

IMPACT REPORT

FESTIVAL AUDIENCE



OVER 120,000
Households reached



Attendees from
ACROSS CONNECTICUT



Attendees from
OTHER STATES



**ATTENDEES FROM
29+ COUNTRIES**

ECONOMIC IMPACT

200+

NEW EVENTS PRESENTED

ARTISTS & SPEAKERS



331 ARTISTS & SPEAKERS
featured from Connecticut

All of whom were compensated for their work

\$10K TOTAL IN CANCELLATION FEES
paid to Connecticut-based and regional artists who
were no longer able to perform

\$10K EARNED BY LOCAL ARTISTS
via Arts on Call socially-distanced, live performances

\$5K PAID TO LOCAL ARTISTS
for their participation in other virtual programming

INTERNAL

RETAINED ALL STAFF
with no lay-offs or hour
reductions of staff
members who were on-
board as of March 2020

KEPT THE SAFETY
of our staff, artists, and
the community at the
forefront of all planning
decisions, following
public health officials'
guidance at all times

“From GoPro biking tours to performances broadcast in assisted living homes to Zoom cooking classes with food kits from local restaurants replacing the food bazaars and tastings of past festivals, Arts & Ideas is finding alternate ways to bring people together.”

— American Theatre, May 15:

“Summer Breaks: How Arts Festivals Are Coping With Cancellation”

LOCAL RESTAURANTS



\$35K GENERATED IN REVENUE
which went directly to the participating restaurants

PRESENTED THE KEYBANK FOOD SERIES

a series of events in which audience members were invited to purchase a food or ingredient packet from a local restaurant which was paired with a live, virtual cooking demonstration or tasting

PROVIDED TECHNICAL SUPPORT AND GUIDANCE
for restaurants to continue to host similar events
post-Festival

AMPLIFIED LOCAL RESTAURANTS
by continuing marketing resources throughout the year