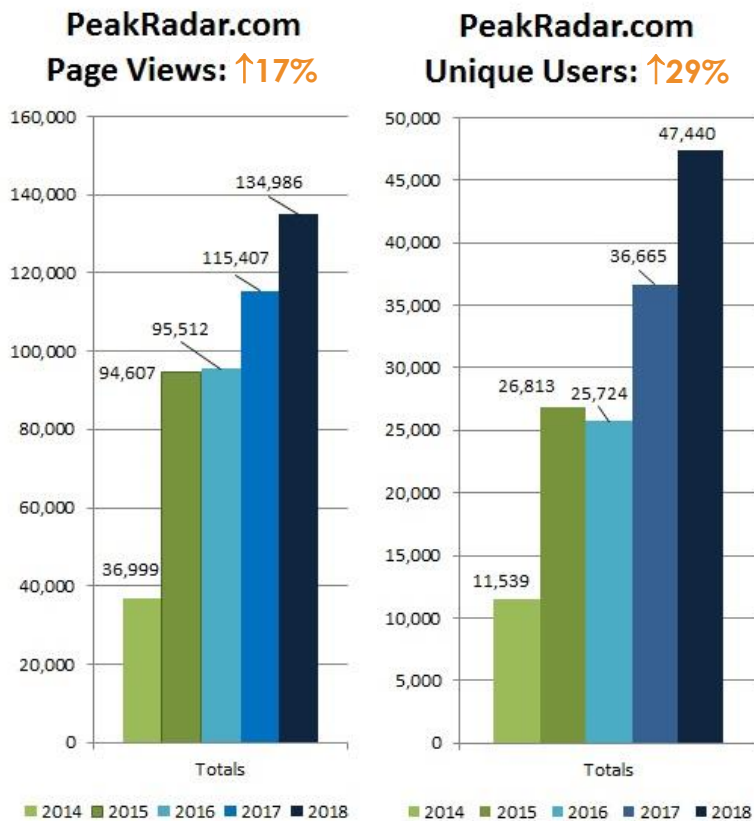


Arts Month 2018 Impact Report



Driving Usage of the Cultural Calendar



Driving Cultural Tourism

Arts Month reached **20,577 tourists on PeakRadar.com, up 31% over 2017**. Tourists were **43% of total site users**.

On the VisitCOS.com website, **96,525 users** viewed Peak Radar events during the campaign.

Thanks to our Arts Month 2018 Sponsors



Driving Visibility for the Arts

Print, Radio, & TV Advertising

Excluding earned media coverage, the paid marketing campaign leveraged 537 spots/insertions to achieve **1,993,543 impressions**. Paid platforms included Comcast, RXP, Fox21, Comcast, Colorado Springs Business Journal, Colorado Springs Independent, The Gazette, and the Colorado Springs Military Newspaper Group.

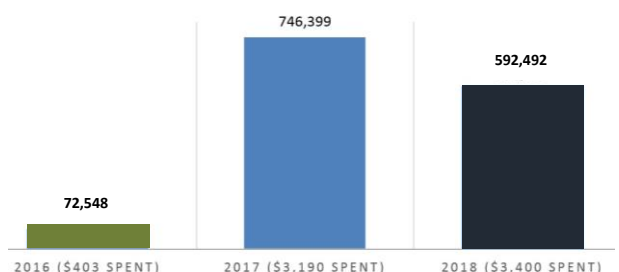
Social Media



Arts Month's social media campaign combined paid and organic content on Facebook, Instagram, and Twitter.

The paid campaign on Facebook and Instagram received **592,492 impressions** from **113,407 users**.

IMPRESSIONS OVER TIME



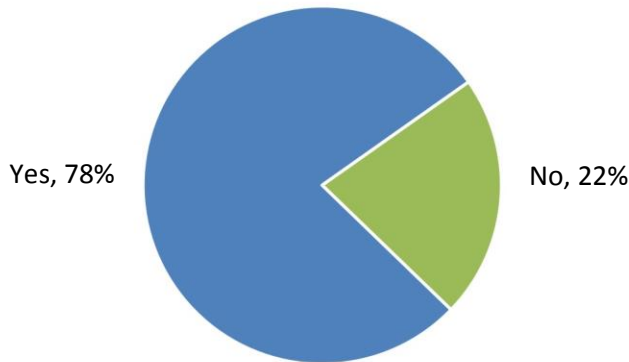
On Facebook, organic Arts Month content received **649,812 Total Impressions** from **7,062 Engaged Users**.

#ArtsOctober was used **over 220 times** by social accounts across our region.

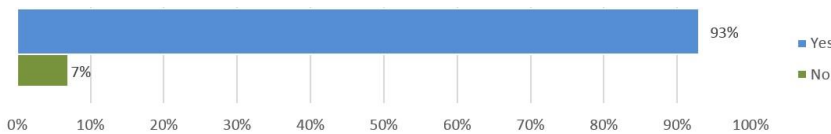
The 2018 Arts Month Survey

Individual Surveys: 119 responses / Org Surveys: 15

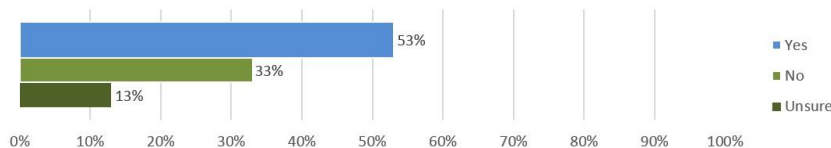
“Did you have one new arts & cultural experience with family or friends during October?”



“Do you feel that Arts Month is beneficial for your arts organization?”



“During October 2018, did your arts organization experience any increases in event attendance that you would attribute to the Arts Month initiative?”



Comments about Arts Month 2018

“It really opens your eyes to all of the arts related activities that go on throughout the year.”

“I loved seeing the artistic subculture of Colorado Springs. I never knew so much artistry is here.”

“We had an event and it was the best attendance in the whole year and that was so refreshing and inspiring ... that momentum is really, really supportive.”

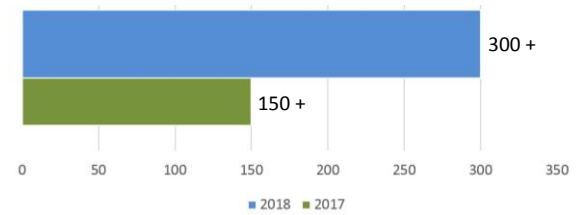
“This month has been totally crazy but also like the most radical and new arts month I’ve ever participated in. From food to music, this town was poppin’ with arts participants everyday.”

“I love seeing our lovely city embrace and celebrate arts! Good to have an arts community big enough, with enough support, to have an Arts Month.”

“Please continue this Arts Month – in fact, we need one in May, as well, to start the summer ... !”

October Arts Events Listed on PeakRadar.com/ArtsMonth

As both Arts Month and Peak Radar grow, we see **increases in the number of arts events** between October 1-31.



ArtPOP



The popular series of **20 free, public performances** by local artists, returned for a second year, in partnership with Pikes Peak Arts Council. This year’s program attracted proposals from **46 local artists**, for performances attended by over **1,500 people**.

New This Year:

Pikes Peak Litter Letter Project with the Pikes Peak Outdoor Recreation Alliance, and several local environmental sustainability organizations, during Creek Week 2018

Arts Month BINGO with UCCS Presents and the Ent Center for the Arts

Free tickets for underserved audiences through partnerships with:

- Big Brothers Big Sisters
- Angels of America's Fallen
- Family Promise of Colorado Springs
- United Way/Colorado Springs Promise

Special community events

- Iron Pour in the Town of Monument
- “Art in the Park” celebration with the City of Cripple Creek

Questions?

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