSION

(OCTOBER 2022-SEPTEMBER 2023)

- ▶ **3 ARTISTS** were fully supported in attending a cultural exchange program in Havana, Cuba in January with members of the Arts & Ideas Staff and Board
- ▶ **155 GUESTS** attended the 13th Annual Visionary Leadership Award Ceremony in February, and audiences were newly able to attend this event for free
- ▶ **7 LUNCHTIME PERFORMANCES** presented August-September in partnership with City of New Haven, Proprietors of the Green and Town Green District
- ▶ **150 NEW SUBSCRIBERS** to our podcast “Great Art, Big Ideas”

## ECONOMIC IMPACT

**\$2.66M**

**DOWNTOWN NEW HAVEN (JUNE 10-25)**

**8.1% INCREASE**  
over Festival 2022

**155 EMPLOYEES**  
at Arts & Ideas in 2023

## COMMUNITY CONNECTION



▶ **20 STUDENTS** participated in the Arts & Ideas High School Fellowship Program in partnership with Gateway Community College



▶ **620 COPIES** of *Sitting Pretty: The View from my Ordinary Resilient Disabled Body* distributed for FREE during the NEA Big Read, along with 50 copies of the companion children’s book

▶ **NEARLY 100 VOLUNTEERS** engaged with us during the 2023 Festival

▶ **5 NEIGHBORHOOD FESTIVALS** were celebrated in partnership with City of New Haven and New Haven’s Department of Arts, Culture and Tourism: Dixwell, Fair Haven, Newhallville, West Rock/West Hills and The Hill



**AUDIENCE** (IN-PERSON & VIRTUAL ATTENDEES)

- ▶ **35,000 IN-PERSON** attendees  
40% increase over 2022
- ▶ Visitors from **53+ CT TOWNS**
- ▶ Visitors from **22+ US STATES**
- ▶ Visitors from **14+ COUNTRIES**
- ▶ Nearly **DOUBLED ATTENDANCE** of people with disabilities from 5.5% in 2022 to 10.3% in 2023
- ▶ BIPOC attendees **INCREASED TO 49.6%**
  - 22% Black/African American
  - 12.5% Latiné
  - 7.1% AAPI
  - 7% Multiracial
  - 1% Native/Indigenous
- ▶ **80% OF ATTENDEES** surveyed rated their experience as a 9 or 10 out of 10
- ▶ **39,554 VIEWS** on YouTube  
183 new subscribers
- ▶ **8,391 VIEWS** via Facebook Video
- ▶ **68,945 VIEWS** on Vimeo



FESTIVAL ATTENDEES | PHOTO: LANCE LONG

**“I love the diversity of talent! Thank you for what you bring to New Haven!”**

—Festival Attendee (2023)



ANGELIQUE KIDJO | PHOTO: LANCE LONG



## **782 Artists & Speakers**



**37** Internationally based



**284** Connecticut-based



**131** Nationally based



**330** New Haven-based

**“Thank you for all the opportunities you create for all artists. Representation is important and your team shows that it matters.”**

—Festival Artist (2023)

**ARTISTS & SPEAKERS**

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

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