

IMPACT REPORT

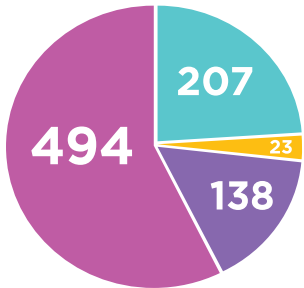
REACH

- **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

ECONOMIC IMPACT

\$1.5 MM

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

“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

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 4-5TH 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