

IMPACT REPORT



More than
150 EVENTS



More than
85% FREE



10 NIGHTS
on the Green

REACH (JANUARY-JUNE 2024)

- ▶ **PRESS:** 75 articles about the 2024 Festival
- ▶ **WEBSITE:** 360,000+ pageviews
- ▶ **SOCIAL MEDIA:**
 - Facebook Followers up 126%
 - Instagram Followers up 1,200%
 - Virtual Views up 6% from 2023
- ▶ **ADVERTISING:** 75+ million total impressions



ECONOMIC IMPACT

\$5.7M

DOWNTOWN NEW HAVEN (JUNE 14-29)

53% INCREASE
from Festival 2023

\$102.19 AVERAGE
spend per person

150 EMPLOYEES (96% based in CT)

BREAKING RECORDS

- ▶ **HIGHEST GROSSING** concert [Samara Joy] in Festival history with a total of \$74,497.46

“Thank you Arts & Ideas for bringing this incredible vocalist [Samara Joy] and her talented musicians to New Haven!”

— Festival Attendee 2024



SAMARA JOY | PHOTO: JUDY SIROTA ROSENTHAL

COMMUNITY CONNECTION



- ▶ **21 STUDENTS** participated in the Arts & Ideas High School Fellowship Program in partnership with CT State Community College at Gateway.



- ▶ **1,100 COPIES** of *The Best We Could Do* distributed for FREE during the NEA Big Read.

- ▶ **OVER 100 VOLUNTEERS** engaged with us during the 2024 season.

- ▶ **6 NEIGHBORHOOD FESTIVALS** were celebrated in partnership with City of New Haven and New Haven's Department of Arts, Culture and Tourism: Fair Haven, Long Wharf, Newhallville, The Hill, West Hills/West Rock, and Dixwell.



AUDIENCE & ATTENDEES (IN-PERSON & VIRTUAL VIEWS)

- ▶ **43,000 IN-PERSON** attendees
- ▶ Visitors from **40+ CT TOWNS**
- ▶ Visitors from **20+ US STATES**
- ▶ Visitors from **10+ COUNTRIES**
- ▶ **41,200 VIEWS** on YouTube (200+ new subscribers)
- ▶ **73,300 VIEWS** on Vimeo
- ▶ **85% OF SURVEYORS** rated their Festival experience as a 8.8 or more (out of 10) and would highly recommend it to family or friends.



FESTIVAL AUDIENCE AT THE EBONY HILLBILLIES | PHOTO: JOEL CALLAWAY

“I loved the variety of the tellers [Stir the Style] - each had their own distinctive voice and presence. The pacing was great - stories were long enough to draw one in, but short enough that the evening kept a brisk pace. I would come back to hear the same tellers again.”


— Festival Attendee 2024





DR. AYANA ELIZABETH JOHNSON & JOHN DANKOSKY | PHOTO: JOEL CALLAWAY




804 Artists & Speakers

 **39** Internationally based

 **151** Nationally based

 **122** Connecticut-based

 **492** New Haven-based

ARTISTS & SPEAKERS

More reports available at ARTIDEA.ORG/impact
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